

# AMERICAN STRATEGIES

*Winning on all fronts...*

***We get the job done professionally and efficiently.*** The average American receives over 20,000 messages a week via television, radio, email, the internet, phone calls and direct mail. Breaking through the clutter so that a voter receives your message is challenging; and without a professionally run campaign, it's almost impossible in today's political environment. Our proven methods of targeting, message development, and strategy ensure our clients are positioned to win on Election Day. We reduce the amount of campaign dollars wasted on non-voters, while maximizing the effectiveness of your message and tactics. That's why American Strategies has maintained an 80% win ratio over the last five years.

***We provide you with a single point of contact.*** American Strategies focuses our candidates on two things – meeting voters and raising money. Consequently, we eliminate the wasted time and headaches required to coordinate countless specialty consultants and vendors. We make the process of running a campaign easier by providing our candidate and their committee with a single point of contact for all of their campaign requirements. We develop the strategy, draft the plan, and then handle all the details while you focus on meeting and persuading voters!

***We are your long-term partner.*** American Strategies believes that good government is good politics and that success is only possible through collaboration. We view each client as a partner in moving America forward. Additionally, we know your political career is too important to be given a ready made strategy. That's why we continually strive for solutions that are as effective as they are unique. Unlike most political consultants, our partnership doesn't end on Election Day. We help our clients develop sound public policy and craft effective public relations strategies. In short, we'll be the partner you need to create a disciplined, aggressive and successful political career.

## OUR SERVICES INCLUDE:

Strategy development ■ Campaign planning and management  
Fundraising assistance ■ Public opinion surveying  
Voter targeting and turnout analysis  
Campaign budget development and finance planning  
Opposition research ■ Message and platform development  
Media ■ Direct mail ■ Automated and live phone calls  
Campaign printing ■ Debate and speech preparation  
GOTV strategies and planning ■ Public policy development  
And much more...



**AMERICAN  
STRATEGIES**

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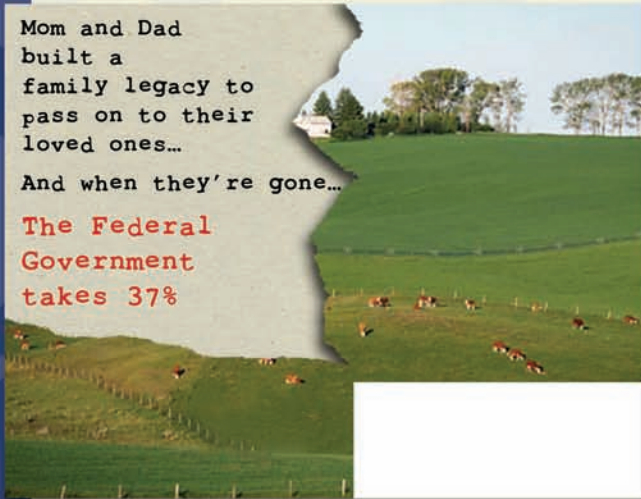
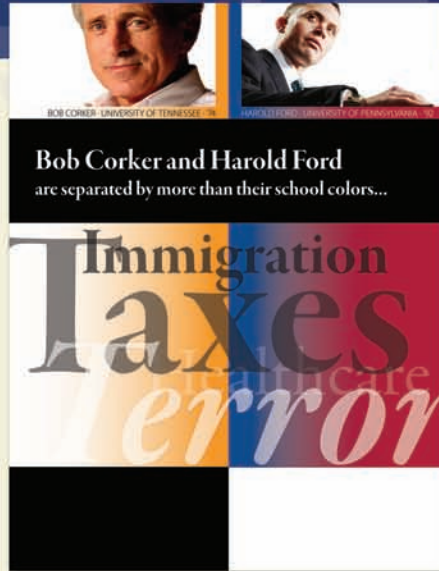
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## SAMPLE WORK

Tennesseans are proud of their state and their University of Tennessee Volunteers, especially during football season. This mail piece targeted 100,000 undecided voters, and anti-tax voters. We used the theme of in-state education and out-of-state education as a catchy way to capture attention and to then demonstrate the contrast between the candidates on the issues of taxes, terrorism, and immigration.



Pollie Award Winner




This mail piece was sent to 135,000 voters in swing counties. We visually demonstrate the 37% inheritance tax levied by the federal government when transferring assets between generations. This issue, which resonates with a majority in Montana, allowed us to draw clear lines of contrast between the two Senate candidates on tax policy positions.

This introductory piece laid the foundation for success early by defining the issues for the election. In a field of 11, our candidate controlled the agenda and momentum beginning with his announcement through victory.

## Johnny Piper FOR MAYOR

### Putting Clarksville First

*Johnny Piper has been a community leader for over 35 years. He and his wife, Donna, have raised two daughters and are committed to traditional family values. Johnny has served the community through various elected, civic, and church organizations and he has a strong history of giving back to the community.*



*Johnny Piper with his wife, Donna and their two daughters, Heather and Sarah and family pets, Molly and Isabella.*

**Reduce Our City**  
Clarksville is a city full of opportunity, but I am afraid we are stagnating and have lost our way. We must get Clarksville on the right track and moving forward again. Our children deserve to grow up in a safe community, our students should be able to find a good job and career here in Clarksville, and our families deserve a good quality of life. As your Mayor, I will get Clarksville first and get us all moving towards a common vision.


**Ethical Leadership**  
Clarksville is currently facing many major issues and we must demand ethical leaders who will truly work in the best interest of the community - use their own interests. My only interest in serving as your mayor is my personal desire to see our community progress so we are proud to call Clarksville home. As your Mayor, I will restore your faith and trust in our city government by cleaning up city hall and passing comprehensive ethics reform that will apply to all city officials, elected or appointed.

**Forge Partnerships**  
City officials must work in concert with businesses, organizations, and our citizens to find solutions to the challenges that face us from achieving our vision. As a successful entrepreneur, my experience in leading team efforts between the public and private sector has shown that we can build a bright economic future for Clarksville. By collaborating together, we can address the concerns of our community.

**Open for Business**  
We have diverse and talented citizens who need jobs that allow them to earn a good wage to support their families. We must improve our business climate in order to make our community more attractive to future economic development opportunities. Job recruitment is vital to a progressive vision and I am committed to bringing better and higher paying jobs to Clarksville.

**Reduce Crime**  
A prime responsibility of city government is to provide a safe and secure community for our families. As Mayor, I will work to end the policies and procedures that have led to the recent lawsuits and reduce our police department on keeping our families safe. Additionally, I will renew our focus on fighting crime and narcotics in our neighborhood at a time, in order to clean up our city and provide a safe and enhanced quality of life for our families.

**Manage Growth**  
Like most cities in America, Clarksville is growing at a rapid pace. We must do a better job balancing residential, commercial, and industrial growth. This balance will help provide a long-term revenue source for our city. Clarksville needs a well-developed growth plan. As Mayor, I will strive to develop and implement a growth plan that is implemented in a fair and consistent manner.



**I Support Johnny Piper for Clarksville Mayor!**

Please sign me up to:

- Volunteer to help at campaign events.
- Make a sign in my yard or window.
- Make a financial contribution.
- Distribute literature in my neighborhood.
- Serve as an area coordinator.
- Be a part of the phone campaign to get out the vote.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work: \_\_\_\_\_  
Email: \_\_\_\_\_  
Occupation: \_\_\_\_\_

Paid for by Friends of Johnny Piper, Citizens Public, Inc.

Support JOHNNY PIPER for MAYOR - Tuesday, November 7th

## The Central Ohio Transit Authority (COTA)

### KEEPS OUR ECONOMY MOVING

**We Need to Connect People and Jobs**  
The Central Ohio Transit Authority (COTA) supports the region's economy and provides vital transportation services for workers. Issue 7 will expand services and routes, helping to meet the transportation needs of suburban, and second and third shift workers.

**COTA Supports Persons With Disabilities**  
COTA provides essential transportation for persons with disabilities. Issue 7 will help to address the growing mobility needs for persons with disabilities.

**Issue 7 Will Expand Bus Service**  
Issue 7 will help to relieve overcrowding on existing bus routes and provide more frequent service to our community's busiest areas.

**COTA is Environmentally Friendly**  
COTA buses run on an environmentally friendly bio-diesel fuel blend, reducing greenhouse gases and improving air quality. COTA also reduces air pollution by lowering the number of cars on the road.

VOTE YES ON ISSUE 7 - Tuesday November 7th

This mail piece was designed for and targeted to absentee and early voters. American Strategies developed an automated system to mail early voters each day as names were released from the board of elections. With 30% of the electorate voting early we maximized our dollars in this low budget campaign. It was the "early vote" support that carried the campaign to victory on election day.