

[REDACTED]

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**From:** Keith Gilkes [REDACTED]  
**Sent:** Friday, April 20, 2012 7:43 AM  
**To:** Brian Tringali; BJ Martino  
**Subject:** Fwd: Final Walker absentees  
**Attachments:** WALKE-111 Absentee 4.pdf  
Final absentee mailer...

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

**From:** Peter Valcarce <[valcarce@arenacomm.com](mailto:valcarce@arenacomm.com)>  
**Date:** Thu, Apr 19, 2012 at 12:34 PM  
**Subject:** Final Walker absentees  
**To:** Dan Blum <[dan@scottwalker.org](mailto:dan@scottwalker.org)>  
**Cc:** Stephan Thompson <[SThompson@wisgop.org](mailto:SThompson@wisgop.org)>, Keith Gilkes [REDACTED] "R. J. Johnson" <[ri@rijohnson.org](mailto:ri@rijohnson.org)>, [Casey@scottwalker.org](mailto:Casey@scottwalker.org)

These have all the changes made. Â I'm assuming they are all good to print?

8/20/2012

Example 1.0

Republican Party of Wisconsin  
148 E. Johnson St.  
Madison, WI 53703

NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
CAMPAIGN MAIL

BEFORE SCOTT WALKER WAS ELECTED,  
Wisconsin had lost 150,000 jobs  
in the previous three years.

Democrats are saying  
it's time to **GO BACK.**

Job loss will return and our  
progress will be derailed...

Tom Barrett

Kathleen Falk

Place  
First Class  
Postage  
Here

Example: City of Madison  
????? Municipal Clerk  
123 Easy St  
Madison, WI 53701

**Absentee Ballot Application for June 5<sup>th</sup> General Recall Election**  
Return your completed application by Friday, May 25<sup>th</sup>.

Follow these four easy steps to keep Wisconsin  
moving forward with Governor Scott Walker.

- Step 1:** Fill out the attached application for an absentee ballot today (be sure to sign the application).
- Step 2:** Fold your application in half, tape it close and mail it in to your local municipal clerk by Friday, May 25<sup>th</sup>.
- Step 3:** After your application is received, your municipal clerk will mail you an absentee ballot. Once you receive it, please fill it out immediately and vote for the candidate who will move Wisconsin forward.
- Step 4:** Mail in your completed absentee ballot to your local municipal clerk by Thursday, May 31<sup>st</sup>.

**Questions:** Call 608-535-9844.

**JUNE 5<sup>TH</sup> GENERAL RECALL ELECTION**  
OFFICIAL ABSENTEE BALLOT APPLICATION

11  
K. Walker

**WISCONSIN APPLICATION FOR ABSENTEE BALLOT**

June 5<sup>th</sup> General Recall Election

Instructions: Please use uppercase (CAPITAL) letters only.  
You must be registered to vote before you can receive an absentee ballot. You can confirm your voter registration at <https://ps.wisconsin.gov>

**VOTER INFORMATION:**

Last Name	Suffix (e.g. Jr, II etc)	First Name	Middle Name
Telephone	Date of Birth (MM/DD/YYYY)	Email Address	

**RESIDENCE ADDRESS:**

Residence Address (Street Number and Name)	Apt. Number		
City	State (MI only)	ZIP+4	County

**MAILING ADDRESS: If different from residence address**

Name	Name of Nursing Home (if applicable)		
Mailing Address (Street Number and Name)	Apt. Number		
City	State (MI only)	ZIP+4	County

I REQUEST AN ABSENTEE BALLOT BE SENT TO ME FOR: Please check box  The Wisconsin General Recall Election scheduled for June 5, 2012.

**VOTER DECLARATION / CERTIFICATION:** Required for all voters

I certify that I am a qualified elector, a U.S. Citizen, at least 18 years old, having resided at the above residential address for at least 28 consecutive days immediately preceding this election, not currently serving a sentence, including probation or parole, for a felony conviction, and not otherwise disqualified from voting. Please sign below to acknowledge that you have read and understand the above.

Voter Signature \_\_\_\_\_ Date (MM/DD/YYYY) \_\_\_\_\_  
This form is not an official form of the Wisconsin Government Accountability Board

**WISCONSIN APPLICATION FOR ABSENTEE BALLOT**

June 5<sup>th</sup> General Recall Election

Instructions: Please use uppercase (CAPITAL) letters only.  
You must be registered to vote before you can receive an absentee ballot. You can confirm your voter registration at <https://ps.wisconsin.gov>

**VOTER INFORMATION:**

Last Name	Suffix (e.g. Jr, II etc)	First Name	Middle Name
Telephone	Date of Birth (MM/DD/YYYY)	Email Address	

**RESIDENCE ADDRESS:**

Residence Address (Street Number and Name)	Apt. Number		
City	State (MI only)	ZIP+4	County

**MAILING ADDRESS: If different from residence address**

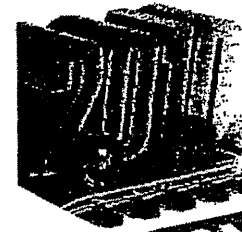
Name	Name of Nursing Home (if applicable)		
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City	State (MI only)	ZIP+4	County

I REQUEST AN ABSENTEE BALLOT BE SENT TO ME FOR: Please check box  The Wisconsin General Recall Election scheduled for June 5, 2012.

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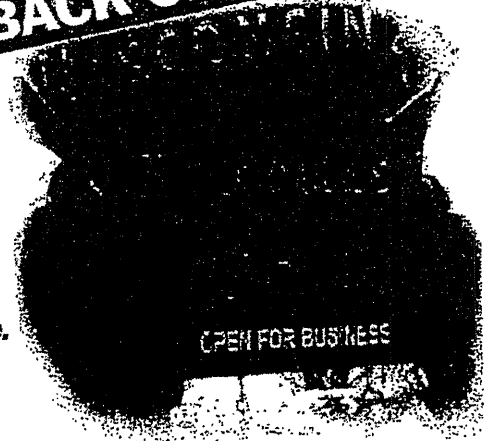
I certify that I am a qualified elector, a U.S. Citizen, at least 18 years old, having resided at the above residential address for at least 28 consecutive days immediately preceding this election, not currently serving a sentence, including probation or parole, for a felony conviction, and not otherwise disqualified from voting. Please sign below to acknowledge that you have read and understand the above.

Voter Signature \_\_\_\_\_ Date (MM/DD/YYYY) \_\_\_\_\_  
This form is not an official form of the Wisconsin Government Accountability Board



SINCE SCOTT WALKER TOOK OFFICE he has balanced the budget, cut spending and helped create thousands of new jobs.

**WISCONSIN IS BACK ON TRACK!**



Expanded 1-2

When running for Governor, Scott Walker promised to rein in spending, eliminate the budget deficit and hold the line on taxes.

**And that's exactly what he's done.**

**FACT** The number of businesses created is up 12.2% in the first quarter. <sup>1</sup>

**FACT** 86% of Wisconsin's job creators believe Wisconsin is now pro-business. <sup>2</sup>

**FACT** 94% of Wisconsin job creators feel that the state is headed in the right direction. <sup>3</sup>



1. The Business Journal, April 9, 2012  
2. Wisconsin Manufacturers and Commerce, "WMC 2012 Economic Outlook Survey," Press Release, 1/3/12  
3. Wisconsin Manufacturers and Commerce, "WMC 2012 Economic Outlook Survey," Press Release, 1/3/12

**← APPLY FOR YOUR ABSENTEE BALLOT TODAY!**  
Mail in your completed application to your municipal clerk by May 25<sup>th</sup> to receive your absentee ballot.

[REDACTED]

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**From:** Keith Gilkes [REDACTED]  
**Sent:** Thursday, August 18, 2011 6:18 AM  
**To:** Scott Walker

**Subject:** Comments for Donor Call - Please review...

Scott - below are some suggested remarks by RJ for the call. RJ is in the hospital so he will be unable to join on the call. I will pinch hit for him as best I can to give some follow up comments and help answer any questions that may come up. I will bring a copy of this with me to the residence.

KG

We needed to hold four of the six Republican Senators facing recalls last week in order to maintain our conservative majority in the state senate. With your help and against the odds, we beat back the national unions and held our majority by a margin of 17-16.

Early polling told us that we would almost surely lose two of the six GOP seats. Two more seats were within the margin of error and trending the other way.

Thanks to your quick and very generous response to our call for help, we were able to frame the debate and define our opponents before they had a chance to define themselves.

And we managed to win in an environment where we were outspent more than 2-1, withstanding a massive influx of union organizers and an estimated 30 million dollars.

Wisconsin was declared ground zero by President Obama and the National Unions who wanted to stop similar collective bargaining reforms in states like Ohio and Florida. And they also turned the recalls into class warfare as a practice run for the 2012 Presidential race. If they could make us pay the ultimate price for our bold reforms, they believed they could stop reform efforts in Washington and around the country.

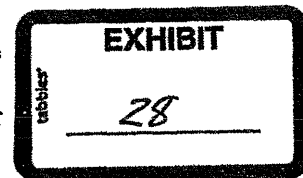
Wisconsin Democrats abdicated control of their campaigns to national consultants and Washington D.C. Unions, with heavy assistance from Barak Obama's Organizing for America, Moveon.org, The AFL-CIO, SEIU and others.

Our efforts were run by Wisconsin Club for Growth and operatives R.J. Johnson and Deb Jordahl, who coordinated spending through 12 different groups. Most spending by other groups was directly funded by grants from the Club.

We tactically outmaneuvered them.

By defining Democrat Shelly Moore early, we took a race that started at only plus 2 (and where the Governors numbers were upside down) off the table and kept it there. Moore was a board Member of the NEA and the State teachers union. We used her radical views and footage of her

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union speeches to disqualify her and turn off independent women and older voters. We knew women and older voters would reject her. We kept the pressure on through the election and won this seat by 16 points.

We also defined Democrat Fred Clark early. We used his horrendous driving record, failure to pay child support, and a recording of him saying he wanted to call a female constituent back and smack her around, to illustrate how Clark behaves when he thinks no one's watching. This angle was particularly helpful in eliminating Clark's advantage with independent women. We were behind by 2 points when we started this race and we won by 4.

Wisconsin Club for Growth raised 12 million dollars and ran a soup to nuts campaign. Every target was researched utilizing a top notch opposition researcher and Club advisors. Polling, focus groups and message development was a collaborative effort with help from Neil Newhouse and Pat Caddell.

An aggressive issue-based absentee ballot program was launched through direct mail and boots on the ground. Pro life, pro family and second amendment rights activists helped collect and process thousands of absentee ballot requests through a central operation.

These activists were joined on the ground by dozens of volunteers from Ralph Reed's Faith and Family organization through a grant from the Club.

The statewide voter list was enhanced with district specific micro-targeting data and 3.5 million pieces of issue-specific mail was sent to targeted voters.

From the beginning we knew conservatives suffered from of a double digit intensity gap that favored the Democrats. To address this, we ran a two week radio and Fox TV News admonished voters not to let the Madison liberals take us back. Simultaneously we ran generic television ads talking about the progress made balancing the state budget without raising taxes or cutting essential programs.

Targeted districts had as much as 8 weeks of heavy network and cable television and radio. Ads were run on poll tested issues, including fiscal responsibility, tax hikes, wasteful spending and spending priorities that moved independent swing voters to the GOP candidate.

[REDACTED]

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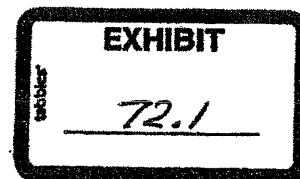
**From:** R.J. Johnson [rj@rjjohnson.org]  
**Sent:** Monday, April 23, 2012 6:00 PM  
**To:** Keith Gilkes  
**Subject:** This is my working document  
**Attachments:** Walker Media Recall.xlsx  
It's not exact on points or CPP

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*





[REDACTED]

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**From:** R.J. Johnson [rj@rjohnson.org]  
**Sent:** Thursday, April 26, 2012 8:35 AM  
**To:** Mike Huebsch  
**Subject:** Re: TV ad feedback

Thanks Mike. We're having it retooled.

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*

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**From:** Mike Huebsch [REDACTED]  
**Date:** Thu, 26 Apr 2012 00:16:53 -0400 (EDT)  
**To:** Keith Gilkes [REDACTED], Eric Schutt [REDACTED], "R.J. Johnson"  
<rj@rjohnson.org>  
**Cc:** Mike Huebsch [REDACTED]  
**Subject:** TV ad feedback

Keith  
I shared the ads with the women's group. I have heard back from three of them so far. Below is their response. I hope our target here is men...  
Mike

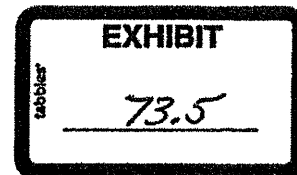
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I'm having a hard time getting past the photo of Walker. It's like a cartoon caricature. The photo of Barrett is better than of Walker. GET A NEW PHOTO!!!!

Neither ad speaks to me at all. I don't like the stockphoto collage of the 'footage' version. I appreciate the contrast and have no problem with the message but the visual does not resonate AT ALL with me.

Suggestions for the graphic version:

- make the Barrett photo b/w
- new photo of Walker!!
- I understand the 'forward' and 'backward' wallpaper of the ad, but it's too much...too distracting.



11/30/2012



Makes you want to turn it. Try using the words in a frame around the main message so the middle is white.

- make Barrett's wallpaper grayscale.
- at the end, switch 'em. put Walker on the right and Barrett on the left, like in the footage version.

Suggestions for the footage version:

- make the Barrett photo b/w
- did I mention this yet...GET A NEW OF WALKER!!!!
- I know the stockvideo are comps and poor quality and so it's hard to see for sure, but the images look dated...especially on the big montage. I don't like the heavy manufacturing images.
- Can you use a white background for the Walker video collages.
- Play this one only on ESPN and The Outdoor Channel. It does NOTHING for me.

Oh, one last thing...GET A NEW PHOTO OF WALKER!!!!

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I like the first one. The pictures tell you where the ad is going before you read the words. The audio is right on target. Even without sound, the visual is vibrant & growing for Walker, dull & shrinking for Barrett. The second requires more attention & effort than I am willing to give a political ad, but no other problems with it.

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Prefer the graphic version because it's cleaner. Having less visual clutter makes the message much clearer. Agree that photo of SW is not great--although I love that he's smiling and will take that over alternatives. Big question I have is with sound effect. That downer noise makes me almost nauseated. I worry that voters will associate that noise with Walker, rather than as intended. Seems like a dangerous association. Not crazy about the "positive" sound effect either. P.S. I agree with the major point ( after changing photo), which is that this a male ad. I don't see women responding to it in any helpful way.

[REDACTED]

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**From:** rj@rjjohnson.org  
**Sent:** Wednesday, April 06, 2011 10:13 AM  
**To:** swalkerwi@gmail.com; Keith Gilkes  
**Subject:** Re: Meeting

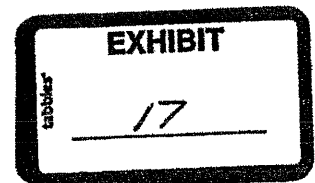
What gang?

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

**From:** swalkerwi@gmail.com  
**To:** Keith Gilkes  
**To:** rj  
**ReplyTo:** swalkerwi@gmail.com  
**Subject:** Meeting  
**Sent:** Apr 6, 2011 9:25 AM

I think we need to bring the gang together tonight.  
Sent from my Verizon Wireless BlackBerry

Sent from my U.S. Cellular BlackBerry® smartphone



[REDACTED]

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**From:** Keith Gilkes - The Champion Group [REDACTED]  
**Sent:** Wednesday, April 06, 2011 2:15 PM  
**To:** Chris Jankowski; Nick Ayers; RJ Johnson; Michael Grebe; Stephan Thompson; Mark Jefferson; Scott Walker; Jim Villa  
**Subject:** Meeting and Call in Information: Thursday, April 7th

Everyone-

Our meeting on the Wisconsin State Senate recall effort will be tomorrow, Thursday, April 7th at 6:00 pm CST. Below is the call in information for those who cannot attend in person as well as the physical location of the meeting spot in Milwaukee for those in attendance. Please e-mail or call [REDACTED] with questions.

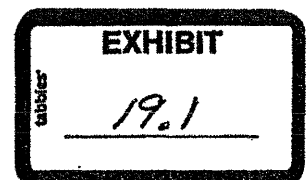
Dial In: (218) 862-1001  
Passcode: 1023320#

Tool Service Corporation  
2942 N. 117th Street  
Milwaukee, WI 53222

Owner and On-site Point of Contact:  
Lisa Mauer - cell [REDACTED]

--  
Keith Gilkes, President  
The Champion Group, LLC  
E-mail: kgilkes@ChampLLC.com

8/29/2012



[REDACTED]

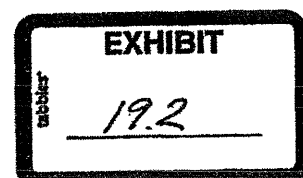
**From:** JV [REDACTED]  
**Sent:** Thursday, April 07, 2011 5:44 PM  
**To:** kgilkes@ChampLLC.com  
**Cc:** Eric Schutt; Scott Walker; RJ Johnson; Nick Ayers; Chris Jankowski; Michael Grebe; John Hogan; Stephan Thompson; Mark Jefferson  
**Subject:** Re: Agenda for 6 pm CST meeting with Governor Walker  
Thanks Keith. I'll be on for the first 30 minutes - dinner with Fuzzy Zoeller tonight!

On Apr 7, 2011, at 1:59 PM, Keith Gilkes - The Champion Group [REDACTED] wrote:

**Agenda for Recall Update Efforts**

- Update on recall signatures – status for GOP and DEM districts (RPW)
- Background and game plan on recall signature gathering for DEM Senators (RPW)
- Plan for review and legal challenges on signatures filed against GOP Senators (RPW/CERS)
- Additional options for legal strategy to delay recall efforts (CERS/RPW)
- Update on Senate GOP Campaigns/Plan for DEM Senate Campaigns (CERS)
- Fundraising Efforts (CERS/RPW)
- GOTV Plans/Absentee Ballot Program
- Governor Walker Efforts both National and State

--  
Keith Gilkes, President  
The Champion Group, LLC  
E-mail: [kgilkes@ChampLLC.com](mailto:kgilkes@ChampLLC.com)



[REDACTED]

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**From:** Scott Matejov [REDACTED]  
**Sent:** Wednesday, May 04, 2011 11:20 AM  
**To:** Kelly Rindfleisch  
**Cc:** <swalkerwi@gmail.com>  
**Subject:** Re: KARL ROVE

Hi Kelly - we should be able to do this call around 1:30pm today. However, the Gov has indicated he does not have Rove's cell. Could someone email that to the Gov?

Sent from my iPhone

On May 4, 2011, at 11:12 AM, "Kelly Rindfleisch" [REDACTED] wrote:

Not sure if RJ contacted the Governor on a couple of calls he'd like him to make when he's in the car from 1:30-3:00 (aside from the 2:00). This one is to Karl Rove. There will be another one. Let me know if there's a problem and I will tell Kate we need to do something different.

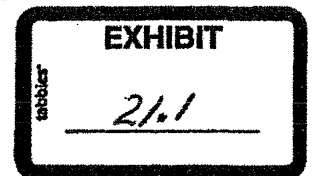
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**From:** Kate Doner [mailto:kate@donerfundraising.com]  
**Sent:** Wednesday, May 04, 2011 11:07 AM  
**To:** 'Kelly Rindfleisch'; 'R. J. Johnson'  
**Subject:** KARL ROVE

**RJ - LET ME KNOW IF YOU WANT ANY OF THE TALKING POINTS CHANGED.**

**Date:** Wednesday, May 4, 2011  
**Time:** CALL FROM THE CAR TODAY  
**Attendees:** Governor Scott Walker (WI - R) and Karl Rove  
**Contact:** Call Rove's cell phone (was told Walker has it)  
**Background:**

Karl Rove has collected millions of dollars from major donors across Texas and the US. Specifically, he received \$7m from Bob Perry (Houston). When I spoke with Perry -- he thought that the money he gave Rove was going to be used in



Wisconsin. Crossroads did not contribute any money to the efforts in the election, supreme court or budget battles.

**Talking Points:**

- Be specific and firm with Rove. Let him know you lost an election last night 54 – 46.
- Discuss how you plan to run the campaign in-state due to past fumbles by outside groups and you want Crossroads to contribute \$1m by the end of the month. Specifically ask: CAN HE MAKE THAT HAPPEN?
- Let Rove know that many donors that you are reaching out to think they gave money to Crossroads to help with the battle in WI. Specifically Bob Perry. Since money is not flowing from the business community - - you need Rove to send \$1m by the end of the month.
- Tell him you must raise \$9m by June 15. Let Rove know that you CAN'T ask companies that have lobby efforts in WI to give money. Would he be willing to ask his corporate connections to give money to WICFG.
- Ask Rove to call you back by next Wednesday to let you know what corporations he can solicit on your behalf.
- Let him know you will be in Dallas on May 12 and would welcome the opportunity to visit with him.

Kate Doner

Doner Fundraising, Inc.

815 Brazos, Suite 701

Austin, Texas 78701

7/16/2012

512.476.4403 office

512.233.2246 fax

 cell

[kate@donerfundraising.com](mailto:kate@donerfundraising.com)

**From:** swalkerwi@gmail.com  
**Sent:** Wednesday, May 04, 2011 9:23 PM  
**To:** Karl Rove  
**Subject:** WI

Karl,

Good talking with you this afternoon.

Had a good discussion with about 25 people tonight about our recall elections and our message. It will be tough but we can (and will) hold our majority in the state Senate.

After our meeting, I had a good chat with RJ. Because of his financial position, he is not taking a cut of the funds being used for Club for Growth - Wisconsin.

Kate Donor is getting paid to help us organize fund-raising in other states but the operations do not include staff or an office or other overhead.

RJ was the chief advisor to my campaign (I always called him my Karl Rove and Keith Gilkes was Ken Mehlman). He put together the team to flip the Senate three times and the Assembly two times.

He ran the effort that defeated the first incumbent Supreme Court Justice in decades back in 2008 and Club for Growth - Wisconsin was the key to retaining Justice Prosser.

Bottom-line: RJ helps us keep in place a team that is wildly successful in Wisconsin. We are running 9 recall elections and it will be like running 9 Congressional markets in every market in the state (and Twin Cities).

I spoke with Bob Rowling today and we are going to meet next Thursday I'm calling Bob Perry in the morning (Rowling, Phil Gramm and Rick Perry all told me to call). I'm sure they will ask you about our efforts.

As mentioned, any and all help would be great (i.e. email list, names to call, million or two from American Crossroads).

I appreciate your interest and look forward to reading your column in the WSJ tomorrow.

Thanks,

Scott  
Sent from my Verizon Wireless BlackBerry

