

Casey Communications, Inc.
8301 Maryland Ave., Suite 350
St. Louis, MO 63105
314/721-2828

City of Ellisville
Attn: Kevin Bookout
1 Weis Avenue
Ellisville MO 63011

Invoice #: 36450

Crisis Communications

- 02/25/13 Conf. w/ Kevin Bookout on crisis assignment; meet with Steve Houston on same and assign.
- 02/25/13 Session with Kenn to get up to speed on Ellisville/city charter; review media reports on mayoral issues; conf. w/Kevin Bookout to discuss issues.
- 02/25/13 Print recent articles from West Newsmagazine and Post-Dispatch and give to Steve for review.
- 02/26/13 Update sessions with Steve on situation and status of Ellisville.
- 02/26/13 Review Post article on special session in Ellisville to remove the mayor; begin concepting strategies to help convey facts on resolution; discuss Ellisville with Kenn; conf. w/Kevin Bookout to discuss work forward plan; review resolution removing mayor and save.
- 02/28/13 Update conf. w/Kevin re: need for letter of engagement. Get sample from Marie and send to Kevin. Write letter of engagement following additional conf. w/Kevin and forward for his review.
- 03/04/13 Global update session with Steve on Post-Dispatch reportage of Ellisville situation.
- 03/05/13 Update session with Steve.
- 03/06/13 Conf. w/Paul Martin, Ellisville city attorney, re: united message to be put forth; discuss Martin conference with Kevin Bookout.
- 03/07/13 Review and tweak Steve's communication focus for Ellisville. Review media clips from 3-6-13 meeting. Update sessions with Steve Houston on same.
- 03/07/13 Discuss communication needs for Ellisville with Kevin Bookout; review and email media coverage to Kevin; discuss focus of communication needs with Kenn.
- 03/08/13 Develop Issues Inventory document and meet with Kevin and attorneys on first steps in proceedings.
- 03/08/13 Forward all news story links on city of Ellisville to Kenn and Steve as well as capturing print copies; review news stories on city of Ellisville.
- 03/11/13 Review SupportMayorPaul.com website and news story in West NewsMagazine. Session with Steve on observations about same.
- 03/11/13 Session with Kenn to discuss action steps and approach for assisting Ellisville in explaining the city charter; review history

	of the charter and discuss with Kevin Bookout.		
03/12/13	Listen to Hancock & Kelley one-sided interview with Paul/Pleban slamming Ellisville and advise Kevin Bookout of lack of charter context and discuss with Kenn.		
03/14/13	Update session with Steve.		
03/14/13	Conf. w/Kevin Bookout to discuss options for delivering the city's point of view to reporters.		
03/18/13	Global update conf. w/Steve on best strategy to help West NewsMagazine and West County Journal understand city charter issues. Review Ellisville Patch for commentary.		
03/19/13	Strategy sessions with Steve on Ch. 2 coverage of TIF and need to set record straight; and Ch. 4 coverage angle and intent.		
03/22/13	Conf. w/Paul Martin re: getting the facts out about the impeachment and city charter.		
03/26/13	Follow up with Kevin Bookout re: procedure in impeachment hearing.		
03/27/13	Review KTRS interview notes taken by Steve Houston of Pleban interview with McGraw Millhaven. Session with Steve on same. Session with Steve on advised action steps to prepare for Monday, 4-1-13, media.		
03/27/13	Update Kevin Bookout of latest efforts to distract media/public from issue of preserving the city charter on KTRS; email synopsis of KTRS program to Kevin; follow up with Kevin.		
03/28/13	Review Post story and other media stories on Ellisville and email to Kevin Bookout noting continued misinformation campaign to cloud the core issue of enforcing the city charter; meet with Paul Martin to discuss core issue of city charter violations; discuss Martin meeting with Kevin; assemble additional facts from Martin on city charter.		
Subtotal			\$5,995.00
Expenses:			
03/29/13	Media Monitoring Fee	\$100.00	
Subtotal			\$100.00
Total Amount Due This Bill			<u>\$6,095.00</u>

Terms: Net 30 Days.

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Talking Points/Newsletter

- 03/11/13 Review talking points/newsletter ideas. Debrief session with Steve on same and on best strategy to share pro-charter message with citizens of Ellisville.
- 03/11/13 Revise talking points/newsletter ideas.
- 03/12/13 Global update with Steve on progress on pro-charter message.
- 03/13/13 E-mail exchanges re: conveyance of pro-charter message.
- 03/19/13 Develop alternate approach to communicating Ellisville's enforcement of the city charter in the impeachment hearing; conf. w/Kevin Bookout re: combating misinformation to keep citizens better informed of the city charter issue.
- 03/21/13 Strengthen message on the defense of the city charter; discuss with Kenn; conf. w/Donna re: minor change to message.
- 03/21/13 Review Steve's talking points/newsletter pro-charter info.
- 03/25/13 Follow up with Kevin Bookout re: newsletter to citizens on preserving the city charter and discuss efforts to advance with Kenn.
- 03/25/13 Discuss newsletter with Steve.

Subtotal \$1977.00

Total Amount Due This Bill \$1,977.00

Terms: Net 30 Days.