

BJ Lawson

Re: John O'Hurley

8 messages

Mathisentinc

Wed, Oct 27, 2010 at 9:19 PM

Hey. I'm going to have John O'Hurley in studio to record some radio spots, robocalls, and TV ads for several of our candidates tomorrow. I'd love to record a robocall or ad starring John O'Hurley for you guys. I'm sure you know John O'Hurley as Elaine's boss J. Peterman from SEINFELD or more recently as the host of FAMILY FEUD. He has a very distinct and instantly recognizable voice, and he has a hilariously ironic, tongue-in-cheek tone for issue/response ads. He can be very bold and serious as well. I could have something ready to air by Thursday night if you're interested.

Just let me know ASAP since I'll already have him in studio. I'll also have Gerald McRaney, Morgan Freeman, Donald Sutherland, Kelsey Grammer, Ray Romano, John Voight, Victoria Jackson, and Sam Elliott later in the week. I might really get voters attention and some earned media in the final days of the campaign.

Best,

Benjamin Mathis
MEI Political
Universal Studios Hollywood
10 Universal Plaza, Ste. 2000
Universal City, CA 91608
Office: (818) 753-2326
Fax: (818) 753-2310
Cell: (818) 915-9727
www.meipolitical.com

BJ Lawson

Wed, Oct 27, 2010 at 10:28 PM

To: Martin Avila

We've got \$\$\$...

[Quoted text hidden]

BJ Lawson

Wed, Oct 27, 2010 at 10:41 PM

To: Mathisentinc

We're scripting something for Mr. Freeman asap. Will be in touch shortly!

Thanks again,
BJ

[Quoted text hidden]

Mathisentinc

Wed, Oct 27, 2010 at 10:50 PM

To:

Cc: I

B.J.-

OK. Sounds good. Shall I email over an agreement? I can get him to record first thing in the morning.

Best,

Benjamin Mathis
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Universal City, CA 91608
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Wed, Oct 27, 2010 at 11:20 PM

To: Mathisentinc

Yes, please send an agreement. Thanks,

BJ

[Quoted text hidden]

Mathisentinc

Thu, Oct 28, 2010 at 12:32 AM

To: lawson.bj

B.J.-

I've attached a an agreement for the radio commercial. Just scan and email or fax a signed copy of the contract along with the script and we'll be able to record the ad in the morning.

Best,

Benjamin

 **MEI-Lawson Radio Agreement.docx**
60K

lawson.b

Thu, Oct 28, 2010 at 12:58 AM

To: Mathisentinc

Cc: Martin Avila

Great - Will get it executed and scanned to you tomorrow. We're thinking of something along the lines of a "mastercard" ad -- David Price's bailouts for Wall Street -- 800 billion dollars. Wasteful stimulus -- 787 billion dollars. Voting for B.J. Lawson to retire a 22 year incumbent and stop spending our children's future -- Priceless.

Or something like that...

BJ

[Quoted text hidden]

Mathisentinc

Thu, Oct 28, 2010 at 1:01 AM

To: lawson.bj

Cc: martin

B.J.-

That sounds good although you have to be careful since Mastercard has been known to sue people for mimicing their ads. I'll look for a script and agreement from you in the morning. Glad I can help.

Best,

Benjamin Mathis
