

[REDACTED]

From: [REDACTED]
Sent: Thursday, April 20, 2006 1:20 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Following up

[REDACTED]

You asked us about the potential for upcoming votes to be used in this fall's general election and the 08 primary. We took a look at some of the most effective mail in last month's primaries, and we think members face a number of dangerous votes in the coming week.

Word is that members will be asked to vote on a revenue-neutrality calendar rule, and either a calendar rule or bill (Pitts?) that essentially says "any new tax revenue or expenditure of the surplus can only be used to buy down property taxes." There is also the likelihood that members will have to vote on a tax bill that includes only a property tax buy down, with no money for teacher pay, school reforms, etc.

As you know, we have Republican and Democrat clients. We believe any of these votes could put members of both parties at risk. We're including some examples of effective direct mail (produced by other firms) from the primary.

- In the Uresti-Madla race, Uresti used a single procedural vote (a vote to suspend) in 4 or 5 pieces – and very effectively. **Calendar rule votes and other procedural votes in the coming days can pose a serious political threat.**
- In the Casteel-Macias campaign, Macias effectively attacked Casteel for voting to support HB 3. She was accused of voting "with the liberal Democrats to raise taxes...she voted to create a new payroll tax on working Texans." **The lesson here is that a vote for a tax-swap is still a vote for new taxes, and can be used by an aggressive opponent to support a claim that the incumbent "voted to raise taxes."**

Attached to this message are some copies of mail from the primaries we managed to get our hands on. Additionally, [REDACTED] and I mocked up some very rough draft cuts of the kind of attacks you and your colleagues – on both sides of the aisle – might expect to see this fall in the 08 primary, based on votes over the coming days.

Call me, or have [REDACTED] call me, when you've got a chance and we can discuss this issue further.

[REDACTED]