

Ralston Showalter & Associates, Inc.
Public Relations

MEMORANDUM

Via Overnight Mail

FOR: Pat Donoho, Grant Gillham, Ron Gray
FROM: Joanne Ralston *JR*
RE: Prop. 10 "Failings" Backgrounder Sept. 18, 1998

As a follow-up to the Sept. 17 memo [re anticipated attempts to divert the debate from Prop. 10 failings to Stanton Glantz-fed Minnesota documents to media], enclosed is a draft of what Prop. 10 says v. what it means and fails to address.

This is a menu of the Prop. 10 problems referred to in the memo for use with reporters calling for comment re Minnesota documents that are expected to continue to be fed by Stanton Glantz to media during the campaign.

Spokesmen can lateral these inquiries into "Prop. 10 supporters will do anything to keep from talking about the failings of this initiative, such as ... [2 or 3 examples]." If multiple calls occur from different reporters, suggest using different examples with each to encourage them to bug Roos, Reiner and Huffington.

From an earned media standpoint, the sooner we can box Roos, Reiner and Huffington into trying to explain their own initiative, the better.

This draft was sent to Barry Fadem for scrubbing Sept. 11. Once approved by legal, the backgrounder is easily divisible into issue categories – runaway bureaucracy/accountability, state and county commissions/powers, constitutional amendments, technical failings for policy wonks, and generally idiotic provisions, etc.

Portions of the backgrounder could also be matched to the specific areas of interest of political columnists and editorial boards. It is also good fodder for talk show hosts.

The initiative itself should be attached, along with M. Cubed's Economic Impact Analysis and/or the Senate Research Report as source material, if appropriate.

Hope it proves useful.

Onward!