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December 2, 2009

MEMORANDUM FOR SHERRY FORD

FROM: The White House Writers Group

SUBJECT: ROUNDUP MEMO

As we move into the third month of our engagement with you, we thought it might be helpful to review all that we have worked on from October 7 through November 20. In this memo we have included all collateral materials, briefings that were conducted and outreach efforts with the media, elected officials and third parties. Many of these are ongoing projects that will need to be updated periodically such as our outreach efforts with media and third party recruits.

Drafted General Collateral Background Materials

- Fact sheet
- Frequently Asked Questions
- Atrazine Sound Science
- Atrazine Q&A

October 28 Prep For Lawsuit

- Drafted four Op Ed's
- Outreach and development of third party signers
- Developed list of potential supporters in state legislature for future support as lawsuit moves forward.
- Recruited Allies: We had initial contact with the following and these are precisely the types of people we would approach in additional states should you decide to go that route.
 - State Representative Patrick J. Verschoore (D-72), Vice Chairman of the Illinois House Agriculture and Conservation Committee, is supportive of our cause and has agreed to assist us as needed. Verschoore represents Rock Island County, located on the northwest border of the state. 2000 census numbers indicate a median household income of roughly \$38,000, below the national average.

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Roughly 20 percent of the county's employment comes from manufacturing. They also seem to have an active county farm bureau. Their newspaper, The Quad City Times, cover the Davenport, Bettendorf, Moline, Rock Island and the Quad Cities area of Iowa and Illinois.

- State Senator John M. Sullivan (D-47), Chairman, Majority Appropriations, former chair of the Senate Agriculture Committee, and member of Senate President John Cullerton's leadership team. Sullivan is a family farmer whose district borders Missouri. He has offices in Quincy and Macomb, in Adams County. It is considerably rural. The median income for a household in the county was \$34,784, and the median income for a family was \$44,133. The per capita income for the county was \$17,894.
- State Representative Don Moffitt (R-74). Moffitt sits on the House Agriculture and Conservation Committee and represents Galesburg in Knox County, and is also considerably rural. The median income for a household in the county was \$35,407, and the median income for a family was \$44,010. The per capita income for the county was \$17,985. Moffitt also has a farming background.
- State Representative Lisa Dugan (D-79). Dugan sits on the House Agriculture and Conservation Committee and represents parts of Kankakee County, located on the border of Indiana just south of Cook County. The median income for a household in the county was \$41,532, and the median income for a family was \$48,975. Dugan is a member of IBEW Local 176 and is also the former president of the Bradley-Bourbonnais Chamber of Commerce.
- State Senator John Jones (R-54). Jones is the Assistant Minority Leader of the State Senate and the Minority Spokesman on the Senate Agriculture Committee. He represents the Jefferson County area in south central Illinois. The county is rural, with a median income for a household in the county was \$33,555 and the median income for a family was \$41,141. Prior to becoming State Senator, Jones served in the United States Air Force.

November 3 Prep for SAP

- Editorial input on EPA docket submission
- Developed EPA backgrounder
- Extensive briefing from Tim Pastoor on various Ag studies
- Conducted Murder Board to prep Tim Pastoor for media interviews prior to November 3 SAP. This involved message development and developing specific Q&A for that day.
- Coached and took part in all media interviews with Tim Pastoor on November 2. This also involved pitching reporters and booking interviews.
- Briefed by Janis McFarland and team in Washington to get a clear understanding of EPA history, process and contacts to leverage.

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- Drafted three op ed's - one for a DC paper and two for regional papers
- Developed all materials for media packet

Media Placement to date:

- 10/30 - Rochester Post-Bulletin - Op Ed signed by Lori Feltis, Minnesota Corn Growers Association, (MN)
- 11/1 - NAFB - ANR with Ken McCauley, former president of the National Corn Growers Association (KS).
- 11/2 - Washington Times - Op Ed signed by Alex Avery, Director of Research at the Hudson Institute Center for Global Food Issues. (DC)
- 11/2 - Des Moines Register - 11/2 Letter to the Editor signed by Curt Zingula, Iowa Farm Bureau Federation (Linn County, IA)
- 11/2 - NAFB - ANR with Marcie Williams, President American Agri-Women (OH)
- 11/3 - NAFB - ANR with Gerald Simonsen, Chairman, National Sorghum Producers (NE)
- 11/5 - NAFB - ANR with Mike Robichaux, sugar grower with Louisiana Farm Bureau. (LA)

Website

- Message development
- Brainstorming with team for a day to work out what needed to be included
- Drafted content including mission statement, Facts and Fears, petitions for taking action, issue statements and other copy.

Ongoing Op Ed Development

- Re-wrote tops to all op ed's that had not been placed to reflect current state of the lawsuit and the upcoming February SAP at EPA.

Additional Media Outreach

- Wall Street Journal - Met with members of the Wall Street Journal Editorial Board to brief them on new activist regime at EPA and how industries will be affected.
- John Stossel at NBC - We have drafted a briefing paper for John Stossel outlining the history of atrazine, the status of the current lawsuit and the individuals involved. At the producers request, we are currently making the economic case for them should the EPA be successful in banning atrazine.

Third Party Outreach

- American Enterprise Institute (AEI) - followed-up with Jon Entine to pesticides conference they hosted.
- Pacific Research Institute (PRI) - Spoke with Institute President Sally Pipes to talk about support for issue and to brainstorm on possible experts who we

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could reach out to for support. That resulted in recruiting a professor of Agricultural & Biosystems Engineering at Iowa State University.

- Renewable Fuels Association – met with them and the issue is not one that they want to be engaged in at the moment. We will keep them briefed.
- Steven Hayward AEI/PRI – author of leading economic indicator report. We met with him and briefed him on upcoming issues at EPA.
- John Miller – AEI and author interested in the issue.
- Significant additional outreach to Ag lobbyists and highly influential Washington insiders and policy leaders.