

Carl Lindemann

Importance: High

From: Carl Lindemann
Sent: Tuesday, October 16, 2007 2:02 PM
To: Elissa Davidson, Media Contact, Collins for Senator
Cc: Lance Dutson, Director of Internet Strategy
Subject: WRITER ON DEADLINE: GOOGLE/MOVEON/DUTSON STORY
Importance: High (note: addresses above redacted, titles added)

Dear Ms. Davidson,

As per my phone message, I am on deadline writing about the story concerning the Collins campaigns' issues arising with advertisements placed with Google's "AdWords" program. I believe that there are many grave issues raised here by the use and abuse of media in this highly publicized incident. I want to be sure I have accurately ascertained the facts of the matter as best as I am able prior to publishing a piece about this in the traditional news media.

I have copied Lance Duston, your campaign's Director of Internet Strategy, in that he may wish to speak to some of these questions directly if he is authorized to do so by the Collins campaign.

My deadline is 5pm TOMORROW. It is 2pm now. Please confirm receipt. If I do not hear from you within 24 hours, I will understand that you choose not to respond.

As you may know, I had an opinion piece published that raised questions over where the boundaries are with Mr. Dutson's activities promoting your campaign. ("When a Citizen Journalist Turns Campaign Operative" Bangor Daily News, 9/3/07). It is unclear whether his posting made on his Web site, mainewebreport.com, are authorized by the campaign. It is also unclear whether his activities and public statements this past week were authorized by the campaign. According to the campaign July 15 quarterly report to the FEC, Mr. Dutson's firm received a disbursement of \$25,962 for "Website design". This does not accurately describe the duties suggested by his title and the marketing communications carried out to benefit your campaign. It may be that you wish to maintain that many of these activities are done on a volunteer or unofficial basis. One thing that needs to be clarified is whether any or all of Mr. Dutson's activities in this matter have been carried out with the authorization and/or review and/or approval of the campaign.

Please respond the following questions:

Issue #1: What, if any, of Mr. Dutson's activities in this matter are authorized and/or reviewed and/or approved by the Collins campaign.

Question a: Are the statements regarding this matter that Mr. Dutson makes on his Web site, mainewebreport.com, authorized and/or reviewed and/or approved by the Collins campaign?

Question b: Is Dutson's media outreach in this matter authorized and/or reviewed and/or approved by the Collins campaign? Was that needed - was he authorized to carry out such promotions on his own initiative? Did Mr. Dutson contact the campaign to communicate that the ads had been rejected prior to his publicity outreach about the issue? At what time did campaign officials other than Mr. Dutson become aware of this matter?

Question c: Are Dutson's comments and media appearances in the Examiner and Multichannel News pieces as well as on "Fox & Friends" authorized and/or reviewed and/or approved by the Collins campaign?

Issue #2: Google states that its "advertiser support team offered instructions on how Senator Collins' campaign could edit and resubmit its ad." This would appear to be the follow-up promised by the Google employee in the "support chat" that Mr. Dutson has

posted on his site.

Question a: Please confirm that Mr. Dutson received these instructions. When were they received?

Question b: If these were received before Mr. Dutson was in communication with Mr. Cox to provide information for the piece that was published in The Examiner on October 11, did he communicate this good faith attempt on Google's part to rectify the situation? If not, why not?

Question c: Was the campaign aware of the full nature of his communication including such possible omissions?

Question c: If Google's follow-up was received after, was the campaign aware that Mr. Dutson's media outreach did not wait for Google's response to possibly resolve the matter? If this decision not to wait came from the campaign, what were the reasons for this?

Question d: If Google's follow-up was received after, did Mr. Dutson follow-up to inform Mr. Cox of Google's response? If not, why not? Again, what was the campaign's awareness of these issues? What was the campaign's part in such decision-making regarding media outreach?

Question e: During the initial communication with the Google rep, Mr. Dutson was told that "If you'd like to use the term you can contact the trademark owner..." Did Mr. Dutson make such an attempt? At what point were others in the campaign aware of this opportunity? Did anyone make such an outreach? If not, why not?

Issue #3: Mr. Dutson makes apparently contradictory statements concerning the activities carried out by Google and MoveOn.org. He is quoted in the Multichannel News story posted on 10/11 as follows:

"They are, in fact, suppressing political speech but the question is whether it is being deliberately done. I can't answer that question...I don't know what goes on behind the scenes at Google."

During Mr. Dutson's TV appearance on "Fox & Friends" on October 12, he makes the following assertion that indicates that he has, perhaps, received additional information about "what goes on behind the scenes at Google":

"It turns out that MoveOn(.org) filed a complaint after the ad ran for several days. And when Google received their complaint that their trademark was being violated they went ahead and pulled the ad."

Question a: What evidence does Mr. Dutson have to support this assertion?

Question b: If Mr. Dutson does not have evidence to support this assertion, does the campaign now retract it?

Thank you, in advance, for your attention here.

Again, my deadline is 5pm TOMORROW. If I do not hear from you within 24 hours, I will understand that you choose not to respond.

Sincerely,

-CL

Carl Lindemann
True Dialog.org
Portland, ME 04112
<http://www.TrueDialog.org>

"For a more
Authentic Democracy"

