

**MEI Political**  
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**For Immediate release:**

Last week the B.J. Lawson for Congress campaign hired MEI Political to record a radio advertisement for the campaign. While we proposed several celebrities who might endorse B.J. Lawson in a campaign, the Lawson campaign instead expressed interest in hiring Morgan Freeman's personal voice double to record an ad for the campaign.

*Both verbally and in writing, we made it clear to the Lawson campaign that this is not Morgan Freeman, but instead it is Mr. Freeman's voice double. We also informed the campaign that even though the ad was similar to Morgan Freeman in style or tone, the campaign should not represent it as the actor Morgan Freeman or as an endorsement by Mr. Freeman. In a phone conversation with Mr. Lawson, we further discussed the fact that the actor Morgan Freeman is Democrat and would probably never do an endorsement ad for a Republican Congressional campaign.*

In an email to B.J. Lawson dated October 12, 2010, we mentioned several actual celebrities who were recording with us and might consider doing an endorsement ad for him. In the following paragraph from that email, I made it clear that we also occasionally work with the personal voice doubles of certain celebrities include Mr. Freeman's voice double but we made it clear that we were not offering Morgan Freeman to the campaign. That paragraph reads as follows:

"I'll also have the personal voice double[s] for Morgan Freeman (and others)...in studio recording ads for us. A voice double is the person hired by a celebrity to do "voice matching" for the celeb when they are unavailable to re-record audio in post on a project. The audience never notices the difference. It's one of those little secrets of Hollywood. We've used them with great success in political ads. We of course never say that they are the actual celebrity"

We have often recorded political ads with actual celebrities and we are always careful to distinguish between an ad with an actual celebrity vs. an ad voiced by a voice double or done in the general style or tone of a particular actor. Had we recorded an ad for the Lawson campaign using the actor Morgan Freeman, we would have had Mr. Freeman give his name in the ad, and the contract with the campaign would have specified a commercial "narrated by or starring Morgan Freeman" instead of a "Morgan Freeman style ad."

We have already forwarded a copy of the aforementioned email to the Lawson campaign and the David Price campaign as well as several members of the media who have inquired about this matter. We will be happy to forward the original email to anyone who makes a request.

If there was ever any confusion on the part of the campaign as to whether or not this was Morgan Freeman, we made it abundantly clear in this email and in our subsequent phone conversation that we were working with Mr. Freeman's voice double, not Morgan Freeman. At no time did we misrepresent this as an ad voiced by Mr. Freeman and we specifically cautioned Mr. Lawson against making any such misrepresentation.

At MEI, we have worked with numerous campaigns over the years, and we have an impeccable reputation for producing some of the highest quality and most creative campaign ads in the industry.. We pride ourselves on our integrity and we always go the extra mile for our clients. We have produced a number of voice double ads for campaigns in the past (as well as many ads using actual celebrities), and not once have we had a client confuse a voice double for the actual celebrity or publicly misrepresent it as a celebrity endorsement.

We sincerely want to believe that this was all a misunderstanding on the part of the Lawson campaign rather than intentional effort by the campaign to misrepresent the ad we produced for them. However, we regard the Lawson campaign's statement that MEI Political in any way mislead the campaign or made any misrepresentation to the campaign as false and defamatory. *We ask that the Lawson campaign issue an immediate apology and retraction.*

For further inquiries, please contact [meiprod@aol.com](mailto:meiprod@aol.com).