

To: Cliff Pintak[cpintak@tencapitol.com]; John Gautier[jgautier@tencapitol.com]

From: rj@rjjohnson.org

Sent: Thur 11/4/2010 9:28:47 AM

Subject: Fw: Final ck

CFG is cooked, see below.

Please resend me the JFC one with a note asking when it will get paid. I will use that to hammer it out. We have you covered regardless.

Sent from my U.S. Cellular BlackBerry® smartphone

From: "Deborah Jordahl" [REDACTED]

Date: Thu, 4 Nov 2010 08:48:16 -0500

To: <rj@rjjohnson.org>

Subject: RE: Final ck

I mailed it our portion just under 1K

From: rj@rjjohnson.org [mailto:rj@rjjohnson.org]

Sent: Thursday, November 04, 2010 8:39 AM

To: Deb Jordahl

Subject: Fw: Final ck

Have you mailed them what they are owed?

Sent from my U.S. Cellular BlackBerry® smartphone

From: Cliff Pintak <cpintak@tencapitol.com>

Date: Thu, 4 Nov 2010 09:35:15 -0400

To: <rj@rjjohnson.org>

Cc: John Gautier<jgautier@tencapitol.com>; Lisa Nethery<lnethery@tencapitol.com>

Subject: Re: Final ck

Neither had been received yet as of yesterday's mail. Today's mail won't arrive for another 3 hours. I'll let you know if either arrives today RJ but they have not yet arrived.

On Nov 4, 2010, at 9:27 AM, rj@rjjohnson.org wrote:

Let me know for sure. We own CFG and I can call Jensen on JFC.

Sent from my U.S. Cellular BlackBerry® smartphone

From: John Gautier <jgautier@tencapitol.com>

Date: Thu, 4 Nov 2010 09:23:51 -0400

To: rj@rjjohnson.org<rj@rjjohnson.org>

Cc: Cliff Pintak<cpintak@tencapitol.com>; Lisa Nethery<lnethery@tencapitol.com>

Subject: Re: Final ck

Yes. Unless they came in while I was gone, \$9K from JFC and \$1K from WCFG. Lisa has details.

Sent from my iPhone

On Nov 4, 2010, at 9:01 AM, rj@rjjohnson.org wrote:

Yep numbers were good on the sheets. Are you guys owed anything?

Sent from my U.S. Cellular BlackBerry® smartphone

From: John Gautier <jgautier@tencapitol.com>

Date: Thu, 4 Nov 2010 08:24:57 -0400

To: <rj@rjjohnson.org>

Cc: Cliff Pintak<cpintak@tencapitol.com>; Lisa Nethery<lnethery@tencapitol.com>

Subject: Re: Final ck

Sorry R.J. Lisa was out a couple of days and I'm on the road. Both Cliff and Lisa are in the office today. Lisa, please work with R.J. to get this out today. I assume everyone was fine with the final spread sheet we sent out with all the media numbers. Speak with Cliff if you have any questions or call me on my cell. Thanks

J

John Gautier

President

TenCapitol | Advertising and Public Affairs

703 860 4055 Ext. 104

On Nov 3, 2010, at 6:14 PM, rj@rjjohnson.org wrote:

Didn't arrive. How did you send it?

Sent from my U.S. Cellular BlackBerry® smartphone

Cliff Pintak

cpintak@tencapitol.com

TenCAPITOL, Inc.

(c) [REDACTED]

(w) 703-860-4055 ext. 105

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To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Mon 2/21/2011 3:10:05 PM
Subject: Wiring for Wisconsin Club for Growth

ANNCR:

Who decides Wisconsin's future?

Voters or government unions?

Wisconsin voted for fiscal sanity and balanced budgets.

But public employees walked off their jobs, abandoning our children.

Democratic legislators don't even have the guts to show up for their jobs, hiding out in other states.

And incredibly, President Obama backs the union bosses and floods Wisconsin with out of state political protestors.

Governor Walker has the courage to do what's right for Wisconsin.

Stand with Walker.

To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Tue 2/22/2011 1:44:42 PM
Subject: RE: Stand With Walker TV Ad

OK thanks.

From: Matt Seaholm [REDACTED]
Sent: Tuesday, February 22, 2011 1:35 PM
To: R. J. Johnson
Subject: Fwd: Stand With Walker TV Ad

Hey RJ...Have you seen this?

Radio getting added tomorrow, I'll let you know what that is once I have the mp3

Thanks,

Matt

Sent from my iPhone

Begin forwarded message:

----- Forwarded message -----
From: Matt Seaholm [mailto:matt.seaholm@seaholm.com]
Sent: Tuesday, February 22, 2011 1:35 PM
To: R. J. Johnson
Subject: Fwd: Stand With Walker TV Ad

To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Wed 2/23/2011 12:05:50 PM
Subject: RE: WI- AFP...
Missing Wirch Radio REV 2.mp3

Great. We're already running an ad on all those stations. This is why I advocated that you guys cover the GOP guys with FAVs and told you were were attacking the dems. I dropped 81K. This is nuts Matt.

From: Matt Seaholm [REDACTED]
Sent: Wednesday, February 23, 2011 11:56 AM
To: R. J. Johnson
Subject: Fwd: WI- AFP...

Hey RJ...we're going up with the attached ad today and the attached buys. I'm going to try and find some cash to go up with a positive ad in Hopper land. Sounds like he is getting it pretty bad. Let me know any thoughts you have. Thanks, Matt

Sent from my iPhone

Begin forwarded message:

From: Nick Everhart <neverhart@strategygroupmedia.com>
Date: February 22, 2011 11:32:03 PM CST
To: MATT SEAHOLM [REDACTED]
Subject: WI- AFP...

...Two emails coming, this is the first with the radio buys for the 3 districts and one of the three radio spots.

Second email will come after this one.

Thanks,

NPE

NICHOLAS EVERHART
STRATEGY GROUP FOR MEDIA/STRATEGIC MEDIA PLACEMENT
OFFICE: 740-201-5508
CELL: [REDACTED]

To: R. J. Johnson[rj@rjjohnson.org]
From: Donna Limon
Sent: Thur 2/24/2011 3:27:24 PM
Subject:Re: Timing on Roulette

RJ, Madison is also on the Stand Tall media schedule that runs through Monday 2/28/11.
Do you want this WCFG1325 (Russian Roulette) spot sent to them as well to switch to airing asap?
Is that the spot you will be airing for the new Madison schedule that Kristen is working on as well?

On 2/24/2011 2:53 PM, R. J. Johnson wrote:

If we have a problem with the timing of roulette on arrival (because of production), let them run the pro-Walker spot in lieu of roulette arriving. After roulette arrives, switch all CFG network traffic to roulette when it arrives including the non-roulette flight running through Monday.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]
In Hoc Signo Vincas

To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Thur 3/3/2011 2:39:16 PM
Subject: RE: tomorrow's meeting..

8:30 WMC.

From: Matt Seaholm [REDACTED]
Sent: Thursday, March 03, 2011 2:35 PM
To: R. J. Johnson
Subject: tomorrow's meeting..

what's the story? I may need to phone in.

To: Lorri Pickens[LPickens@afphq.org]
Cc: Daryn Iwicki[DIwicki@afphq.org]; Matt Seaholm [REDACTED] Alan Cobb[ACobb@afphq.org]; Brenda Baas[BBaas@afphq.org]
From: John Connors
Sent: Fri 3/4/2011 9:41:41 AM
Subject: Re: FW: AFP WI radio

Brenda just confirmed Madison location. She will forward contract to Daryn to sign & get CC info to pay for it.

Lorri: can you get a robo script to promote this event and let Schimming and Vicki know to pump on radio.

Madison Location:
Alliant Energy Center
Exposition Hall Building, Monona Room #4
1919 Alliant Energy Center Way
Madison, WI 53713

Madison Event Time:
Doors open at 12:00pm (noon)
Event starts at 1:00pm-2:00pm

On Fri, Mar 4, 2011 at 9:30 AM, Lorri Pickens <LPickens@afphq.org> wrote:

If you all can tell me the inside info on which ones we should target, I'll help get the info needed to Sean Noble.

Any updates on a Madison venue? Anything I can do to help?

-----Original Message-----

From: Alan Cobb
Sent: Friday, March 04, 2011 9:47 AM
To: [REDACTED] Lorri Pickens; Tim Phillips; [REDACTED]
Cc: [REDACTED]
Subject: Re: AFP WI radio

Looping in Matt.

----- Original Message -----

From: Sean Noble [REDACTED]
To: Alan Cobb; Lorri Pickens; Tim Phillips
Cc: Elissa Scannell [REDACTED]
Sent: Fri Mar 04 09:43:37 2011
Subject: AFP WI radio

We're planning to do radio spots in target Sen districts with the audio we get from our union members.

Can you guys let us know as soon as possible which Senate members are the focus and what markets they are in?

We'll also do statewide radio of a more generic nature - basically following the TV tag of "stand with Walker."

If you can get that information to Elissa, she can get the media buyers to reserve the time.

We hope to be up on radio Tues afternoon - presuming the shoots go well today.

Thanks!

-Sean

To: R. J. Johnson[rj@rjjohnson.org]
From: Matt Seaholm
Sent: Mon 3/7/2011 6:11:33 PM
Subject: Fw: WI AFP Concealed slightly revised
AFP Concealed v10 030711[3].mov

Hey RJ, This is going up starting on Wednesday, statewide....\$350K...let me know if you have any concerns. Thanks, Matt

To: R. J. Johnson[rj@rjjohnson.org]
From: Matt Seaholm
Sent: Tue 3/8/2011 3:12:16 PM
Subject:Re: WI AFP Concealed slightly revised

i think we are going to change to something like...

DRAFT AFP :30- TV

Wisconsin's huge budget deficits put schools, health care—our very futures—in doubt.

Government unions unfairly get pensions and benefits far better than private sector workers -- and we can't afford them.

Governor Walker's plan balances our budget, brings government union pensions into line, and still allows collective bargaining for wages.

It's time the unions stop the misleading attacks and it's time Senate Democrats come home and do their jobs.

Stand with Walker

From: R. J. Johnson <rj@rjjohnson.org>
To: Matt Seaholm [REDACTED]
Sent: Tue, March 8, 2011 3:02:13 PM
Subject: RE: WI AFP Concealed slightly revised

I have the same concerns you do. Especially for the money involved.

From: Matt Seaholm [REDACTED]
Sent: Monday, March 07, 2011 10:31 PM
To: R. J. Johnson
Subject: Re: WI AFP Concealed slightly revised

Do you think this is the right message and delivery? We don't want something to go up that might hurt walker by missing the mark.

Sent from my iPhone

On Mar 7, 2011, at 10:25 PM, "R. J. Johnson" <rj@rjjohnson.org> wrote:

Thanks.

----- Forwarded message -----
From: "R. J. Johnson" <rj@rjjohnson.org>
Sent: Monday, March 07, 2011 10:31 PM
To: R. J. Johnson
Subject: Re: WI AFP Concealed slightly revised

To: Matt Seaholm [REDACTED]
From: rj@rjjohnson.org
Sent: Mon 3/14/2011 12:42:20 PM
Subject: Re: Ballpark...how much would statewide radio buy be for 2 weeks?

Yes. I know what we need to do there. Can we collaborate on message?
Really important.

Sent from my U.S. Cellular BlackBerry® smartphone

-----Original Message-----

From: Matt Seaholm [REDACTED]
Date: Mon, 14 Mar 2011 12:41:23
To: rj@rjjohnson.org<rj@rjjohnson.org>
Subject: Re: Ballpark...how much would statewide radio buy be for 2 weeks?

Ok...does anyone have oppo on kloppenber?

Sent from my iPhone

On Mar 14, 2011, at 12:36 PM, rj@rjjohnson.org wrote:

> To do a solid effort? 200-300

> .

> -----Original Message-----

> **From:** Matt Seaholm

> **To:** rj

> **Subject:** Ballpark...how much would statewide radio buy be for 2 weeks?

> **Sent:** Mar 14, 2011 12:35 PM

>

>

>

> *Sent from my U.S. Cellular BlackBerry® smartphone*

To: R. J. Johnson[rj@rjjohnson.org]
From: Matt Seaholm
Sent: Tue 3/15/2011 5:14:26 PM
Subject: Fw: WI plan

This doesn't include any radio that Tim Phillips might have secured today, but this is what Sean pitched to the powers that be.

----- Forwarded Message -----

From: Matt Seaholm <MSeaholm@afphq.org>
To: Matt Seaholm [REDACTED]
Sent: Tue, March 15, 2011 4:50:04 PM
Subject: FW: WI plan

-----Original Message-----

From: Sean Noble [REDACTED]
Sent: Monday, March 14, 2011 8:34 PM
To: Tim Phillips
Cc: Matt Seaholm; Elissa Scannell
Subject: WI plan

Tim and Matt,

Here is the line items of the activity. Feel free to change as needed.

AFP specific:

Poll to test messaging - \$5,000
Voter ID by volunteers - \$10,000
2 mail pieces to AFP activists/modeled activists - \$200K GOTV to ID'd supporters - \$20,000

Non-AFP

Voter ID to 2010 GOTV pool - \$20,000
Voter ID to remaining AFP modeled activists - >\$50,000
Voter ID to swing universe - \$22,000
Express GOTV to ID'd supporters - \$23,000

Total for State Supreme Court play - \$350,000

Thanks,
Sean

To: R. J. Johnson[rj@rjjohnson.org]
From: Matt Seaholm
Sent: Fri 3/25/2011 9:43:52 AM
Subject:Re: Any news yet?

we'll be moving on the buy this morning.

To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Fri 3/25/2011 8:54:46 AM
Subject:FW: Any news yet?

GWC is buying out radio. If you can't place now I need to move in. Let me know ASAP. I told her to grab the AG network.

From: Kristen Smith [mailto:kristens@nonbox.com]
Sent: Friday, March 25, 2011 8:51 AM
To: rj@rjjohnson.org
Subject: Re: Any news yet?

Do you want me to book Brownfield? (the ag network?)

They only have 17 spots available between Tuesday-Friday, but I've heard Greater WI Committee is looking at snatching up those last spots. Cost for all 17 spots is \$7225

On Thu, Mar 24, 2011 at 10:07 PM, <rj@rjjohnson.org> wrote:

I don't mind at all. Please move forward on all fronts but talk. Let's visit on that first thing.

Sent from my U.S. Cellular BlackBerry® smartphone

From: Kristen Smith <kristens@nonbox.com>
Date: Thu, 24 Mar 2011 15:48:52 -0500
To: R. J. Johnson<rj@rjjohnson.org>
Subject: Any news yet?

I am still getting rates in from some stations, but the original stations are pretty much done. I'm just on hold with the news/talk until I hear from you.

If you want me to actually book some of these other stations (WTMJ, WI Radio Network, non news stations, etc.) do you mind getting multiple invoices for this? The sooner they can get checks, the sooner they can book the inventory.

To: 'Matt Seaholm' [REDACTED]
From: R. J. Johnson
Sent: Tue 3/29/2011 11:33:36 AM
Subject: RE: AFP Radio

Jesus Matt, I never got a call from you or an email. I have been in MN since Saturday. That's a pretty big development to leave to an office line if that's where you called. I left talk open for you with an assurance the job was done. I could have bought it last week. One more misstep in a series of them.

R.J.

From: Matt Seaholm [REDACTED]
Sent: Tuesday, March 29, 2011 9:10 AM
To: R. J. Johnson
Subject: AFP Radio

Hey RJ,

Tried to reach you over the weekend. Ran into some problems with our legal counsel on that script. Now I have a much better idea of what we will be able to do on ads going forward.

Due to Kloppenburg's lack of record and our inability (by board directive) to focus on her experience, we had to go a different direction. After seeing our polling numbers, I thought it made more sense to blunt some of Prosser's negative with a positive ad. I know it doesn't pile on with the negatives, but it's the best I could do.

Attached are the ad and the buy. Let me know with any questions.

Thanks,

Matt

***** Please do not use this email to send confidential information. If you are not an intended recipient, please do not open, copy, print, or forward this email. If you have received this email in error, please notify the sender immediately. *****

To: 'Jennifer Bannister, Doner'[jennifer@donerfundraising.com]; Andrea Boom[andrea@scottwalker.org]; Pat Hogan[pat@scottwalker.org]
Cc: swalkerwi@gmail.com[swalkerwi@gmail.com]; 'Kate Doner'[kate@donerfundraising.com]; camille@donerfundraising.com[camille@donerfundraising.com]
From: Susan Ciminello
Sent: Fri 3/30/2012 11:41:14 AM
Subject:RE: NYC mtgs 4/3

Thank you.

From: Jennifer Bannister, Doner [mailto:jennifer@donerfundraising.com]
Sent: Friday, March 30, 2012 11:36 AM
To: Andrea Boom; Susan Ciminello; Pat Hogan
Cc: swalkerwi@gmail.com; 'Kate Doner'; camille@donerfundraising.com
Subject: NYC mtgs 4/3

FYI we now have:

2:00 pm – Donald Trump

4:00 pm – John Mack, chairman of Morgan Stanley

5:00pm – TENTatively with Amil Henry, Tiger Managnt.

*Steve Forbes is trying to change his schedule around so he can meet with Walker.

Andrea & Susan – we'll send addresses to you in a minute. I just wanted to get an update to you ASAP.

Jennifer Bannister
Doner Fundraising
(512) 476-4403 Office
[REDACTED] Cell
Email: jennifer@donerfundraising.com

To: Keith Gilkes[keith@scottwalker.org]
From: Scott Walker
Sent: Fri 4/6/2012 6:51:28 PM
Subject: Re: Ads

I like the Health care ad too.

-----Original Message-----

From: Keith Gilkes
To: <swalkerwi@gmail.com>
Subject: Re: Ads
Sent: Apr 6, 2012 6:50 PM

I have this over to Bill and RJ.

Sent from my iPhone

On Apr 6, 2012, at 6:46 PM, "Scott Walker" <swalkerwi@gmail.com> wrote:

- > Health care: Tonette notes that my eyes look dark (around eyes).
- >
- > Education:
- >
- >
- > Jobs: First, I prefer the "tax breaks" ad to this one on topic of jobs.
- >
- > Second (if we use it) the line should be "Nearly half of the employers surveyed plan to grow this year".
- >
- > Third, Chuck is looking down then up at me.
- >
- > Fourth, there is only guys in the ad.
- >
- > Tax breaks: good ad
- >
- > Education: my favorite ad but can we say we put more money into the classroom? Why not "...budgets and put money into the classroom.".
- > *Sent from my Verizon Wireless BlackBerry*

Sent from my Verizon Wireless BlackBerry

To: [REDACTED]
From: rj@rjjohnson.org
Sent: Wed 5/11/2011 9:20:39 AM
Subject: Re: Conf Call later this afternoon

Depending on time, yes.

Sent from my U.S. Cellular BlackBerry® smartphone

From: Matt Seaholm [REDACTED]
Date: Wed, 11 May 2011 07:19:44 -0700 (PDT)
To: R. J. Johnson<rj@rjjohnson.org>
ReplyTo: Matt Seaholm [REDACTED]
Subject: Conf Call later this afternoon

You have any availability to hop on a call later this afternoon to see what Sean Noble's guys are thinking?

To: 'Donna Limon'[donnal@nonbox.com]
Cc: 'R. J. Johnson'[rj@rjjohnson.org]
From: Deborah Jordahl
Sent: Tue 6/14/2011 9:06:17 AM
Subject: RE: SD 14

Donna,

That is what RJ intended. I believe he is out of pocket until noon. Thank you.

Deb

From: Donna Limon [mailto:donnal@nonbox.com]
Sent: Tuesday, June 14, 2011 9:01 AM
To: Donna Limon
Cc: R. J. Johnson; 'Deborah Jordahl'
Subject: Re: SD 14

RJ, since I haven't heard back from you or Deborah, I went ahead and instructed both TV & Cable in SD 14 to begin airing (Pork Cut) as soon as they can, which for some TV stations they might change out today but Cable will probably not change it until tomorrow.

Thank you, dl

Donna Limon
Traffic Director/Media Asst
Nonbox
Ph: (414) 425-8800 ext. 166
Fax: (414) 858-9436

On 6/14/2011 8:27 AM, Donna Limon wrote:

Network TV & Cable?

On 6/14/2011 4:59 AM, R. J. Johnson wrote:

Switch all traffic to the second spot, pork cut. 100%.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]
In Hoc Signo Vincas

To: Steve Comeau [REDACTED]; RJ Johnson[rj@rjjohnson.org]

From: Donna Limon

Sent: Thur 6/16/2011 1:28:07 PM

Subject: Wisconsin Family Action SLATE...

Completely disregard the emails from this morning below since I've now learned that the spot you're working on will be for Wisconsin Family Action (not Wisconsin Club for Growth). So, the new SLATE is: WFAI1601 "Spot #1" (:60) (confidential: Respect-Olsen SD 14) (anti Fred Clark)

Steve, asap once approved, please send me the MP3 and upload it to DG.

Thank you, dl

----- Original Message -----

Subject: Fwd: Wisconsin Club for Growth SLATE...

Date: Thu, 16 Jun 2011 11:54:12 -0500

From: Donna Limon <donna@nonbox.com>

To: Steve Comeau [REDACTED], RJ Johnson <rj@rjjohnson.org>

Sorry Steve, please make that slate 1634 (not 33)

WCFG1634 "Spot #34" (:60) (confidential: Respect-Olsen SD 14) (anti Fred Clark)

----- Original Message -----

Subject: Wisconsin Club for Growth SLATE...

Date: Thu, 16 Jun 2011 11:37:52 -0500

From: Donna Limon <donna@nonbox.com>

To: Steve Comeau [REDACTED], RJ Johnson <rj@rjjohnson.org>

Wisconsin Club for Growth SLATE...

WCFG1634 "Spot #34" (:60) (confidential: Respect-Olsen SD 14) (anti Fred Clark)

Steve, asap once approved, please send me the MP3 and upload it to DG. Thank you, dl

To: Donna Limon[donna@nonbox.com]

From: rj@rjjohnson.org

Sent: Thur 6/16/2011 3:02:12 PM

Subject: Re: another tag???

Yes, two spots. Family one is who is paying. Other was a fallback.

Sent from my U.S. Cellular BlackBerry® smartphone

From: Donna Limon <donna@nonbox.com>

Date: Thu, 16 Jun 2011 14:56:38 -0500

To: RJ Johnson<rj@rjjohnson.org>

Subject: another tag???

Hi RJ. Comeau just mentioned to me that the RADIO spot he's just finishin up has 2 separate tags!

As assigned for WFAI1601 the tag says: Wisconsin Family Action

but, the other tag says: Citizens for a Strong America

What do you plan on doing with the Citizens spot???

To: 'Mike Roz'[Mike@spliceedit.com]
Cc: 'Donna Limon'[donnal@nonbox.com]
From: R. J. Johnson
Sent: Wed 7/13/2011 12:18:50 PM
Subject: Bike

Is approved and should be uploaded to all stations for WFA

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]
In Hoc Signo Vincas

To: RJ Johnson[rj@rjohnson.org]
From: Donna Limon
Sent: Tue 7/19/2011 3:03:45 PM
Subject: ROTATION for WFA schedule 7/22-7/25...

ROTATION for WFA schedule 7/22-7/25...

Please let me know:

cable-Green Bay SD 14 Olsen

cable-Madison SD 14 Olsen

Do you want me to continue airing WFAI1302 (Bike-Olsen SD 14) (anti Fred Clark) ?

To: carmenm@nonbox.com[carmenm@nonbox.com]; 'Bill Eisner'[bille@nonbox.com]; 'Greg Bell'[gregb@nonbox.com]; DonnaL@nonbox.com[DonnaL@nonbox.com]; 'Kristen Smith'[kristens@nonbox.com]; 'Viquie Stessl'[viquies@nonbox.com]
Cc: rj@rjjohnson.org[rj@rjjohnson.org]
From: Carmen McKinley
Sent: Mon 7/25/2011 10:50:59 AM
Subject: RE: Political Update

WMC not WFC...typo

To: 'Bill Eisner'[bille@nonbox.com]; 'Greg Bell'[gregb@nonbox.com]; DonnaL@nonbox.com[DonnaL@nonbox.com]; 'Kristen Smith'[kristens@nonbox.com]; 'Viquie Stessl'[viquies@nonbox.com]
Cc: rj@rjjohnson.org[rj@rjjohnson.org]
From: Carmen McKinley
Sent: Mon 7/25/2011 10:49:15 AM
Subject: Political Update

Just spoke with RJ about the costs of our last week for SD 10 (CSA), SD 14 & 8 (WCG) and SD 2 (WFC) for network and CTV. We will start feeding the buys to him as soon as we can get them put together for costs (rates have pretty much gone up at every station).

cm
Carmen McKinley
Associate Media Director
Nonbox, inc
5307 N. 92nd Street
Hales Corners, WI 53130
414-425-8800
414-858-9436 fax
carmenm@nonbox.com

To: R. J. Johnson[rj@rjjohnson.org]
From: Matt Seaholm
Sent: Wed 7/27/2011 12:13:44 PM
Subject: ID call results

Hey RJ,

While unscientific, I figured I would pass these along to you. We rate on a scale of 1-10 and we are calling everyone who falls between 4 and 6, so the middle of the road. These are the calls that we have done in the past couple of nights for what it's worth.

I'll be in touch on the ad buys.

Thanks,
Matt

SD 2: 1,302 surveys completed

Q1: (473 answered Q1)
213 Cowles
98 Nusbaum
162 Undecided
829 Refused to answer Q1

Q2: (461 answered Q2)
165 support Walker
105 Oppose Walker
191 Undecided
841 Refused to answer Q2

SD 8: 4,216 surveys completed

Q1: (1,594 answered Q1)
478 Darling
505 Pasch
611 Undecided
2,622 Refused to answer Q1

Q2: (1,507 answered Q2)
439 support Walker
439 Oppose Walker
629 undecided
2,709 Refused to answer Q2

SD 10: 4,204 surveys completed

Q1: (1,918 answered Q1)

980 Harsdorf

567 Moore

371 Undecided

2,286 Refused to answer Q1

Q2: (1,856 answered Q2)

803 support Walker

730 Oppose Walker

323 undecided

2,002 Refused to answer Q2

To: rj@rjjohnson.org[rj@rjjohnson.org]
Cc: 'Kristen Smith'[kristens@nonbox.com]; DonnaL@nonbox.com[DonnaL@nonbox.com]; 'Greg Bell'[gregb@nonbox.com]; 'Viquie Stessl'[viquies@nonbox.com]
From: Carmen McKinley
Sent: Tue 8/2/2011 3:30:05 PM
Subject: Update

RJ,

Here is a summary regarding our conversation:

WFA buy; SD 14 Olsen Green Bay/Madison buy (orig start date 8/3) ON HOLD-RJ hopes to approve tomorrow so start date will need to change (#1273)

WCG Wausau buy: Wausau 9/4 start. NO LONGER IN THE MIX (#1282)

WCG: SD 14 Olsen Green Bay-Incremental 2 8/2 start: OH HOLD (Madison approved for a start date of 8/3 #1267)

WCP: SD 12 Holperin Green Bay and Wausau. 8/9 start. Wausau APPROVED. Green Bay just sent (Viquie, please call RJ to discuss payment on this)

AGREED???

Carmen McKinley
Associate Media Director
Nonbox, inc
5307 N. 92nd Street
Hales Corners, WI 53130
414-425-8800
414-858-9436 fax
carmenm@nonbox.com

To: carmenm@nonbox.com[carmenm@nonbox.com]; 'R. J. Johnson'[rj@rjjohnson.org]; 'Kristen Smith'[kristens@nonbox.com]
Cc: DonnaL@nonbox.com[DonnaL@nonbox.com]; 'Greg Bell'[gregb@nonbox.com]; 'Viquie Stessl'[viquies@nonbox.com]
From: Carmen McKinley
Sent: Tue 8/2/2011 2:27:37 PM
Subject: RE: WCG Holperin

I made this Wisconsin Club for Growth....I hope that was correct??

From: Carmen McKinley [mailto:carmenm@nonbox.com]
Sent: Tuesday, August 02, 2011 2:27 PM
To: 'R. J. Johnson'; 'Kristen Smith'
Cc: DonnaL@nonbox.com; 'Greg Bell'; 'Viquie Stessl'
Subject: RE: WCG Holperin
Importance: High

Here is the extension for Holperin. Wausau ONLY. 8/4-8/8. \$104,285. 810 points.

Please approve.

Thank you,

Carmen

From: R. J. Johnson [mailto:rj@rjjohnson.org]

Sent: Tuesday, August 02, 2011 12:47 PM

To: carmenm@nonbox.com; 'Kristen Smith'

Cc: DonnaL@nonbox.com

Subject: RE: Club for Growth Political Fund

We need to put an extension at the same level of spending through Monday 8/8.

From: Carmen McKinley [mailto:carmenm@nonbox.com]

Sent: Tuesday, August 02, 2011 12:46 PM

To: 'R. J. Johnson'; 'Kristen Smith'

Cc: DonnaL@nonbox.com

Subject: RE: Club for Growth Political Fund

Yes

From: R. J. Johnson [mailto:rj@rjjohnson.org]

Sent: Tuesday, August 02, 2011 12:44 PM

To: carmenm@nonbox.com; 'Kristen Smith'

Subject: RE: Club for Growth Political Fund

When does our CFG C-4 buy expire in Holperin? Tomorrow?

To: 'R. J. Johnson'[rj@rjjohnson.org]

Cc: 'Kristen Smith'[kristens@nonbox.com]; DonnaL@nonbox.com[DonnaL@nonbox.com]

From: Carmen McKinley

Sent: Tue 8/2/2011 12:42:12 PM

Subject: RE: Club for Growth Political Fund

Okey dokey....thanks and keep us posted!

From: R. J. Johnson [mailto:rj@rjjohnson.org]

Sent: Tuesday, August 02, 2011 12:41 PM

To: carmenm@nonbox.com

Cc: Kristen Smith

Subject: RE: Club for Growth Political Fund

I don't have \$ yet. We may not make that play. Call with pollster at 3. Will let you know.

From: Carmen McKinley [mailto:carmenm@nonbox.com]
Sent: Tuesday, August 02, 2011 12:39 PM
To: 'R. J. Johnson'; 'Kristen Smith'
Subject: RE: Club for Growth Political Fund

Do we know anything on WFA for GB and Madison?

From: R. J. Johnson [mailto:rj@rjjohnson.org]
Sent: Tuesday, August 02, 2011 12:37 PM
To: 'Kristen Smith'
Cc: 'Carmen McKinley'
Subject: RE: Club for Growth Political Fund

Yes. I have for sure 80K to spend on GBAY TV. So let's lock that in too. We can always add.

From: Kristen Smith [mailto:kristens@nonbox.com]
Sent: Tuesday, August 02, 2011 12:26 PM
To: R. J. Johnson
Cc: Carmen McKinley
Subject: Re: Club for Growth Political Fund

RJ,

Here are the details for this one:

Runs 8/9-8/15:
NET: \$197,550 -- 1500.7pts \$132 CPP
CTV: \$7,313 -- 400.4pts \$18 CPP
Total: \$204,863
Approved?

On Tue, Aug 2, 2011 at 11:22 AM, Carmen McKinley <carmenm@nonbox.com> wrote:

Will do!
(Kristen this baby is all yours! J)

From: R. J. Johnson [mailto:rj@rjjohnson.org]
Sent: Tuesday, August 02, 2011 11:21 AM
To: carmenm@nonbox.com
Cc: 'Deb Jordahl'
Subject: Club for Growth Political Fund

Let's start with 1500 points in Wausau Rhinelander starting on Tuesday 8/9 ending on 8/15, plus cable.
Then we can talk GB.
Thanks.

From: R. J. Johnson [mailto:rj@rjjohnson.org]
Sent: Wednesday, August 03, 2011 11:42 PM
To: 'DonnaL@nonbox.com'
Cc: 'Deborah Jordahl'; Kristen Smith (kristens@nonbox.com)
Subject: Traffic Change
Importance: High

We will changing traffic to run 50/50 on Veterans/Taxes in Darling and Olsen for CFG starting Friday.

Please work with Kristen to make sure we get even distribution.

Kristen is adding 200K to Darling tomorrow. The split will be across all buys for CFG in both districts.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]
In Hoc Signo Vincas

To: DonnaL@nonbox.com[DonnaL@nonbox.com]
Cc: Kristen Smith[kristens@nonbox.com]; carmenm@nonbox.com[carmenm@nonbox.com]
From: R. J. Johnson
Sent: Fri 8/5/2011 10:37:57 PM
Subject:RE: Traffic Change

I'm assuming this change took place? I saw our Veteran Ad 2 times on WTMJ 10 PM news and on Fox News. I understand the crime spot wouldn't be up yet and vets would still be up because we changed this morning,

But I'm concerned whether taxes is running.

Current mix should be 50/50 Taxes/Crime.

To: R.J. Johnson[rj@rjjohnson.org]
Cc: Carmen McKinley[carmenm@nonbox.com]; Cindy Murphy[cindym@nonbox.com]
From: Kristen Smith
Sent: Fri 12/30/2011 8:55:29 AM
Subject:Re: WI Mining Revised Estimates
Wisconsin_-_District_29 map.pdf
WI Senate 29.xls

Yep. I wasn't sure about keeping that system, so it's up to you. It spills into a small part of the district (see map.) However, even though geographically it is really small, the numbers show that 53% of that system lives in district 29 - we'll miss 11,000 households if we don't include it. I thought that was enough to warrant keeping it in, especially since that's kind of a remote area and the rates are SUPER cheap - \$2-\$9/spot.

Let me know what you'd prefer to do with this one.

On Fri, Dec 30, 2011 at 1:42 AM, R.J. Johnson <rj@rjjohnson.org> wrote:

I'm confused about how we've chased systems. I'm looking at SD 29 and we have charter Rice Lake. Rice Lake is in Barron County which is adjacent to the SD. I'm assuming there may be some bleed into Rusk County, but somehow we need to understand how many people we are actually reaching in SD 29. It could be a few hundred. Anyway to clear that sort of thing up?

R. J. Johnson

R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Kristen Smith <kristens@nonbox.com>
Date: Thu, 22 Dec 2011 14:25:01 -0600
To: "R.J. Johnson" <rj@rjjohnson.org>
Cc: Carmen McKinley <carmenm@nonbox.com>, Cindy Murphy <cindym@nonbox.com>
Subject: WI Mining Revised Estimates

Per our phone call, summaries attached and bottom lines summarized below:

All are issue rates.

Phase 1: Jan 9-20 (21st is a Saturday and we've scheduled M-F radio; news/talk only unless there isn't a new/talk station in the market to cover it, in which case, we substituted the local station.)
Radio: \$22,594.80 (schedules attached - added AM/PM Drive where discussed and removed WSPT)

Phase 2:

Radio (Jan 23-25): \$5,566.44 (schedules attached - added AM/PM Drive where discussed and removed WSPT)

Cable (Jan 18-25): \$4,018 (schedules attached)

Phase 3:

Radio (Jan 26-Feb 9):

SD 2 - \$31,625

SD 19 - \$45,320 (this SD went up so much b/c I only put Appleton's total here on the last estimate. My fault! This is WHBY & WTAQ + AM&PM drive.)

SD 21 - \$52,283

SD 25 - \$6,567

SD 29 - \$26,130.28

Total: \$161,925.28 (schedules attached - added AM/PM Drive where discussed and removed WSPT)

Cable (Jan 26-Feb 9):

SD 2 - \$101,116

SD 19 - \$88,584

SD 21 - \$88,795

SD 25 - \$18,954

SD 29 - \$16,127

Total: \$313,576 (schedules attached)

Top 5 drive-time stations in each SD for 1 week:

Green Bay SD 2: \$35,775

Appleton SD 19: \$35,325

Milwaukee SD 21: \$43,740 (included WRJN-AM in Racine)

Wausau SD 29: \$24,269.10 (Radio market covers only one county in this SD, but the rest covered by small town stations. I can add them if you don't want just the metro stations.) I left WSPT in here because it does really well in DTs.

Duluth SD 25: I didn't price this out b/c technically it's Duluth-Superior and only covers one county of this district and the rest falls in Minnesota. The rest is covered by small-town stations. If you want me to price that using those stations, let me know.

Total: \$139,109.10

KRISTEN SMITH | SENIOR MEDIA PLANNER/BUYER | NONBOX

MAIN: 414.425.8800 | DIRECT: 414.732.2792 | FAX: 414.858.9436

Want a signature like mine? Click [here](#).

To: R. J. Johnson[rj@rjjohnson.org]; Bill Eisner[bille@nonbox.com]

From: mike@nonbox.com

Sent: Thur 2/23/2012 11:17:01 AM

Subject: Mine spots 1 and 2

Cullen.mov

Hansen.mov

Cullen & Hansen versions for your review.

- Mike

--

Michael Rozumalski

Partner

Splice Edit

5307 South 92nd Street, Suite 225

Hales Corners, WI 53130

414.433.0083

414.858.9481 (fax)

866.200.6567 (toll free)

<http://www.spliceedit.com/>

To: R. J. Johnson[rj@rjjohnson.org]; Bill Eisner[bille@nonbox.com]
From: mike@nonbox.com
Sent: Thur 2/23/2012 11:18:11 AM
Subject: Mine Spots 3 and 4
Holperin.mov
Jauch.mov

Holperin and Jauch versions.

--

Michael Rozumalski
Partner
Splice Edit
5307 South 92nd Street, Suite 225
Hales Corners, WI 53130
414.433.0083
414.858.9481 (fax)
866.200.6567 (toll free)
<http://www.spliceedit.com/>

To: R. J. Johnson[rj@rjjohnson.org]
From: mike@nonbox.com
Sent: Fri 3/9/2012 11:54:15 AM
Subject: Holperin Final
Holperin_Mine_FINAL.mov

High Resolution Version.

--

Michael Rozumalski
Partner
Splice Edit
5307 South 92nd Street, Suite 225
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414.433.0083
414.858.9481 (fax)
866.200.6567 (toll free)
<http://www.spliceedit.com/>

To: Steve Ewing [REDACTED]
From: mike@nonbox.com
Sent: Mon 4/9/2012 10:38:54 AM
Subject: Ad you sent me...

Thanks for sending me the sample ad you did for the Walker campaign.

I thought it was a nice job, however it is VERY similar to many of the positive spots we have run for Scott in the past as well as those that we are planning to work on between now and June 5th. With that said, I'm sure you understand that it would not be in the best interest of Splice or Nonbox to continue to receive ads like this from you (at this point) in case the Walker campaign is working on something similar. I would hate for you to think we were trying to rip you off and steal your ideas and concepts.

Although I personally agree with you that a positive ad campaign goes a long way in terms of getting the message out there, these are not decisions made by me in the campaign and the other parties are not currently interested in working with an outside source for creative material... at least not yet.

Thank you for the thought and work you put into this piece, it's awesome.

I will speak with Bill in greater detail when he is back in town next week and remind him about this spot and confirm whether he wishes to move forward on his own with the Walker campaign folks or if he wants to look at outside material, but for now the decision is to continue to not accept concepts from any third party.

Thanks again!

- Mike

Michael Rozumalski
Partner
Splice Edit
5307 South 92nd Street, Suite 225
Hales Corners, WI 53130
414.433.0083
414.858.9481 (fax)
866.200.6567 (toll free)
<http://www.spliceedit.com/>

To: R. J. Johnson[rj@rjjohnson.org]
From: mike@nonbox.com
Sent: Tue 4/10/2012 1:56:01 PM
Subject: Tax Breaks REVISED
Tax_Breaks_Final_REVISED.mov

Here is the revised version.

I will start to prep these spots to go out the door, but I won't upload anything until I hear from you that Scott is good with everything.

Thanks.

- Roz

--
Michael Rozumalski
Partner
Splice Edit
5307 South 92nd Street, Suite 225
Hales Corners, WI 53130
414.433.0083
414.858.9481 (fax)
866.200.6567 (toll free)
<http://www.spliceedit.com/>

To: swalkerwi@gmail.com[swalkerwi@gmail.com]
From: R.J. Johnson
Sent: Sun 4/15/2012 10:37:33 AM
Subject:Re: Wausau TV

So far we have not found it. I know it was not on WSAW, top station in market. Buyers have been tracking reps down all weekend.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

On 4/15/12 10:29 AM, "Scott Walker" <swalkerwi@gmail.com> wrote:

>Was he right?

>-----Original Message-----

>**From:** RJ Johnson
>**To:** swalkerwi@gmail.com
>**To:** Keith Gilkes
>**To:** Bill Eisner
>**Subject:** Re: Wausau TV
>**Sent:** Apr 14, 2012 5:43 PM

>

>On it.

>

>

>R. J. Johnson
>R. J. Johnson and Associates
>N7130 North Lost Lake Road
>Randolph, WI 53956
>Voice (920) 326-5555 Cell [REDACTED]
>In Hoc Signo Vincas

>

>

>

>

>On 4/14/12 5:04 PM, "Scott Walker" <swalkerwi@gmail.com> wrote:

>

>>Jim Frings of G3 in Mosinee said our Christmas ad is running on TV.

>>Sent from my Verizon Wireless BlackBerry

>Sent from my Verizon Wireless BlackBerry

To: Laura Gralton[laura@graltonconsulting.com]
From: Keith Gilkes
Sent: Thur 4/19/2012 1:33:48 PM
Subject:Re: FW: Walker Billboard Proof

I cannot have any comment on this - it is an independent expenditure separate from the campaign.

KG

On Thu, Apr 19, 2012 at 10:10 AM, Laura Gralton <laura@graltonconsulting.com> wrote:

Do you have any comment on this?

From: Jon Vandehey [mailto:jonv@midstatetruck.com]
Sent: Thursday, April 19, 2012 8:49 AM
To: Laura Gralton
Subject: FW: Walker Billboard Proof

Laura,

A bunch of us business owner are putting up 4 billboards supporting our Governor, in Wausau, Marshfield, Eau Claire and Medford.
We've decided on the first proof.

Just an FYI. Thoughts?

Regards,

Jon
Jon Vandehey
President/CEO
Mid-State Truck Service, Inc.
Marshfield, Plover, Wisconsin Rapids
Mid-State International Trucks of Wisconsin
Abbotsford, Chippewa Falls, Eau Claire, Wausau
715-406-4065 (Direct)
[REDACTED] (Mobile)
jonv@midstatetruck.com
www.midstatetruck.com

To: Keith Gilkes[keith@scottwalker.org]; RJ Johnson[rj@rjjohnson.org]; Dan Blum[dan@scottwalker.org]; Ciara Turns[ciara@scottwalker.org]
From: Scott Walker
Sent: Sat 4/21/2012 1:31:34 PM
Subject: War on Taxpayers

Instead of playing defense, I think we should go on offense about the Barrett/Falk War on Taxpayers.

Last week, both Dems said that they would lift the caps on property taxes. This was at the same time that we reported that property taxes went down for the first time in 12 years.

We should consider some releases and campaign stops focused on this issue. Also, maybe we even do a YouTube "ad" on the issue.

Sent from my Verizon Wireless BlackBerry

To: Bill Eisner[bille@nonbox.com]; RJ Johnson[rj@rjjohnson.org]
From: Scott Walker
Sent: Sat 4/21/2012 2:00:15 PM
Subject: Ad

What about an ad like the black and white ad we did years ago with many people saying "I believe in Scott Walker"?

I stand for...
more jobs and opportunity
lower taxes so I can balance my family's budget
less debt for my kids
protecting our elders
safer streets

I stand with Scott Walker.

Sent from my Verizon Wireless BlackBerry

To: Carmen McKinley[carmenm@nonbox.com]
Cc: Cindy Murphy[cindym@nonbox.com]; Donna Limon[DonnaL@nonbox.com]
From: Kristen Smith
Sent: Wed 4/25/2012 11:07:40 AM
Subject: Re: 4/30 SWF MKE & Madison Cable Cost Estimates

RJ gave me the go-ahead to place outlying MKE & Madison through the whole campaign knowing that we might switch over to the interconnects in those markets at some point. That will be fun.

Donna, I'll give you the updated sheets shortly...

On Wed, Apr 25, 2012 at 9:21 AM, Kristen Smith <kristens@nonbox.com> wrote:

Hi RJ,
What are your thoughts on adding MKE and Madison outlying areas?

KRISTEN SMITH | SENIOR MEDIA PLANNER/BUYER | NONBOX
MAIN: 414.425.8800 | DIRECT: 414.732.2792 | FAX: 414.858.9436

On Mon, Apr 23, 2012 at 11:22 AM, Kristen Smith <kristens@nonbox.com> wrote:

RJ, here are the details to add the outlying areas of Milwaukee and Madison to the Friends of Scott Walker buy on 4/30.

-Time Warner Milwaukee outer area (no Milwaukee South/Central, Racine zones) -- \$75,540
*note, cannot buy specific programming on zones - so Fox News and CNN will be rotators only. Also, Travel, TVLand, Bravo and AMC are not insertable in specific zones, only on the interconnect. Frequency will be slightly less when purchased this way.
-Charter MKE outer zone - \$42,861
MKE total: \$118,401

-Madison outer area (no Madison/Janesville/Beloit zones) - \$33,094

4/30 WITH Madison & MKE outer areas: \$345,177
4/30 W/O Madison & MKE outer areas: \$193,681.50

Let us know which you prefer and we'll get it placed.

KRISTEN SMITH | SENIOR MEDIA PLANNER/BUYER | NONBOX
MAIN: 414.425.8800 | DIRECT: 414.732.2792 | FAX: 414.858.9436

To: R.J. Johnson[rj@rjjohnson.org]
Cc: Cindy Murphy[cindym@nonbox.com]; Jim Palmer[jimp@nonbox.com]; Donna Limon[donnal@nonbox.com]
From: Carmen McKinley
Sent: Mon 5/7/2012 2:23:57 PM
Subject: Re: Sheboygan
Thank you!

On Mon, May 7, 2012 at 2:12 PM, R.J. Johnson <rj@rjjohnson.org> wrote:

Yes. Full page. BW. This Friday. CSA.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Carmen McKinley <carmenm@nonbox.com>
Date: Monday, May 7, 2012 2:11 PM
To: "R.J. Johnson" <rj@rjjohnson.org>
Cc: Cindy Murphy <cindym@nonbox.com>
Subject: Fwd: Sheboygan

Creative is working on this...do you have a date? This Friday?

----- Forwarded message -----

From: Cindy Murphy <cindym@nonbox.com>
Date: Thu, May 3, 2012 at 8:50 AM
Subject: Re: Sheboygan
To: Carmen McKinley <carmenm@nonbox.com>

Full page b/w ad \$4,342.79 gross
Full page full color ad \$4,713.39 gross
Full page spot color ad \$4,607.50 gross
Tuesday 5pm is deadline for Friday paper.
Let me know if you need anything else.

CINDY MURPHY | SENIOR MEDIA PLANNER/BUYER | NONBOX
DIRECT: 414.732.2782 | MAIN: 414.425.8800 | FAX: 414.858.9436

To: Bill Eisner[bille@nonbox.com]; Mike Roz[mike@spliceedit.com]
From: R.J. Johnson
Sent: Fri 5/11/2012 12:32:05 PM
Subject:FW: Lehman TV Ad
Untitled attachment 237030.txt

New line needs to be recorded by Dave on ending:

the ending line "tell John L we cannot afford to go backwards" is too close to an appeal to vote. something like "tell John L to change his backward policies." would work. Jim

To: Mike Roz[mike@spliceedit.com]
From: R.J. Johnson
Sent: Fri 5/18/2012 9:36:43 AM
Subject: FW: 527 vs. c4

Calling you on this. Need to do on Lehman and Seidel ads and sent to station. Donna, label them revised.

R.J.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

On 5/17/12 10:35 PM, "Scott Jensen" [REDACTED] wrote:

>R.J.,
>
>The 527 disclaimer is "Paid for by American Federation for Children Action Fund.
>
>Scott
>
>On May 17, 2012, at 8:27 PM, R.J. Johnson wrote:
>
>> What is the 527 disclaimer?
>>
>>
>> R. J. Johnson
>>
>> R. J. Johnson and Associates
>> N7130 North Lost Lake Road
>> Randolph, WI 53956
>> Voice (920) 326-5555 Cell [REDACTED]
>> In Hoc Signo Vincas
>>
>>
>>
>> On 5/17/12 5:24 PM, "Scott Jensen" [REDACTED] wrote:
>>
>>> Dear R.J.,
>>>
>>> We need to have \$600,000 of the expenditures carry the 527 disclaimer.
>>> If we can't hit the number on the head, and I know that would be difficult, then we should end up at a number slightly less than \$600,000. I don't have all the buys in front of me but hopefully there is a simple allocation like all the Wanggaard broadcast television is 527 and the rest of the television is c4.

We have the ability to wire nonbox the funds as soon as tomorrow if necessary. If it is not necessary, we were planning to send them when the WI Club for Growth check arrives at our offices on Monday.

>>> Please let me know if there is a simple way to put \$600,000 worth expenditures on to the 527 disclaimer and let me know when non box needs the funds. We will need an invoice before payment.

>>>

>>> I hope this doesn't complicate things too much but it helps us with cash flow and legal compliance issues. Thanks.

>>>

>>> Scott

>>

>>

>

To: Bill Eisner[bille@nonbox.com]; Greg Bell[gregb@nonbox.com]; Kristen Smith[kristens@nonbox.com]; Donna Limon[donnal@nonbox.com]; Cindy Murphy[cindym@nonbox.com]; Viquie Stessl[viquies@nonbox.com]

From: Carmen McKinley

Sent: Tue 8/28/2012 1:44:01 PM

Subject: Political Update

RJ just called....and happily it begins:

9/5 Start

WMC SD 18-GB network only 1000pts

AFC (non political fund) SD 12-Wausau & GB network only1000 pts

Kristen note:

WCG SD 30 cable only top 10-12 networks

No radio at this point (Cindy I will have you help me with Veritas)

RJ needs costs for all.

No budgets at this time.

CARMEN MCKINLEY | MEDIA DIRECTOR | NONBOX

MAIN: 414-425-8800 | FAX: 414-858-9436

To: R.J. Johnson[rj@rjjohnson.org]
Cc: Mike Roz[mike@spliceedit.com]
From: Bill Eisner
Sent: Wed 9/5/2012 3:44:54 PM
Subject:Re: FW: Gudex Revised 4

Bumping up to the size of the Paid For disclaimer?

BILL EISNER | PARTNER | NONBOX
SWITCHBOARD: 414-425-8800 | CELL: [REDACTED]
5307 S. 92ND STREET • HALES CORNERS, WI 53130

On Wed, Sep 5, 2012 at 3:27 PM, R.J. Johnson <rj@rjjohnson.org> wrote:

See below.

R. J. Johnson

R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Brian Pleva <BPleva@federationforchildren.org>
Date: Wednesday, September 5, 2012 3:25 PM
To: "R.J. Johnson" <rj@rjjohnson.org>, Deb Jordahl [REDACTED], Scott Jensen [REDACTED]
Subject: RE: Gudex Revised 4

Bopp suggests bumping up the font size of the bottom part of the disclaimer. That change, along with changing Chapter to Committee, should do it.

Please send the final version when it is completed, and I'll ask him for quick sign-off.

From: Brian Pleva
Sent: Wednesday, September 05, 2012 3:13 PM
To: 'R.J. Johnson'; Deb Jordahl; Scott Jensen
Subject: RE: Gudex Revised 4

Just got Bopp on the phone...he was on a plane, but he is firing up his computer right now.

I noticed it still says Chapter instead of Committee.

From: R.J. Johnson [mailto:rj@rjjohnson.org]
Sent: Wednesday, September 05, 2012 3:05 PM
To: Deb Jordahl; Brian Pleva; Scott Jensen
Subject: FW: Gudex Revised 4

I think the alternative on the middle part with no picture works well. Once we have a font resolution we can move.....

R. J. Johnson

R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Mike Roz <mike@spliceedit.com>
Date: Wednesday, September 5, 2012 2:40 PM
To: "R.J. Johnson" <rj@rjjohnson.org>, Bill Eisner <bille@nonbox.com>
Subject: Gudex Revised 4

Newest version attached.

Michael Rozumalski
Partner
Splice Edit
5307 South 92nd Street, Suite 225
Hales Corners, WI 53130
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To: RJ Johnson[rj@rjjohnson.org]
From: Donna Limon
Sent: Tue 10/2/2012 10:20:57 AM
Subject: titles of political TV spots for AFC, CSA & WCG...

Hello RJ. Please let me know the confidential titles of political TV spots for AFC, CSA & WCG so I can assign SLATES.

American Federation for Children, AD 49 =
American Federation for Children, AD 51 =
American Federation for Children, AD 72 =
Citizens for a Strong America, AD 93 =
Wisconsin Club for Growth, SD 30 =

To: Kristen Johnson[kristenj@nonbox.com]
Cc: Carmen McKinley[carmenm@nonbox.com]; Donna Limon[donnal@nonbox.com]
From: R.J. Johnson
Sent: Thur 10/11/2012 1:13:49 PM
Subject: Re: SD 18 Green Bay

Go it's approved as WMC.

R. J. Johnson

*R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas*

From: Kristen Johnson <kristenj@nonbox.com>
Date: Thursday, October 11, 2012 1:03 PM
To: "R.J. Johnson" <rj@rjjohnson.org>
Cc: Carmen McKinley <carmenm@nonbox.com>, Donna Limon <donnal@nonbox.com>
Subject: Re: SD 18 Green Bay

Yes. it was AFC. I will set it up for WMC IMC and get it ready. I'll wait for you to say go... Thanks!

On Thu, Oct 11, 2012 at 1:01 PM, R. J. Johnson <rj@rjjohnson.org> wrote:

WMC IMC. I believe we were talking AFC when you set it up.

From: Kristen Johnson <kristenj@nonbox.com>
To: R. J. Johnson <rj@rjjohnson.org>
Cc: Carmen McKinley <carmenm@nonbox.com>; Donna Limon <Donnal@nonbox.com>
Sent: Thursday, October 11, 2012 12:59 PM
Subject: SD 18 Green Bay

Buy is going to be WMC only? (not WMC-IMC)

Just want to check.

Creative???

To: Bill Eisner[bille@nonbox.com]; Mike Roz[mike@spliceedit.com]
From: R.J. Johnson
Sent: Fri 10/19/2012 10:25:05 AM
Subject: King Mining Spot

I will want to retool that ad for Julie Lassa. Meaning we will probably need to record her name for a different spot. Then we would have to switch pictures. But it's the same ad. We're polling this weekend. It would need to be shipped out Tuesday. Wisconsin Club for Growth is the sponsor.

R. J. Johnson

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To: Mike Roz[Mike@spliceedit.com]
From: R.J. Johnson
Sent: Mon 10/22/2012 5:22:34 PM
Subject:Re: Lassa REVISED

This is approved, but not to be sent out until the last minute. I will tell you when.

R. J. Johnson

R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Mike Roz <mike@spliceedit.com>
Date: Monday, October 22, 2012 3:46 PM
To: "R.J. Johnson" <rj@rjohnson.org>
Subject: Lassa REVISED

Revised version attached.

--

Michael Rozumalski
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To: Donna Limon[donnal@nonbox.com]; Mike Roz[mike@spliceedit.com]
Cc: Bill Eisner[bille@nonbox.com]; Deb Jordahl [REDACTED]
From: R.J. Johnson
Sent: Tue 10/23/2012 10:38:20 AM
Subject: Cable Orders

Last Two Weeks Cable

All will be run under the Jobs First Banner, except SD 18 which I am still figuring out. Because we are still working on creative, we will need to rebrand spots with JFC disclaimers until the new ads can be loaded. The girls are buying 2 weeks of cable starting tomorrow.

All creative can be run until Thursday, then switched over to new ads on Friday.

AD 51 May Grimm Currently Bad Call running under the AFC Brand. Will need to change disclaimer to JFC and create a new slate. Run through Thursday.

There is a new ad being produced here – "Balance" which will replace Bad Call once out the door. Up Friday

AD 93 Smith

Currently VETS Smith is running.

We have a new spot under the CSA brand, Backwards. That will need to be JFC and sent out. Run immediately and for the duration.

AD 35 Koth

Currently bitter Pill under CSA. Should change to JFC disclaimer. Run until Thursday.

New creative under production. Slate as "Climate Change." Will need to be JFC disclaimer. Begin running on Friday until the end.

AD 70 Vruwink

Currently JFC tax hikes. Stay with existing creative until Thursday. Switch over to new creative on Friday.

AD 72 Pluess

Rebrand Double dipping as JFC disclaimer and send out. Run until Thursday.

Replace with new creative on Friday.

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To: R. J. Johnson[rj@rjjohnson.org]
From: mike@nonbox.com
Sent: Tue 10/23/2012 4:01:29 PM
Subject: AFC King Job Killer
King_Job_Killer_AFC.mov

AFC version attached. Uploading for air also.

--

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To: Mike Roz[Mike@spliceedit.com]
From: R.J. Johnson
Sent: Mon 10/29/2012 8:07:30 PM
Subject: Re: AD 85 Mandy Wright TV AD

Thanks

Sent from my iPhone

On Oct 29, 2012, at 8:05 PM, Mike Roz <Mike@spliceedit.com> wrote:

First thing in the morning.

On Mon, Oct 29, 2012 at 6:09 PM, R.J. Johnson <rj@rjjohnson.org> wrote:

Sent from my iPhone

Begin forwarded message:

From: Brian Pleva <BPleva@federationforchildren.org>
Date: October 29, 2012, 6:08:21 PM CDT
To: "R.J. Johnson (rj@rjjohnson.org)" <rj@rjjohnson.org>, "Deb Jordahl [REDACTED]" <djordahl@charter.net>
Cc: "Scott Jensen [REDACTED]" [REDACTED]
Subject: AD 85 Mandy Wright TV AD

R.J.,

Please ensure that the Mandy Wright tv ad contains the same WI IE Cmte disclaimer that we've used in previous communications:

Paid for by the American Federation for Children Action Fund - Wisconsin IE Committee, Lisa Lisker Treasurer. Not authorized by any candidate or candidate's agent or committee. The American Federation for Children Action Fund - Wisconsin IE Committee is the sole source of this communication and the American Federation for Children Action Fund - Wisconsin IE Committee did not act in cooperation or consultation with, and in concert with, or at the request or suggestion of any candidate or any agent or authorized committee of a candidate who is supported or opposed by this communication.

Brian Pleva
Government Affairs Associate
American Federation for Children-Wisconsin
(608) 279-9484

Visit our website<<http://www.federationforchildren.org/>>; follow us @SchoolChoiceNow<<http://twitter.com/schoolchoicenow>>; visit us on Facebook<<https://www.facebook.com/SchoolChoiceNow>>; & read our blog<<http://federationforchildren.blogspot.com/>>.

--

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www.spliceedit.com

To: Mike Roz[mike@spliceedit.com]
Cc: Bill Eisner[bille@nonbox.com]
From: R.J. Johnson
Sent: Thur 8/1/2013 4:43:22 PM
Subject:FW: Walker Spot

Roz,

Can you make a DVD? I'll pick it up from the front Desk Monday AM. I have a meeting with Mrs. Walker for lunch so it fits.

R.J.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: BJ Martino <bmartino@tarrance.com>
Date: Thursday, August 1, 2013 4:29 PM
To: "R.J. Johnson" <rj@rjjohnson.org>
Cc: Bill Eisner <bille@nonbox.com>, Brian Tringali <btringali@tarrance.com>, Stephan Thompson [REDACTED], Keith Gilkes [REDACTED], Deb Jordahl [REDACTED]
Subject: Re: Walker Spot

Thanks. Can we have these on DVD for Monday's group?

On Aug 1, 2013, at 5:25 PM, "R.J. Johnson" <rj@rjjohnson.org> wrote:

All,

Below is the link to the five test spots for the focus groups. The were not produced to be run ready, but tested. Having said that, pretty damn good test spots, kudos to Bill. The spot with the parking lot would likely a mainstreet background, but given our time issue it will do for message testing. Let me know of any concerns.

Keith, assume you will find a way to share with ES.

R.J.

R. J. Johnson

Spots:

<http://we.tl/F7EY65kIxx>

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