

MEMORANDUM

To: *****
From: S. Schmidt
Date: May 15, 2008
Subject: Clinton Strategy

According to both internal polling and exit polls by independent news organizations, the Democratic Party is becoming increasingly polarized along certain segments of its base. The recent result in West Virginia, while generally unsurprising and definitely unlikely to cause any real shift in the race, highlights the growing bitterness between certain supporters of Clinton and the Obama camp in general. This unique situation has created an opening that could help depress the turnout of key Democratic demographics in November.

The specific group we are targeting is a cross-section of white, female voters over the age of 40. Internal polling reveals that this group is the most likely to support John McCain after Obama wins the nomination. However, we expect Obama's numbers to improve following Clinton's drop. Our job is to make sure that number stays as low as possible.

Our limited financial resources and the media's attention on the Democratic race, however, prevent us from reaching this group. Our aim is to point out specific issues that we believe resonate well:

1. Sen. Obama's connection to Rev. Wright
2. His inexperience
3. His links to the corrupt Chicago political machine

However, we cannot fully achieve this goal without a greater commitment on the part of McCain's fundraisers and our various media partners. In lieu of that, we have developed a number of inexpensive ways to reach this audience. We have already worked to reinforce the Clinton campaign's narrative about the unfair treatment that some networks, specifically MSNBC, have given her camp. We are also planning to unroll a new campaign to highlight Obama's experience deficit.

Simultaneously, our team has been testing new lines of attack through independent pro-Clinton communities on the Internet. Our hope is that our message here will spread by word-of-mouth. Our local community organizing has also been successful. We have organized dozens of "meet-ups" across the country for Clinton supporters, and we have used that time to stress the importance of punishing the DNC for choosing the undemocratically selected

far-left Obama. At the moment, this is nothing more than a headache for the Obama campaign. With a greater commitment on your part, I hope to see it metastasize into something much more.

Let me know if you need more detail.

-S