

From: Danny Varat <DannyVarat@scstatehouse.gov>
To: Hayden GroomsHaydenGrooms@scstatehouse.gov
Date: 2/27/2017 5:29:57 PM
Subject: Re: Club for Growth

Sounds good. Press on

From: Hayden Grooms
Sent: Monday, February 27, 2017 5:26 PM
To: Danny Varat
Subject: Re: Club for Growth

I am assuming they won't but even if they do our press release would still be an opportunity for them to cover it again. So yes I think we could get away with posting it and then if some media outlet covers it before our press release we can still 1. send them our release and hope they still post it and 2. create an additional post with just the link to that coverage and 3. send it to the rest of the outlets and repost their coverage.

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From: Danny Varat <dannyvarat@scstatehouse.gov>
Sent: Monday, February 27, 2017 5:20 PM
Subject: Re: Club for Growth
To: Hayden Grooms <haydengrooms@scstatehouse.gov>

Will the media cover it when it's posted? Can we do it twice? I'd love to do that, but you tell me if it works that way. I guess the real question is if it gets covered when it's posted and not again. Your thoughts?

From: Hayden Grooms
Sent: Monday, February 27, 2017 5:16 PM
To: Danny Varat
Subject: Re: Club for Growth

Since we sent out a release today that should be up within the next couple of days, I say we send it to the media early next week to be published later next week. The scorecard came out on the 24th so it's not too dated yet. But I will get the social media post up first thing in the morning.

From: Danny Varat <dannyvarat@scstatehouse.gov>
Sent: Monday, February 27, 2017 5:07 PM
Subject: Re: Club for Growth
To: Hayden Grooms <haydengrooms@scstatehouse.gov>

And the post should say, "Proud to earn the 'Taxpayer Hero' designation from the Club for Growth. Thanks for letting folks know how we vote."

And, of course, make sure to hasbrown whomever needs it.

From: Hayden Grooms
Sent: Monday, February 27, 2017 4:49 PM
To: Danny Varat
Subject: RE: Club for Growth

Attached is a rough draft of a press release. The social media post could say something like the last line of the release, "Thanks to the club for growth for keeping a close watch on our elected officials."
Or, "Thanks to the club for growth supporting our legislators who fight for economic growth."

From: Danny Varat
Sent: Monday, February 27, 2017 4:36 PM
To: Hayden Grooms <HaydenGrooms@scstatehouse.gov>
Subject: Re: Club for Growth

And a press release.

From: Hayden Grooms
Sent: Monday, February 27, 2017 4:36 PM
To: Danny Varat
Subject: RE: Club for Growth

Something for social media?

From: Danny Varat
Sent: Monday, February 27, 2017 4:36 PM
To: Hayden Grooms <HaydenGrooms@scstatehouse.gov>
Subject: Re: Club for Growth
Yes. Good catch. Please write up something for me.

From: Hayden Grooms
Sent: Monday, February 27, 2017 4:11 PM
To: Danny Varat
Subject: Club for Growth

Do we want to mention anything about our Club for Growth 'A' rating?