

To: PurpleState Solutions, Inc.  
From: Virginia Citizens for Climate Protection

Re: Request for Media Campaign



Dear Account Executive,

We would like to hire you to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to support new green energy projects. Members of the Virginia state legislature are considering new legislation that would reduce greenhouse gas emissions in Virginia to zero by 2050. Our organization supports these proposed changes and would like your help to effectively persuade Virginia residents that such an initiative would protect our environment.

### **Section 1: Background of our Organization**

- The VA Citizens for Climate Protection is a non-partisan group of community stakeholders dedicated to reducing the effects of climate change through local engagement, collaboration, and policy reform.
- VCCP respects the need for energy resources but is concerned with balancing the economic benefits with impacts on our climate and environment.
- VCCP supports comprehensive and evidence-based public policy measures to reduce production of greenhouse gases from fossil fuels and uses peer-reviewed research to determine the effect that fossil fuel use will have on the climate.
- VCCP is particularly sensitive to groups who are disproportionately impacted by the effects of climate change and pollution.

### **Section 2: Campaign Goals**

We would like your firm to design and implement a media campaign that will persuade Virginia citizens to support the carbon zero initiative. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message. Your campaign should influence a minimum of 95,000 Virginia residents to support this initiative in order to create safer communities and reduce carbon emissions and pollutions.

### **Section 3: Contract Terms**

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 95,000 Virginia residents to support this clean energy initiative. The budget for this campaign is \$100,000. This campaign should follow all ethical guidelines.

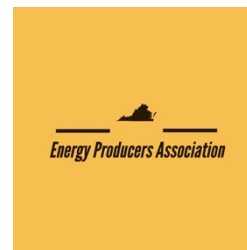
We look forward to seeing your Campaign Design Proposal.

Best regards,  
Virginia Citizens for Climate Protection Executive Board

\*VCCP is a 503c non-profit organization based in Richmond, VA.

To: PurpleState Solutions, Inc.  
From: Virginia Energy Producers Association

Re: Request for Media Campaign



Dear Account Executive,

We would like to hire you to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to support energy production and distribution projects in our state. Members of the Virginia state legislature are considering new legislation that would weaken the economy by limiting sources of energy across Virginia. Our organization represents Virginia energy producers. We are opposed to unnecessary government regulation of the production and distribution of coal, oil, and natural gas. We believe that this initiative will cost jobs, make energy more expensive for Virginians, increase our dependence on foreign oil, and should be opposed.

### **Section 1: Background of our Organization**

We are a collection of local energy producers who believe in ethical and safe production of traditional energy resources. Our goal for this campaign is to inform the community of Virginia about the risks of energy restriction if new legislation made it harder to operate.

1. VEPA works for energy producers, not politicians.
2. We believe strongly in the need for affordable energy and the economic benefits that come with it.
3. We believe that limiting energy production would only increase costs to consumers and cost jobs.
4. We are also business owners who believe environmental resources should only be used in responsible ways. We support environmental protections, follow fair and reasonable legislation, and favor clean fossil fuels over unproven renewable technologies.

### **Section 2: Campaign Goals**

We would like to contract your firm to design a media campaign that will influence Virginia citizens to oppose this “green new deal” for Virginia. This campaign should encourage Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions against this proposal. Your campaign should influence at least 88,000 Virginia citizens to oppose the initiative and thereby uphold the legitimate use of environmental resources.

### **Section 3: Contract Terms**

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 88,000 Virginia citizens to oppose the initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your Campaign Design Proposal.

Best regards,  
VA Energy Producers Association Executive Board

\*VEPA is a 501(c)6 organization. We seek to make Virginia embrace sensible environmental legislation that promotes safety without unnecessary economic impacts.

To: PurpleState Solutions, Inc.

From: Virginia Energy Independence Inc

Re: Request for Media Campaign



Dear Account Executive,

We would like to hire you to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to oppose idealistic and misguided 'green energy' projects. Members of the Virginia state legislature are considering new legislation that destroys energy independence by expanding the ability for the government to intervene in energy production and use the natural resources in our state. Our organization strongly supports policies that benefit the economy and creates jobs, and this new legislation is not that. We would like your help to effectively mobilize Virginia residents to oppose this initiative and uphold our freedoms as American citizens.

### **Section 1: Background of our Organization**

Virginia Energy Independence Inc is a non-profit organization dedicated to the discovery and extraction of the energy resources critical to a strong economy. Too much sacrifice of economic independence and security for too little environmental benefit will not help Virginia.

- We believe that the right to extract and trade energy resources freely needs to be respected.
- We believe that cheaper energy benefits consumers and creates jobs.
- While renewable energy could be important in the future, the technology to effectively transition Wisconsin does not exist yet.
- We believe that reducing energy would have huge economic consequences while having little impact on climate change.

### **Section 2: Campaign Goals**

We would like to contract your firm to design a media campaign that will mobilize Virginia citizens to oppose this new climate initiative. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to oppose this proposal. We have strong support among the Republican base, and so your campaign should focus on mobilizing at least 68,000 Republicans who already share these views to get out and oppose this initiative. In addition, your campaign should also focus on influencing a net total of at least 39,000 Virginia citizens to oppose the green energy initiative.

### **Section 3: Contract Terms**

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 68,000 Republicans who already share these views and also influencing a net total of at least 39,000 Virginia citizens to oppose the "green energy" initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,  
VA Climate Truth Inc. Executive Board

\*VCT is a 527 organization. We seek to uphold economic opportunities for all Virginia residents.

To: PurpleState Solutions, Inc.  
From: United for Climate Justice



Re: Request for Media Campaign and Ad Buy

Dear Account Executive,

We would like to hire you to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to support renewable energy initiatives. Members of the Virginia state legislature are considering new legislation that strengthens environment protections by moving Virginia to 100% renewable energy by 2050. Our organization is very supportive of these proposed changes to current environmental laws in Virginia. The Clean Air and Water Acts were intended to protect our environmental resources for future generations, which includes fighting climate change.

### **Section 1: Background of our Organization**

Our organization is dedicated to creating a carbon neutral Virginia. There is a catastrophic level of pollution and environmental damage in our state. Each year, hundreds of friends, neighbors, and family members are impacted by climate change and extreme weather. This is a public crisis, but it doesn't have to be this way.

#### **The evidence and research are clear: fossil fuels are too dangerous.**

- Virginia land is damaged each year by fossil fuel production and our citizens are suffering the effects of climate change.
- Energy companies have failed to take the steps that would keep our families and communities safe. Policymakers need to step in and do what these corporations won't.
- VA UCJ fills a vital role rallying public support, pressing for action, and giving people all across our state a place to turn for trusted information and bold leadership on climate change policies.

### **Section 2: Campaign Goals**

We would like to contract your firm to design a media campaign that will mobilize Virginia citizens to support this new green energy initiative. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Democratic base, and so your campaign should focus on mobilizing at least 65,000 Democrats who already share these views to get out and support this initiative to create safer communities and reduce carbon emissions. This mobilization may create opposition, and so your campaign should also focus on influencing a net total of at least 37,000 Virginia citizens to support the initiative.

### **Section 3: Contract Terms**

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 65,000 Democrats who already share these views and also influencing a net total of at least 37,000 Virginia citizens to support the Virginia Clean Economy Act. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your Campaign Design Proposal.

Best regards,  
United for Climate Justice Executive Board

\*UCJ is a 527 organization. Founded in 1999 by passionate volunteers, we have grown to include tens of thousands of supporters representing every county in Virginia. And, as our influence has grown, so has our critical role with reporters and legislators as the go-to voice for environmental justice laws.