

Received(Date): 2 JAN 2002 10:01:08
From: Brett M. Kavanaugh (CN=Brett M. Kavanaugh/OU=WHO/O=EOP [WHO])
To: Ken Mehlman (CN=Ken Mehlman/OU=WHO/O=EOP@EOP [WHO])
Cc: Noel J. Francisco (CN=Noel J. Francisco/OU=WHO/O=EOP@EOP [WHO])
Subject: : Re: Fw: Mailer links your candidate to George Bush

Begin Original ARMS Header #####
RECORD TYPE: PRESIDENTIAL (NOTES MAIL)
CREATOR: Brett M. Kavanaugh (CN=Brett M. Kavanaugh/OU=WHO/O=EOP [WHO])
CREATION DATE/TIME: 2-JAN-2002 10:01:08.00
SUBJECT:: Re: Fw: Mailer links your candidate to George Bush
TO: Ken Mehlman (CN=Ken Mehlman/OU=WHO/O=EOP@EOP [WHO])
READ: UNKNOWN
CC: Noel J. Francisco (CN=Noel J. Francisco/OU=WHO/O=EOP@EOP [WHO])
READ: UNKNOWN
End Original ARMS Header

I checked with Noel who is our expert on our policy on use of the Presidential likeness. As a general matter, this kind of thing is technically ok so long as it does not say that the President is endorsing the candidate. Of course, the entire point of this kind of mailing would be to create such an impression with voters even if the mailing never actually says as much. We therefore can contact the company and inquire into this some more if you want us to do so. Just let me know.

Ken Mehlman
01/02/2002 08:00:00 AM
Record Type: Record

To: Brett M. Kavanaugh/WHO/EOP@EOP
cc:
Subject: Fw: Mailer links your candidate to George Bush

----- Forwarded by Ken Mehlman/WHO/EOP on 01/02/2002
07:59 AM -----

Ken Mehlman <KMehlman@rnchq.org>
12/27/2001 04:01:12 PM
Record Type: Record

To: Ken Mehlman/WHO/EOP@EOP
cc:
Subject: Fw: Mailer links your candidate to George Bush

Sent from my BlackBerry Wireless Handheld
Please send all replies to kmehlman@georgewbush.com

-----Original Message-----
From: Karl Rove <KR@rnchq.org>
To: Ken Mehlman <KMehlman@rnchq.org>
Sent: Thu Dec 27 14:29:05 2001
Subject: Fw: Mailer links your candidate to George Bush

Run this by legal asap

Sent from my BlackBerry Wireless Handheld (www.BlackBerry.net)

Please send all replies to kr@georgewbush.com

-----Original Message-----
From: Jack Oliver <jack@georgewbush.com>
To: Ken Mehlman <kmehlman@georgewbush.com>; Karl Rove <kr@georgewbush.com>
Sent: Thu Dec 27 13:45:35 2001
Subject: Fw: Mailer links your candidate to George Bush

----- Original Message -----
From: "Janice Knopp - Finance" <jknopp@rnchq.org>
To: "Jack Oliver - Chairman's Office" <JOliver@rnchq.org>
Sent: Thursday, December 27, 2001 1:36 PM
Subject: FW: Mailer links your candidate to George Bush

> FYI on attached if you haven't seen. I don't know the company, but
they've taken liberal use of the President(no pun intended) unless
preapproved.

>

> -----Original Message-----
> From: AAPC Member-Picture Perfect Campaigns [mailto:jim@ppc2win.com]
> Sent: Friday, December 21, 2001 6:01 PM
> To: Undisclosed-Recipient;;
> Subject: Mailer links your candidate to George Bush

>

>

> PRESIDENT GEORGE W. BUSH - the most popular President of our times.
Never

> before have Republican voters had such a popular figure to rally and
unite

> behind. Current polls show W. Bush's popularity surpassing Ronald Regan
as

> the most beloved Republican leader. Our mailer allows your candidate to
> demonstrate their past and continuing support of President Bush with this
> tasteful piece.

>

> This mailer allows voters to join with the candidate in congratulating
our

> Commander in Chief on an outstanding first year of leadership - the one

year

> anniversary of his inauguration. It also enables the candidate to capture

> valuable feedback and endorsements from voters early in the campaign.

>

> Please click onto the following link to review this exceptional voter

> contact mailer that allows your candidate to dramatically link themselves to

> President and Laura Bush.

>

> <http://www.ppc2win.com/Bushmailer>

>

>

> Sincerely,

>

> Jim Bieber

> Picture Perfect Campaigns

> (800) 730-3116

> jim@ppc2win.com

>

> Richard Cochrane

>

>

>

>

> OPT-OUT INFORMATION - If you do not wish to receive further special email

> offers and announcements from us, please respond to this email message

with

> "Remove" in the subject line.

>