



Memo from the Insider to No Games Chicago Leadership 5/16/09

Hi Everyone,

I am not in Chicago this weekend either and I will be spending much more time with travel soon, but I will definitely do anything to help. I would like to thank everyone for their efforts thus far and strongly encourage the group to not only continue the campaign, but to realize there is a strong opportunity at success!

Thanks to the esteemed Mr. Bourne, I have had some exposure to the inside of the Olympic world and I can assure you from talking people that No Games Chicago has made an impact and every significant action we have made has been beneficial.

After talking to Mr. Bourne and a couple others, here's some of what I see, in terms of what needs to be done, the challenges and our advantages:

1. Influencing the IOC:

- Reach the IOC members who vote (ideally, some of this should include direct contact)
- Reach the IOC staff, affiliates, NOC's, Sports Federations, Sports Media, Sponsors
- Must establish in the mind of every IOC member there is opposition to Chicago bid
- Must establish "reasonable doubt" of Chicago 2016 scheme and plans
- Must educate IOC on Chicago corruption, financial crisis, etc

Don't forget the USOC (U.S. Olympic Committee) and their turmoil within and with the IOC (we need to step up the pressure on their new CEO, their board and the IOC members from the U.S. and force them to confront the problems of Daley)

Here's some of the examples underway, planned or could be considered to accomplish this:

- Online (Website, Twitter, Facebook, Email Newsletter, YouTube videos)
- Direct Mail from NGC (postcards, letters, alternate bid book...treat this like a political campaign)
- Personal Contact, Letters, Phone Calls, Find someone in IOC members country
- Press Conference by NGC releasing alternate bid book and bid comparison (July?)
- Press Conference to follow IOC Evaluation Commission report release (Sept 2)
- Impact on Meetings such as Lausanne, Regional Olympic Meetings, USOC and NGB meetings
- Comprehensive Plan, Visit and Campaign for Copenhagen Meeting

If there are resources, I would send Mr. Quellos, Mr. Bourne, Mr. Tresser and anyone else to ALL meetings, but the Copenhagen meeting in October will be Ground Zero. Ideally, it would be best to send someone there in advance to coordinate several things because there's a lot to do there. Some of that could include:

- Advertising Blitz to welcome IOC, media, etc (we have been checking into all kinds of options from airport messages to billboards to the main hotel to newspapers). No Games Chicago being "there" will be extremely effective and send a message to IOC members "these people are serious about their opposition!"
- In my opinion, you need three people and/or three teams to hit Copenhagen. One to handle the media (Tresser?), One to be prepared to officially represent NGC if the IOC members are willing to meet (Quellos?) and one to handle the inside information, covert operations and advertising blitz (Bourne?).
- Even though there will be security and limited access to IOC meetings, there will be every possible media there looking for stories and it will be our job to provide it to them

Challenges and Opportunities to Influence the IOC?

- We win if Rio, Tokyo or Madrid wins the bid
- When anyone thinks of Chicago 2016, if they think of "opposition" and/or "No Games Chicago," it will help cushion and/or counter the Obama effect
- Challenges include resources (\$\$\$) which needs a fundraising strategy. As much as we can do online, there are costs for direct mail, advertising, billboards, travel and hotels.
- Aside from four bid cities, we want IOC members to consider us the unofficial 5th candidate of why not to choose Chicago
- We are limited with certain access to meetings, but unlike the bid cities, we are not bound by the IOC rules and we can take advantage of that opportunity to campaign directly, influence and educate IOC members and others about Chicago

2. Influencing President Barack Obama

- Is it a longshot to stop Obama from going to Copenhagen? Yes. But, we absolutely must put pressure on him directly and indirectly not to go and we must convince him there are downsides and risks, both politically and internationally. No American President has previously lobbied for the Olympic Games and the distinct line between government and the private Olympic Movement in the U.S. is being blurred, some may argue in violation of the law (amateur sports act)
- We should not accept the ethics waiver for Valerie Jarrett and we should consider an official letter asking to revoke the waiver, prohibit Jarrett, Axelrod, Emanuel and anyone else with ties to Daley from participating in discussions about Chicago 2016
- Want to shake things up? Hold a press conference in DC in front of the White House and drag the national media into a conversation about Obama's ties to Chicago, Daley, corruption and force Obama, Jarrett, Axelrod, Emanuel to carry Daley's corruption baggage with them or put Daley at a distance.
- Another way to shake things up? Hold a press conference urging Patrick Fitzgerald to expedite City Hall investigations and an indictment of Mayor Daley. The more one connects corruption with Daley and Chicago, the more political risks for Obama.
- understand there are behind-the-scenes efforts to get meetings with Bourne and Obama and to also see if it's possible of getting a meeting with Obama and NGC. Bourne's meeting could be our best shot at stopping Obama from going to Copenhagen.
- Calls, letters, emails and so forth are important, but some of those may need to be directed to others (Congress, etc) so pressure comes from different angles (which is also why the ethics waiver is an opportunity)
- Daley is going to put pressure on Obama to go to Copenhagen, but don't assume it's a done deal. Someone has kept the door open to the possibility he may not go, so we need to find that door and take it off the hinges

3. Influencing the general public (and local, national media)

- At some point, both Chicago 2016 and the IOC will do more polling, so it's important to influence those numbers to accurately reflect the opposition, questions and reasonable doubt of the Daley scheme.
- Keep in mind even those that may support the Olympic Games or even the Olympic Games coming to Chicago may not necessarily support Daley's scheme or trust their tax dollars from being spent by Daley and his cronies
- I have been checking into doing our own poll for three reasons. That could be a very useful weapon to counter Chicago 2016 claims, but it also could give us internal information that would help us identify where our message needs to be refined. We also can use the poll to hit key areas (i.e. do you believe Mayor Daley is corrupt or knows about corruption?, Do you believe this is the right time to bid for the Olympic Games? Do you believe tax dollars should be used? should Daley and Ryan be held accountable for spending over a billion for Soldier Field and a temporary stadium?
- Chicago 2016 is planning to hit major events this summer to increase support for the bid. Ideally, we need to counter that, from t-shirts to stickers to flyers and having a presence at events, parades, etc.
- Chicago 2016 is also planning a major fundraiser in August in conjunction with the USOC Hall of Fame induction. We must be prepared for that.
- We can't let people like Oprah off-the-hook, plus any action involving her automatically draws massive media attention.
- Tax dollars being spent is highly-sensitive these days and we need to shatter Daley's fake claim "no tax dollars are being used"
- We need to create pressure for Daley to prove he's got developers with actual financing for the Olympic Village (\$1 Billion), which they will defer toward post-bid. We also need to challenge the cost estimates of venues like the flawed temp stadium and the inflated revenue projections. For example, Anheuser-Busch recently announced a 50% reduction in Olympic spending for 2010. That type of cold reality directly contradicts Chicago 2016's numbers.
- Our online strategy for the general public is working (Twitter, Facebook) but if we had the resources, we could create our own media campaign to draw more people to NGC, Twitter and Facebook. From billboards to online ads, aside from influencing the public, we need to draw more general people into NGC and also draw in more resources
- We have to have more events that grow our movement and raise money

- Challenges:

Resources and time; it's clear these efforts require lots of people and effort. We need to be better organized as to who can do what.

Fundraising is critical to be able to implement many of these ideas because airline tickets, hotels, advertising, printing materials, postage and so on are not free. Air strikes on the IOC can only be effective if we have the ground preparation underway.

-Opportunities:

From what I see, some people are better experienced at organizing grassroots events and actions. Some may be better at dealing with the media. Some are experts on the Olympic, government and strategy. Some are good at dealing with spreading the message.

This is like a political campaign, but it is also a war. We are dealing with one of the most powerful people in American history with Mayor Daley. But I have also realized his power is somewhat of an illusion built on fear, intimidation and control. Nobody every speaks out and challenges him. Once he is challenged, he can be beat. The Sport Accord meeting in Denver and the IOC Evaluation Commission visit were proof that we could match or beat him in the media, covert and direct strategies.

Chicago 2016 has some very dumb people involved and the habit of everyone to say yes to Daley and not challenge him works to our advantage. We have smart people with incredible direct knowledge of who's who and what's what in the Olympic world and strategy to win.

If we can prevail and Daley is forced to stop hiding behind the Olympic bid, his track record of incompetence, corruption, mismanagement and disregard for the best interests of people can be dealt with in 2011.

We have the opportunity to shape the future of Chicago by what we do between now and October 2nd. I know we have some challenges but I think we have some very talented, sincere people who want to do what is right and I believe we have a very high probability of success if we put the effort, resources and time into this.

- Bottom Line

I say "make no little plans" and let's figure out how to convey our message to the IOC, Obama, Daley and the public here and throughout the world! We can stop this and prevail in October!