

CONFIDENTIAL

From: andrew@pugnowlaw.com
Sent: Monday July 21, 2008 03:00 PM
To: Jeff Flint; Sarah Pollo; RonP@californiafamily.org; Ned Dolejsi
(ndolejsi@catholic.org); Doug Swardstrom;
mark9860@frontiernet.net
Subject: FW: ProtectMarriage.com Statement of Unity
Attachments: Received 071708.pdf

Statement of unity from Bill Tam, attached.

Law Offices of

ANDREW P. PUGNO

101 Parkshore Drive, Suite 100

Folsom, California 95630-4726

Tel: (916) 608-3065

Fax: (916) 608-3066

Email: [HYPERLINK "mailto:andrew@pugnowlaw.com"](mailto:andrew@pugnowlaw.com)andrew@pugnowlaw.com

Website: [HYPERLINK "http://www.PugnoLaw.com"](http://www.PugnoLaw.com)www.PugnoLaw.com

This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and contains information that is, or may be, privileged, confidential or protected from disclosure. Any unauthorized review, copying, retention, use, disclosure, dissemination, or distribution of the information is prohibited. If you are not the intended recipient and have received this message in error, please delete it immediately and notify the sender by reply e-mail or telephone (916) 608-3065.

To ensure compliance with requirements imposed by the IRS, including IRS Circular 230 Notice , we inform you that any U.S. tax advice contained in this communication is not intended or written to be used, and cannot be used by any taxpayer, for the purpose of avoiding U.S. tax penalties.

From: April Southward [mailto:April@meta-info.com]
Sent: Thursday, July 17, 2008 12:07 PM
To: Andrew P. Pugno
Subject: ProtectMarriage.com Statement of Unity

See attached

UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA	
Case number: 3:09-cv-02292-VRW	
PLTF	EXHIBIT NO. PX2633
Date admitted:	_____
By:	_____

TAM_PM_006667

CONFIDENTIAL

From: andrew@pugnowlaw.com
Sent: Monday July 21, 2008 03:00 PM
To: Jeff Flint; Sarah Pollo; RonP@californiafamily.org; Ned Dolejsi
(ndolejsi@catholic.org); Doug Swardstrom;
mark9860@frontiernet.net
Subject: FW: ProtectMarriage.com Statement of Unity
Attachments: Received 071708.pdf

Statement of unity from Bill Tam, attached.

Law Offices of

ANDREW P. PUGNO

101 Parkshore Drive, Suite 100

Folsom, California 95630-4726

Tel: (916) 608-3065

Fax: (916) 608-3066

Email: [HYPERLINK "mailto:andrew@pugnowlaw.com"](mailto:andrew@pugnowlaw.com)andrew@pugnowlaw.com

Website: [HYPERLINK "http://www.PugnoLaw.com"](http://www.PugnoLaw.com)www.PugnoLaw.com

This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and contains information that is, or may be, privileged, confidential or protected from disclosure. Any unauthorized review, copying, retention, use, disclosure, dissemination, or distribution of the information is prohibited. If you are not the intended recipient and have received this message in error, please delete it immediately and notify the sender by reply e-mail or telephone (916) 608-3065.

To ensure compliance with requirements imposed by the IRS, including IRS Circular 230 Notice , we inform you that any U.S. tax advice contained in this communication is not intended or written to be used, and cannot be used by any taxpayer, for the purpose of avoiding U.S. tax penalties.

From: April Southward [mailto:April@meta-info.com]
Sent: Thursday, July 17, 2008 12:07 PM
To: Andrew P. Pugno
Subject: ProtectMarriage.com Statement of Unity

See attached

TAM_PM_006667



Statement of Unity

As a coalition, we recognize the diverse needs and interests of each coalition partner. However, as proved in the campaign for Proposition 22 in 2000, victory depends on the mutual commitment of each coalition partner to work in the service of a unified campaign.

Multiple campaign committees, independent strategies for public messaging, and personal use of the Marriage Amendment to raise funds or increase membership, are counterproductive and increase the likelihood of defeat. Thus, just as in Proposition 22, the leadership of this campaign is properly entrusted to those members of the coalition who selflessly commit to the following principles of unity:

1. Unified Campaign Fundraising - Unless otherwise directed by the Campaign Manager, all donations solicited by coalition partners to promote the Marriage Amendment must be made directly to the ProtectMarriage.com committee.
2. Message Discipline - Public communications by coalition partners in support of the Marriage Amendment must be approved by the Campaign Manager for strategic message discipline.
3. The Face of Coalition - Coalition partners must publicly promote the Marriage Amendment through the unified face of the ProtectMarriage.com campaign. All media requests are to be forwarded to the campaign for assignment to the appropriate spokesperson, which may or may not be the coalition partner originally contacted by the press. Promotion of a coalition partner's own role or activities shall be limited exclusively to that partner's existing membership.

Only those coalition partners who join this Statement of Unity will be eligible to participate on the campaign's Steering Committee. As a forum for official advisors to the campaign, the Steering Committee will have regular opportunities to suggest strategies for consideration and receive confidential campaign briefings from campaign management.

I, and the organization I represent, join in the foregoing Statement of Unity.



 Signature
 BILL TAM

 Name
 TRADITIONAL FAMILY COALITION

 Organization