

President Obama and Congress are pushing "reform" that will move America closer to a government-run system like Canada or Britain. If they succeed, most Americans will no longer be able to keep the insurance they have. Instead, they will be forced into a government-run health insurance market, with most people enrolled in a government-run health plan.

I support the following as key elements of any health care reform plan

- Choice: I support the right to choose my own doctor and to choose a health insurance plan that best fits my family's needs and budget.
- Access: I want to get the treatment I need, when I need it, without delay or denial and I want my health care to be patient- centered rather than government-centered.
- Fairness: I want the same tax breaks employers get if I have to pay for my own health insurance; and I want
 government assistance redirected to those that truly need help.
- Responsibility: I want more control to cover my own health care decisions and I want a system that encourages
 everyone to eliminate fraud, waste and abuse. I want insurance I can take with me if I have to change jobs.

To sign the "Free Our Health Care NOW!" petition, click the eagle icon below

"I, the undersigned citizen of the United States, petition the U.S. Congress to stop any increased role of the government in my health care decisions. I also petition the U.S. Congress to protect my right to choose my own doctors and hospitals without delay or denial, to obtain care that is patient-centered, and to have health insurance that is personal, portable and best suits my needs."



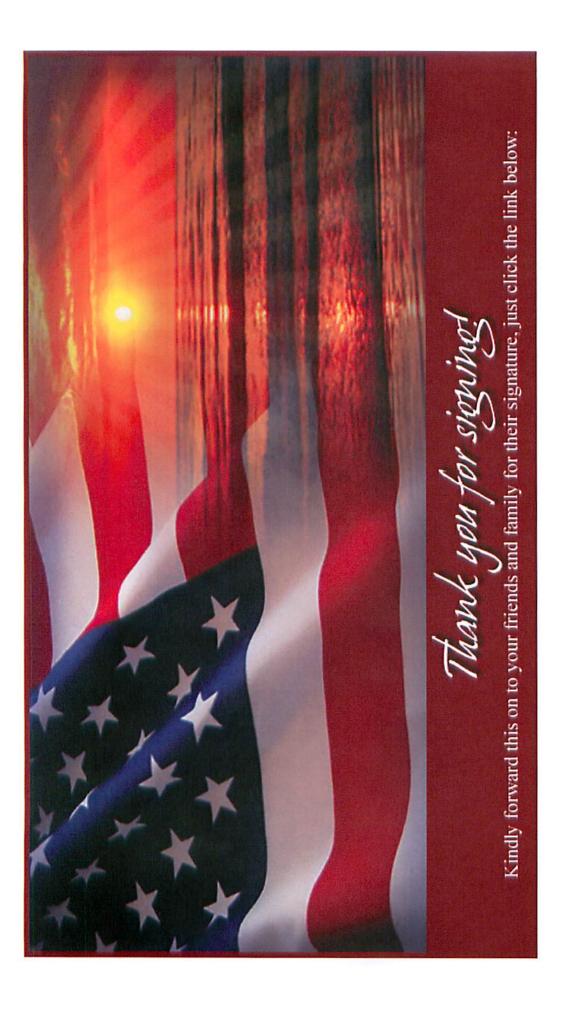
The Petition

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Sign Here:

*First Name	
*Last Name	
Address 1	
Address 2	
*City	
*State	
Zip	
Country	
Phone	
*Email	
	Please email me periodic updates on this issue Allow partner organizations to contact me via email.
Clear Information	Submit Petition



"Free Our Health Care Now!" Petition Executive Summary

I. WHY A HEALTH CARE PETITION?

President Obama and Congress are currently pushing health care "reform" that will have the effect of socializing U.S. health care and imposing on all Americans the inefficiencies and dangers found in Canada and Great Britain. If they succeed, most Americans will be forced into a government-run health insurance market and enrolled in a government-run health plan. As a result, most Americans will enjoy less choice, more limited access and an increased tax burden. Ultimately, under ObamaCare, a government-sponsored monopoly will replace the competitive market as the nation's health care provider, and replace the doctor as the party responsible for determining proper patient care.

II: THE IMPLICATIONS OF OBAMACARE

Under ObamaCare, the federal government will increase its health care spending by \$1.5 trillion over the next decade. In an effort to compel participation, the government will impose upon employers a play-or-pay mandate requiring them to provide employees with insurance (i.e. "play") or pay a tax on noncompliance. As a result, employer-provided health insurance will unravel. Today's individual market will vanish as will the small group market.

In the absence of a competitive market, Medicaid will necessarily expand, foisted upon middle class Americans. In time, most people will receive health insurance exclusively through a government subsidized and regulated "exchange." Tragically, ObamaCare will have no positive effect upon the principle problems of cost, quality, and access:

- Increasing Cost. Under ObamaCare, no limits exist to control cost. Moreover, the increase of \$150 billion in annual health care spending will exacerbate medical inflation.
- Decreasing Quality. Under ObamaCare, no measures exist to significantly
 increase quality. In fact, the proposed "exchange" will perversely incentivize
 health care providers to underprovide to the sick and overprovide to the healthy.
- Limited Access. Under ObamaCare, no demand will increase, supply will remain constant and, as a result, overall access to care will decrease as relatively more patients fight for the attention of relatively fewer doctors.
- Reduced Portability. Under ObamaCare, government-provided insurance will
 be available for only a year at a time. Health insurance will thus be even less
 portable than it is today. Costs will undoubtably go up for those that have health
 problems and there will be no group to help absorb those costs.
- Greater Inefficiency. Under ObamaCare, the amount of bureaucratic interference in the practice of medicine will increase dramatically.

III. THE GENESIS OF THE "FREE OUR HEALTH CARE NOW!" PETITION

Relying upon the National Center for Policy Analysis (NCPA) for its expert health care policy analysis, *The Mike Gallagher Show* and the creative team at *Salem Radio Network* authored the "*Free Our Health Care Now!*" petition in mid May. The goal was clear: stop ObamaCare in its tracks. The team quickly recognized, however, that to garner the number of signatures needed to impact Congress, the petition could not be restricted to any single talk show host or organization.

The team also recognized the importance of having ONE petition with many conservative and libertarian groups cooperating, rather than a plethora of petitions on the landscape from many different sources, thus minimizing the chances of aggregating the number of signatures necessary to impact Congress.

The success of American Solution's "Drill Here, Drill Now, Pay Less" campaign in large measure hinged on the fact that it was the ONLY place for Americans to demand that Congress act to lift restrictions on off shore drilling. The petition was delivered to Congress with 1.3 million signatures, the voice of the American people was heard, and the ban on off shore drilling was lifted.

Thus the following plan, which consolidates the many disparate voices, organizations, and web sites which would naturally oppose ObamaCare into a single, strong, united effort.

IV: THE MARKETING STRATEGY

In an effort to effectively solicit signatories to the petition, the marketing strategy for "Free Our Health Care Now!" will include, but not be limited to, the following:

- Uniting the many disparate voices, organizations and web sites around a single petition to be delivered to Congress by late July.
- Developing and implementing compelling stories about the horrors of socialized health care, and sharing them with all willing participants.
- Educating the general public about the benefits of free market health care solutions.
- Targeting audiences effectively through innovative advertising.
- Leveraging on-air segments into "earned media" guest appearances on news programs.

Creating "buzz" by frequently updating listeners and supporters with the rate of
petition signings. Maintain that excitement by setting and reaching achievable
benchmarks.

V: MARKETING TACTICS

A. Galvanize Conservative Talk Radio Hosts. Conservative talk radio has proven to be an effective catalyst for causes and movements in the past several years. No matter what your opinion on the outcome, it was conservative talk radio that drove the immigration debate and ultimately led to the defeat of "immigration reform" in Congress. Conservative talk radio also helped kill the Dubai Port Deal. And most recently, talk radio helped drive American Solution's "Drill Here, Drill Now, Pay Less" petition. In just two months, Newt Gingrich's organization gathered over 1.3 million signatures, and politicians on both sides of the political aisle reversed their position on the ban on off shore drilling. Additionally, national attention was garnered for the Tea Parties by radio talk show hosts and millions of Americans voiced their displeasure because of these media professionals.

Why is conservative talk radio so effective? Because conservative talk radio hosts serve large audiences, and those audiences are comprised of fans. Those audiences are filled with folks who share the same values as the host, the same ideology, and the same passions. Thus, when a host urges his or her fans to act on a deeply held common value or principle, the referral power of that host has real power.

The "Free Our Health Care Now!" media campaign will have as its foundation the goal of leveraging the referral power of some of America's most influential conservative and libertarian talkers by "embedding" the message of the campaign into the show rather than allowing it to get lost in the host's commercial inventory. As a result, the host will deliver the message of the "Free Our Health Care Now!" campaign to a highly captive, attentive audience within the context – and content – of the daily programming. This strategic message placement will result in each host implicitly endorsing the "Free Our Health Care Now!" petition, thus providing the campaign increased credibility.

Hosts will launch the campaign with an on-air interview with NCPA's Dr. John Goodman discussing the shortcomings of socialized health care and the need for a better free market reform plan. From this initial interview, a six week campaign employing each host will commence with new, weekly copy points delivered to each host for the purpose of driving the message of alternative solutions to the federal provision of health care. Copy points will regularly conclude by imploring listeners to sign the petition.

Copy points setting signature benchmarks will be given to the hosts on a weekly basis for the purpose of creating "buzz" and demonstrating that the petition campaign is growing. Once 100,000 names are on the petition, hosts will ask to get to 250,000. This growth will create a groundswell that will begin to capture the attention of other news media whereby additional, non-paid appearances on other talk shows and television news networks can be attained.

The following hosts will be influential partners in the campaign in driving "Free Our Health Care Now!" signatures:

- Rush Limbaugh
- Sean Hannity
- Mike Gallagher
- Glenn Beck
- Michael Medved
- Dennis Prager
- Mark Levin
- Hugh Hewitt
- Bill Bennett

B. Organizing the Online Activists. In combination with talk radio, some of the top conservative web sites will be used for educating the public on the dangers of federally provided health care. Web sites will also link directly to the "Free Our Health Care Now!" petition. Utilizing prominent ad positions, the online presence will leverage blog and display advertising to educate and motivate signatures of the petition. Additionally, online ads from each talk show's host web site will link directly to the petition at www.freeourhealthcarenow.com. By employing each host's web site, the campaign will successfully appeal to the self-interest of each host.

Although the hosts will of course vary, the message will remain constant and consistent with the on-air message of the talk hosts, thus giving synergy and reinforcing the importance of listeners to sign the petition. Use of "hover ads," key placement banner ads and aggressive web presence (impressions) will be used to both educate and provide an immediate link to the petition.

According to <u>Alexa.com</u>, a company ranking some of todays most visited and most influential conservative web sites, the petition campaign is expected to have significant presence, accomplished through banner advertisements and editorial endorsements. The campaign's online presence is expected to include the following sites:

- Townhall
- Drudge Report
- Fox News
- National Review
- Rush Limbaugh
- Hugh Hewitt (Blog)
- Glenn Beck
- Michael Medved
- Mike Gallagher
- Mark Levin
- Dennis Prager
- Sean Hannity

C. Driving Database Marketing. Utilizing the trusted source of some of the most conservative sites, dedicated e-mail will be used as a means to tap into proprietary databases giving access to millions of Americans and potentially thousands of signatures. Databases are comprised of individuals that have "opted in" to receive information from sources like Townhall.com. A dedicated e-mail is delivered to each subscriber's inbox with an exclusive message educating the subscriber and encouraging him to sign the "Free Our Health Care Now!" petition.

Access to these databases will come from the following sources:

Townhall.com: 790,000 name database **Salem Web**: 3,000,000 name database

VII: FUNDING

The "Free Our Health Care Now!" petition is seeking immediate funding earmarked exclusively for supporting the marketing strategies discussed above. Combined, these strategies represent the best opportunity to for the campaign to reach its goal of 1,000,000 signatures.

Total funding for the campaign is budgeted at \$3,163,095, covering expenses of talk host partnerships, online elements and database marketing for the 6-7 week campaign.

5/27/2009

Health Care Initiative

Realized Budget

\$3,163,095.00

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Platform-Vehicle	Weeks	Weekly Dollars	Weekly Listeners*	1	8	15	22	29	6	13	20	TOTAL Dollars
RADIO Premiere Radio Networks Rush Limbaugh Glenn Beck Sean Hannity TOTAL Salem Broadcasting	6 6 6	\$180,000.00 \$32,500.00 \$100,000.00	14,674,600 5,764,400 10,918,000		10 5 10	10 5 10	10 1 10	10 8 10	10 5 10	10 15 10		\$1,080,000.00 \$195,000.00 \$600,000.00 \$1,875,000.00
Ball Bennett (In Content Earned Media) Dennis Prager (In Content Earned Media) Michael Medvod (In Content Earned Media) Hugh Hewitt (In Content Earned Media) Mike Gallagher (In Content Earned Medi TOTAL	6 6 6 6	\$24,510.00 \$24,510.00 \$24,510.00 \$24,510.00	901,900 791,400 1,518,900 889,100 1,229,400		15 15 15 15 15	15 15 15 15 15	15 15 15 15 15	15 15 15 15 15	15 15 15 15 15	15 15 15 15 15		\$147,060.00 \$147,060.00 \$147,060.00 \$147,060.00 \$588,240.00
Citadel Broadcasting Mark Levin TOTAL	6	\$22,000.00	3,560,000		8	8	8	8	8	8		\$132,000.00 \$132,000.00
GRAND RADIO TOTAL		\$432,540.00	40,247,700									\$2,595,240.00
ON-LINE		On-Line Weekly	Total Impressions (6) Weeks									
Rush Limbaugh Glenn Beck Sean Hannity Townhall.com (Includes Salem Host Sites) Salem web network Mark Levin Drudge Report Fox News.com National Review NY Post NewsMax HumanEvents.com TOTAL	666666666666	\$13,500.00 \$10,111.00 \$10,800.00 \$6,087.00 \$4,333.00 \$1,500.00 \$8,088.00 \$4,804.00 \$1,066.00 \$1,961.00 \$785.00 \$785.00	18,000,000 12,000,000 7,200,000 2,000,000 600,000 33,000,000 7,000,000 1,000,000 1,000,000 2,500,000 1,000,000 87,300,000		1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 1		\$81,000.00 \$60,666.00 \$64,800.00 \$36,522.00 \$25,998.00 \$9,000.00 \$48,528.00 \$28,824.00 \$6,396.00 \$11,766.00 \$11,760.00 \$4,710.00 \$4,710.00 \$389,970.00
		Cost Per Drop	Total Subscribers									
E-MAIL Townhall.com Salem Web-email blast TOTAL GRAND INTERNET COMPONENT TOTAL	3	\$24,000.00 \$35,295.00 \$59,295.00	790,000 3,000,000 3,790,000			1	1	1	1	1		\$72,000.00 \$105,885.00 \$177,885.00 \$567,855.00
GRAND TOTAL												\$3,163,095.00

Voiced and Live Radio Spots are :60 second in length

^{*18+} Weekly Cume

Radio Presence

<u>Host</u>	Daypart Show Airs	Delivery of Message	Cume 18+	Stations	U.S Coverage	Total Cost
Rush Limbaugh	M-F 12n-3p EST	Voiced or Live	14,674,600	538	100%	\$1,080,000.00
Glenn Beck	M-F 9a-12n EST	Voiced or Live	5,764,400	329	95%	\$195,000.00
Sean Hannity	M-F 3p-6p EST	Voiced or Live	10,918,000	475	99%	\$600,000.00
Bill Bennett	M-F 6a-9a EST	In Content/Segment	901,900	160	63%	\$147,060.00
Dennis Prager	M-F 12n-3p EST	In Content/Segment	791,400	80	58%	\$147,060.00
Michael Medved	M-F 3p-6p EST	In Content/Segment	1,518,900	128	65%	\$147,060.00
Hugh Hewitt	M-F 6p-9p EST	In Content/Segment	889,100	82	55%	\$147,060.00
Mike Gallagher	M-F 9a-12n EST	In Content/Segment	1,229,400	120	71%	\$0.00
Mark Levin	M-F 6p-9p EST	Voiced or Live	3,560,000	183	90%	\$132,000.00

On-Line Presence

<u>Site</u> RushLimbaugh.com	<u>Position</u> Home Page	<u>Ad Size</u> 728 x 90	Unique Visitors 1,500,000	Monthly Page Views 12,000,000	<u>Impressions</u> 18,000,000	<u>CPM</u> \$4.50	<u>Total Cost</u> \$81,000.00
Glenn Beck.com	Home Page	728 x 90	1,400,000	8,000,000	12,000,000	\$5.06	\$60,720.00
Sean Hannity.com	Home Page	728 x 90	450,000	5,000,000	7,200,000	\$9.00	\$64,800.00
Townhall.com.com Associate	Home Page ed Wabsites (static button):	700x448	1,800,000	50,000,000	3,000,000	\$12.17	\$36,522.00
	Bennett Mornings.com	300x250					
	Mikeonline.com	300x250					
	MichaelMedved.com	300x250 300x250					
	DennisPrager.townhall.cor HughHewitt.townhall.cor						
	riogra territi.torrinan.cor	500,250					
Salem Web Network	Home Page	728 x 90	4,400,000	45,000,000	2,000,000	\$13.00	\$25,998.00
Associate	ed Websites						
	Crosswalk.com	728x90					
	Oneplace.com	728x90					
	Christianity.com	728x90					
	Lightsource.com	728x90					
	Crosscards.com	728x90					
	Christianjobs.com	728x90					
	Churchstaffing.com	728x90					
Mark Levin.com	Rotating Banner	728 x 90	434,000	1,636,000	600,000	\$15.00	\$9,000.00
Drudge Report	Home Page	300 x 250°	15,000,000	640,000,000	33,000,000	\$1.47	\$48,528.00
Fox News.com	Home Page	300 x 250	9,600,000	92,000,000	7,000,000	\$4.12	\$28,824.00
National Review	Home Page	300 x 600	634,000	5,300,000	1,000,000	\$6.40	\$6,396.00
NY Post	Home Page	300 x 250	10,000,000	70,000,000	1,000,000	\$11.77	\$11,766.00
NewsMax	Home Page	300 x 250	2,300,000	21,000,000	2,500,000	\$4.70	\$11,760.00
HumanEvents.com	Home Page	300 x 250	900,000	4,500,000	1,000,000	\$4.71	\$4,710.00

*Expandable

Database Mktg. Townhall.com Salem Web-email blast **Dedicated E-Mail** 790,000 database

3 million database, (1 million per drop)

June 15 & 29 and July 13 June 22 and July 6 & 13

COST PER DROP

\$37,530.00

\$24,000.00 \$72,000.00 \$112,590.00