

COLORADO'S NO ON 48 OVERVIEW

COMMUNICATIONS:

Messages

The Campaign pulled four key themes from extensive polling research:

- 1. Amendment 48 puts the government, courts, and lawyers into our personal lives.**
 - * NO on 48 stands for privacy and family.
 - * YES on 48 stands for government intrusion and extremism.
- 2. Amendment 48 would impact literally thousands of laws.**
 - * NO on 48 stands for protecting the constitution and the courts.
 - * YES on 48 stands for a legal nightmare and far-reaching legal consequences.
- 3. Amendment 48 simply goes too far.**
 - * NO on 48 stands for protecting rape and incest victims, the health of women, and doctors.
 - * YES on 48 stands for banning all abortions, criminalizing doctors, and focusing on extreme policies instead of real issues.
- 4. Amendment 48 has far-reaching consequences on important life-decisions.**
 - * NO on 48 stands for access to birth control, cancer treatment, IVF and stem cell research.
 - * YES on 48 stands for government intrusion and risky health care.

COLOR's poll reinforced the idea that most Latinos (and most Coloradans) support restrictions on abortion services.

When talking about Amendment 48 and the likelihood that it would ban abortion, COLOR'S poll indicated that we had to always refer to rape and incest victims, and the life of the woman.

Earned Media

- * Message training for more than 100 volunteers: presentation outlines, newsletter articles; press releases, an editorial board packet, and web content.
- * Worked with the Colorado Legislative Council to provide comments on the Voter Booklet (Blue Book)
- * Included in the League of Women Voters, C3 Roundtable, and Colorado WINS voters' guides.
- * Completed more than 50 interviews, debates, or talk shows. More than 20 editorial boards opposed Amendment 48, including every major Colorado daily paper (except the Colorado Springs Gazette) and the New York Times. Campaign organized seven earned media events

Paid Media

- * The NO on 48 Campaign spent about \$1.35 million on paid media, including a 60-second radio spot, three 30-second TV spots, and four web ads.
- * The Republican Majority for Choice produced another 60-second radio spot.
- * ACLU of Colorado and COLOR produced radio spots with a NO on 46 and 48 message.
- * COLOR also ran print advertising in the Greeley Tribune and El Semanario.

FIELD OPERATIONS:

By The Numbers

- * The NO on 48 Campaign distributed 300,000 pieces of literature, 10,000 yard signs, spoke at hundred of events, and attended more than 130 field events which reached at least 131,000 people.

Fund Raising:

- * PFPC raised \$1.77 million to defeat Amendment 48, which is the most the coalition has ever raised to defeat a ballot measure.
- * Major donors contributed \$1.64 million dollars. The largest gifts came from Planned Parenthood of the Rocky Mountains and other affiliates (\$1.42 million), ACLU (\$90,000), and NARAL Pro-Choice Colorado (\$36,000).
- * The remainder of contributions came from direct mail and telemarketing (\$54,651), field, on-line gifts and other sources.
- * Planned Parenthood of the Rocky Mountains, NARAL Pro-Choice Colorado, the Freedom Fund, and the Boulder Valley Women's Health Center participated in a joint direct mail and telemarketing effort. The Colorado Medical Society, ACLU, League of Women Voters mailed, and National Council of Jewish Women mailed directly to their donors with NO on 48 Campaign remit envelopes.
- * The NO on 48 Campaign hosted events in Telluride, Denver, Durango, and Boulder. NCJW, the Religious Coalition for Reproductive Choice, the ACLU, Republican Majority for Choice, COLOR and National Organization for Women hosted events for organizational and PFPC efforts.

