

WEG
WILLIAM GOLD
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POLITICAL
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OPERATION COOCH CLONE

"A group backed by the Koch brothers has organized hundreds of activists to knock on doors to turn out conservative-leaning voters [during the 2013 Virginia Gubernatorial election]. New York City Mayor Michael Bloomberg is running ads about the toll of gun violence. And a California billionaire worried about climate change has even hired an impersonator to taunt [Ken Cuccinelli] the Republican nominee." - USA Today, October 29, 2013

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OVERVIEW

BACKGROUND

In the final months of the 2013 Virginia Gubernatorial general election campaign (“Gubernatorial Race”) between Attorney General of Virginia Ken “Cooch” Cuccinelli (“Cuccinelli”), Republican, former DNC Chairman Terry McAuliffe (“McAuliffe”), Democrat, and attorney Robert Sarvis (“Sarvis”), Libertarian, William Gold Entertainment, LLC (“WGe”) was contracted by DC-based marketing firm Tigercomm (“Tigercomm”) on behalf of billionaire businessman Tom Steyer’s (“Steyer”) NextGen Climate Action PAC (“NextGen”) to develop an impersonator of Cuccinelli, titled Cooch Clone (“Cooch Clone”), which would appear in a series of live events, be featured in several guerrilla-style new media productions, and run in parallel to additional strategic non-traditional campaign tactics that were being deployed by Tigercomm and NextGen.

GOALS

The Gubernatorial Race was identified as the most highly contested, and what would prove to be the most followed Governor’s race, in the nation. One of NextGen’s primary long term goals was to move environmental issues back into the forefront of the public debate, and the Gubernatorial Race could act as the perfect launch pad to begin that process. There were three major goals tied to Operation Cooch Clone: 1) Cuccinelli had been identified as anti-science and therefore needed to be defeated in the Gubernatorial Race, 2) the messaging that would be developed and the content that would be produced would be connected to environmental issues which would now become a focus during the Gubernatorial Race and be part of what would help to defeat Cuccinelli thus moving environmental issues into the forefront of a nationally covered election, and 3) if Cuccinelli were to win the Gubernatorial Race, Operation Cooch Clone would continue as an ongoing counter to Cuccinelli throughout his Governorship, with the hopes of weakening him over time as he had already been identified as a future Presidential candidate.

CAMPAIGN ISSUES

Throughout the Gubernatorial Race, Operation Cooch Clone was to introduce two primary issues to the public: 1) \$18,000 in questionable gifts that Cuccinelli received from Star Scientific, a Virginia-based company which was tied to an ongoing corruption scandal involving Bob McDonnell, Governor of Virginia at the time of the Gubernatorial Race, and 2) a \$100,000 questionable campaign contribution Cuccinelli received from Consol Energy, a Pittsburgh, Pennsylvania-based energy company, which he showed political favoritism towards while he was serving as Attorney General of Virginia.

CAMPAIGN STRATEGY

Both of the two primary issues that Tigercomm and NextGen wanted to exploit during the Gubernatorial Race would be perceived by the public as negative campaign issues, therefore the strategy was to introduce and illustrate these negative issues to the public through comedic satire, sarcasm, and parody, and then once exposed through friendly media coverage allow the more traditional campaign tactics to fall into place.

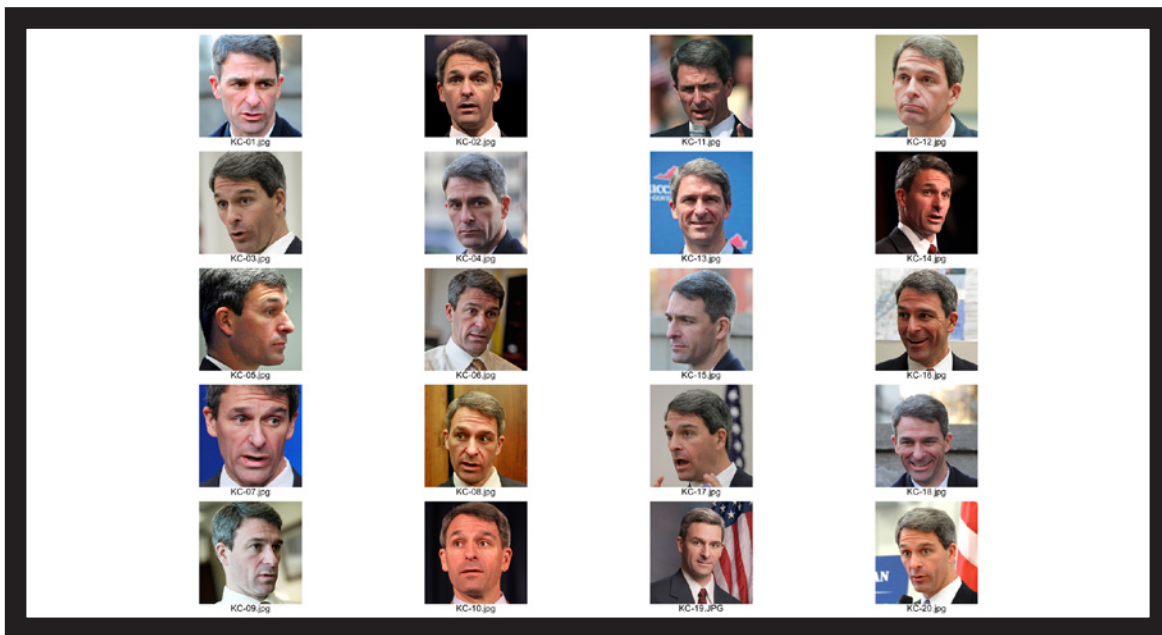
COUNTER RESPONSE

A counter response to the expected attacks on Operation Cooch Clone was developed and agreed upon in advance: Cuccinelli was dodging and refusing to answer questions about serious issues surrounding his personal ethics that were of utmost importance to the public interest, and if Cuccinelli chose not to thoroughly address these issues in a professional manner the Cooch Clone would gladly stand in for him.

CHOOSING AN ACTOR

Immediately upon the initial client consultation, WGe already had an actor in mind who shared many of Cuccinelli's physical characteristics, was a comedic impressionist, and could easily develop Cuccinelli's voice and mannerisms.

CUCCINELLI RESEARCH



COMEDIC ACTOR



CLIENT APPROVAL



MAKEUP DESIGN AND DEVELOPMENT

WGe contracted one of its key makeup artists, who would fit into the client's budget and was willing to work within the limited time frame, to design, develop, and fabricate a Cuccinelli prosthetic appliance makeup.

LIFECAST OF ACTOR IS TAKEN



ROUGH RENDERING

The key makeup artist created a very rough rendering to show the comedic actor's face compared against Cuccinelli and what the proposed makeup would look like.



SCULPTING PROCESS BEGINS

The key makeup artist began sculpting over the lifecast of the comedic actor which was later used to create the silicone prosthetic appliances.



SCULPTING PROCESS WINDS DOWN



Upon approval of the sculpture, the key makeup artist pulled fiberglass molds from the sculpture which were later used for fabricating the silicone prosthetic appliances.

A TEMPORARY WIG IS ORDERED

WGe's custom wig designer could not design and fabricate a custom human hair wig in time for the first appearance, so she provided a temporary modified off-the-shelf synthetic hair wig.



SILICONE PROSTHETICS

The final prosthetic makeup consisted of seven silicone pieces including a forehead, chin, cheeks, upper lip, and ears, as well as a custom human hair wig and eyebrows.



Multiple sets of the silicone prosthetic appliance makeup were cast by the key makeup artist for a makeup test application demonstration.



MAKEUP TEST APPLICATION DEMONSTRATION

The key makeup artist applied the prosthetic appliances during a test demonstration for several makeup application artists in case he could not be on location due to former commitments.



The key makeup artist is seen applying the finishing touches to the test application. The actor is wearing a temporary modified off-the-shelf synthetic hair wig and eyebrows as the custom human hair wig and eyebrows were not yet completed at this stage.



COMPLETED MAKEUP TEST APPLICATION DEMONSTRATION

Upon completion of the makeup test application with the temporary modified off-the-shelf synthetic hair wig and eyebrows, the client gave WGe the green light to move forward with the first live appearance.



FIRST APPEARANCE - VIRGINIA BEACH AQUARIUM

The first event, scheduled by the client, was an appearance at the Virginia Beach Aquarium which was to be followed by an appearance at the Virginia Beach Boardwalk. On location was a small production crew including a field producer, key makeup artist, and makeup assistant all provided by WGe, and one producer/videographer provided by the client. The Cooch Clone handed out “PayDay” and “100 Grand” candy bars along with fake money, dubbed Cooch Cash, to aquarium visitors while engaging in one-on-one conversation centered around predetermined talking points. He recited several tag-lines including, “I got my pay day and now I want you to have yours.” Roughly 45 minutes into the unannounced visit, the director of the aquarium, a self-proclaimed Cuccinelli supporter who was quite upset when she realized she had been duped by the stunt, called the police, directed her staff to block in the production crew’s vehicles, and waited for roughly one hour before the authorities arrived. During the stand off, the WGe field producer gave the equipment and memory cards to the key makeup artist and told him to leave the scene for fear the police would seize the footage. Upon arrival, the police sergeant demanded that the comedic actor take off his “mask” because the photograph on his identification card did not match his face, but the WGe field producer, not wanting to destroy any chances of continuing the stunt, told the officers that the actor’s skin could be permanently damaged without the key makeup artist on location to remove the prosthetic appliances with proper solvents. After nearly two hours of back and forth phone calls, with what the WGe field producer believed was the Cuccinelli campaign office, knowing that Cuccinelli was the sitting Attorney General, the top law enforcement officer in the State Of Virginia, the police directed the crew to go back to their hotel and remove the makeup immediately or they would be arrested for various legal violations. The crew departed the scene, met at a fast food restaurant outside of the district, called the client, and ultimately decided to comply with the authority’s directives.



View some of the raw footage from this appearance by clicking the play button.
Use the password: coochclone.



VIRGINIA BEACH AQUARIUM - VIRGINIAN-PILOT KICKS OFF MEDIA BLITZ



An impostor poses as Republican Attorney General Ken Cuccinelli at the Virginia Aquarium & Marine Science Center on Saturday, Aug. 31. (Courtesy photo | Virginia Aquarium & Marine Science Center)



NextGen Climate Action Committee, a super PAC largely funded by a wealthy California environmentalist. NextGen has spent close to \$1 million on a pair of Virginia-specific ads attacking Cuccinelli that have been televised here in the past month.

An affiliated group also hired an airplane to fly a banner claiming Cuccinelli supported Brigham Young University over the University of Virginia football stadium as the teams played last weekend.

On Saturday, aquarium staffers realized something was amiss when someone noticed what appeared to be prosthetics glued to the face of the actor playing Cuccinelli. Police detained the impersonator and a few associates for questioning before they were released without charges.

Virginia Beach Deputy Commonwealth's Attorney Colin Stolle said police brought the issue to the attention of prosecutors who "agreed with their decision there just wasn't a crime here."

Was that Cuccinelli at aquarium? Tale sounds fishy

By Julian Walker | The Virginian-Pilot | September 6, 2013

The guy with the salt-and-pepper hair introducing himself to voters at the Virginia Aquarium & Marine Science Center wasn't Ken Cuccinelli.

It just sort of looked like him.

An impostor posing as the Republican attorney general and candidate for governor briefly visited the aquarium over the weekend before employees got wise and called police.

Aside from the iffy resemblance, another clue that gave him away was the presence of an anti-Cuccinelli mobile billboard.

The fake Cuccinelli appearance and the billboard were sponsored by

Cuccinelli impersonator hired by liberal super PAC causes stir at Virginia Beach aquarium

By Ben Pershing | Washington Post | September 6, 2013

Just in case the real candidates for Virginia governor haven't caused enough controversy on their own, now a fake one has jumped into the fray.

A man hired by a liberal super PAC to impersonate Attorney General Ken Cuccinelli II caused a stir at a Virginia Beach aquarium last weekend, prompting a call to police and an indignant response from the Republican's campaign.

According to the Virginian-Pilot, which first reported the incident, local police questioned the impersonator and his associates Saturday and eventually released them without pressing any charges.

The man was hired by NextGen Climate Action Committee, a super PAC funded by environmentalist billionaire Tom Steyer. The group this week put \$500,000 into a new ad questioning Cuccinelli's ethics, on top of a previous \$400,000 in-kind donation to Democrat Terry McAuliffe's campaign to keep on the air a McAuliffe ad hitting Cuccinelli for his legal efforts against former University of Virginia climate researcher Michael E. Mann.

Mike Casey, a spokesman for NextGen, said the group hired the impersonator because Cuccinelli is "ducking and spinning" rather than answering questions, particularly about a complex gas royalties case that has prompted an investigation of the attorney general's office by the state inspector general.

"We think he deserves an impersonator, because if the real Ken Cuccinelli won't answer questions, we will supply a fake Ken Cuccinelli," Casey said.

Casey added that it was "unfortunate" if the aquarium's employees were bothered by the stunt, but he said it was clear the incident was meant as a parody, as the impersonator was "standing in front of a sign mocking Ken Cuccinelli, he was handing out \$100,000 'Ken bucks' and handing out hundred-grand candy bars," a reference to campaign contributions Cuccinelli received from an energy company involved in the royalties case.

The group also plans to fly anti-Cuccinelli airplane banners around the state this weekend, including over the NASCAR race in Richmond and the Virginia Tech football game in Blacksburg.

Cuccinelli's campaign issued a statement Friday saying "the McAuliffe campaign has given a wink and a nod to campaign tactics that are beneath the dignity of the office he seeks. There's no question that campaigns should be hard fought affairs focused on the issues that matter most to Virginians. But what's equally certain is that there are some lines you just don't cross."

The statement came as Cuccinelli's campaign was drawing scrutiny for an ad it is airing criticizing McAuliffe for his stock profits from Global Crossing, the fiber optics firm that filed for bankruptcy in 2002. Two former Global Crossing employees who appeared in the spot said they were not told their interviews would appear in a campaign ad.

"This seems like a bad joke, and it's not something we think is funny," McAuliffe spokesman Josh Schwerin said of the impersonator. "What has really upset Virginians is the fact that Ken Cuccinelli's campaign tricked and deceived workers into a misleading attack ad that they didn't know about. He should remove the ad from the air and apologize to those people his campaign took advantage of."

Cuccinelli Impersonator Hired by Pro-McAuliffe PAC Stopped By Police

By Andrew Johnson | National Review | September 6, 2013

Virginia Beach police detained a Ken Cuccinelli look-a-like at a local aquarium last weekend after employees noticed prosthetics glued to the impersonator's face. According to the *Virginian-Pilot*, NextGen Climate Action Committee hired an actor to portray the Republican gubernatorial candidate as part of the super PAC's larger effort to support his Democratic opponent, Terry McAuliffe.

Last month, NextGen co-founder and primary funder, California billionaire environmentalist Tom Steyer, told Politico that he would use the PAC's resources on "less-traditional independent expenditure methods." On the same day of the impersonator's detainment, a group affiliated with the PAC hired an airplane to fly a banner above the University of Virginia's football stadium, claiming Cuccinelli was rooting against his alma mater and for its opponent, Brigham Young University. A spokesperson with the group said it plans to fly more banners at future UVA and Virginia Tech football games, as well as at NASCAR events in the state.

The group has also spent nearly \$1 million on ads attacking Cuccinelli over the last month.

In a statement, the Cuccinelli camp said the "McAuliffe campaign has given a wink and a nod to campaign tactics that are beneath the dignity of the office he seeks."

CUCCINELLI CAVES TO PRESSURE AND APOLOGIZES TO PUBLIC



Virginia Republican gubernatorial candidate Ken Cuccinelli announced Tuesday that he will donate \$18,000 to charity, representing the value of gifts he received from an executive at Star Scientific.

Cuccinelli donates \$18,000 value of Star chief's gifts

By Laura Vozzella | Washington Post | September 10, 2013

RICHMOND - Virginia Attorney General Ken Cuccinelli II said he will give a Richmond-based charity more than \$18,000 - the value of gifts he received from a Star Scientific executive whose much larger presents to Gov. Robert F. McDonnell and his family are the focus of two investigations.

Cuccinelli, the Republican candidate for governor, has been under pressure from critics and supporters to pay back Star chief executive Jonnie R. Williams Sr. since late July, when McDonnell (R) announced that he would return valuables and money that Williams had provided to him and his family.

"I made the decision to send the check because it's the right thing to do, plain and simple," Cuccinelli said in a two-minute video shot in his kitchen, a refrigerator adorned with a child's artwork behind him. "This is something I would have liked to have done sooner, but like most Virginians, writing a check for more than \$18,000 is not a simple matter for my family and me. It's taken a while to get our funds together.

"For those who have been disappointed in this situation or how I've handled it, I apologize. It's been a humbling set of lessons for me."

Cuccinelli's effort to distance himself from the controversial business executive suggested that the gifts scandal threatens not only McDonnell's political future but also Cuccinelli's bid to replace him. The announcement came after several public polls showed Cuccinelli trailing Terry McAuliffe, his Democratic opponent.

It was not the only step Cuccinelli has taken to distance himself from McDonnell, whose popularity with business leaders and social conservatives as recently as a year ago was thought likely to give Cuccinelli a major boost. In response to the unfolding scandal, the attorney general has urged the General Assembly to convene immediately in special session to tighten ethics law, and he has aired a television commercial in which he takes credit for launching the state's investigation of McDonnell.

CUCCINELLI CAVES TO PRESSURE AND APOLOGIZES TO PUBLIC - CONT'D

Shoring up support among conservatives is crucial for Cuccinelli, who counts the state's most ardent GOP activists and tea party organizers among his most faithful fans. But perceptions that Cuccinelli has played down social issues to win votes among independent voters have alienated some conservatives - and the Star Scientific scandal has given them more reason to be skeptical, several said.

"The whole Star Scientific thing has been just one more question mark in the minds of the conservative base," said Larry Nordvig, executive director of the Richmond Tea Party, who applauded Cuccinelli for donating the money. "He needs to come back to his conservative base, including the Tea Party.... If they stay home in droves, he will lose."

Federal and state investigators are examining Williams's relationship with the McDonnells, who promoted a dietary supplement made by Star Scientific around the time Williams was providing them with luxury items and with money that McDonnell has characterized as loans. McDonnell has said Williams received no state favors in exchange for his largess.

Cuccinelli is not under investigation - a Richmond prosecutor has looked into his gift disclosure forms and found no wrongdoing - but the attorney general's ties to Williams have dogged his campaign.

In an interview Tuesday with NBC12, a Richmond TV station, Cuccinelli acknowledged for the first time that he had answered questions from federal investigators about Williams. But he said that the contact took place "months and months ago" and that he was never the subject of an investigation.

Cuccinelli initially failed to report about \$4,500 in gifts from Williams as well as substantial stock holdings in Star Scientific. At the time, Cuccinelli's office was opposing Star in a tax case and pursuing embezzlement charges against the former Executive Mansion chef, who first blew the whistle on McDonnell's ties to Williams. Cuccinelli has said the reporting lapses were oversights.

Cuccinelli's connections to Star could be particularly damaging because accepting vacations and a catered dinner from a wealthy businessman runs counter to his image as an economic populist concerned with the little guy. Those ties also complicate Cuccinelli's attempts to paint McAuliffe as ethically troubled.

There was no immediate sign that the donation had extinguished Democrats' interest in the issue. They released statements that criticized the timing of Cuccinelli's donation.

"Cuccinelli's pattern of ethical behavior is always the same: get caught in scandals, do nothing for months and then buckle to pressure for his own political reasons," said Josh Schwerin, spokesman for McAuliffe, a former Democratic National Committee chairman.

Ethics issues have hung over both candidates in the race for governor. Amid the churning Star scandal, the state's inspector general has been investigating whether Cuccinelli's office gave improper help to two out-of-state energy companies, one of which donated \$100,000 to the candidate. The electric car company McAuliffe co-founded is the subject of investigations by the Securities and Exchange Commission and the Department of Homeland Security over its use of a federal program that grants visas to foreign investors.

"Terry McAuliffe's campaign talking about ethics is about as credible as A-Rod talking about steroids in baseball," said Garren Shipley, spokesman for the Republican Party of Virginia, referring to Yankee star Alex Rodriguez.

Cuccinelli supporters and neutral political observers weren't sure that his donation would put the issue to rest.

"You need to take as many sticks away from your opponent to hit you with, and this is one that may have been used to some effect," said former governor L. Douglas Wilder (D), whose endorsement both candidates are seeking. "It's something that

CUCCINELLI CAVES TO PRESSURE AND APOLOGIZES TO PUBLIC - CONT'D

you just don't need."

Cuccinelli's announcement struck some observers as uncharacteristically belated and guarded for a candidate who has sought to get out in front of the scandal from the start. His campaign revealed the donation through the video and granted just two interviews, one to the Associated Press and the other to Richmond's NBC affiliate.

Although Cuccinelli initially failed to report substantial stock holdings in Star, he corrected his disclosure forms long before late March, when The Washington Post first published a story about the delay. After The Post's initial reports, which also revealed that Williams had paid for catering the wedding of a McDonnell daughter, Cuccinelli called a news conference to disclose that he had failed to report \$4,500 in gifts from Williams. He also released eight years of income tax returns and challenged McAuliffe to do the same. (The Democrat has declined.)

McDonnell, by contrast, hunkered down, declining to say whether Williams or others had provided additional gifts to him or his family. What followed was a steady stream of revelations about designer clothing, money and cosmetic dental work provided by Williams and others. Virginia law allows officeholders to accept gifts of unlimited value as long as they disclose any worth more than \$50. Gifts to immediate relatives do not have to be reported.

But in July, McDonnell hired a new legal and PR team and suddenly stepped forward, issuing a public apology and promising to return gifts to Williams. McDonnell has not provided a full accounting of what he and his family returned, but it includes \$120,000 that McDonnell described as loans, \$15,000 for the wedding catering, a \$10,000 engagement gift for another daughter, a \$6,500 Rolex watch for the governor and \$15,000 in clothes for first lady Maureen McDonnell.

After that, Democrats began calling on Cuccinelli to follow McDonnell's lead and return his gifts.

Cuccinelli said his gifts were either intangible items, such as stays at Williams's Smith Mountain Lake vacation home, or consumable goods that were gone or given away, such as a catered Thanksgiving dinner and a box of Anatabloc, Star's nutritional supplement. McDonnell also received intangible gifts, including a stay at the lake house and the use of Williams's private jet and Ferrari. With the exception of the \$15,000 in wedding catering, there has been no indication that the governor has reimbursed Williams for intangible or consumable gifts.

"There are some bells you can't unring," Cuccinelli said in July.

The Cuccinelli video did not explain where the \$18,000 came from. His campaign said he and his wife pooled their money with funds provided by relatives. He donated the \$18,000 to CrossOver Healthcare Ministry, which bills itself as Virginia's largest free health clinic.

Asked by NBC12's Ryan Nobles if he was conceding that accepting the gifts was a mistake or unethical, Cuccinelli said: "Certainly not unethical. But this has colored people's perspective. And, you know, it's been a very humbling experience, of course. I'm the one who reported all of this. I called people together to share my mistakes and then turned it over to a Democrat prosecutor who cleared me of legal wrongdoing. But that doesn't mean [the] people of Virginia are happy with it. And obviously, I'm sorry about that. And I'm trying to wipe the slate clean here so we can focus on what's gonna matter in people's lives in Virginia in the next four years."

View Ken Cuccinelli's apology by clicking the play button.
No password is needed.



CUCCINELLI CAVES - COOCH CLONE RESPONDS

Within 72 hours of the first appearance taking place and The Washington Post running with the story, Cuccinelli's apology video was released. It came as a completely unexpected surprise and a major victory. The client contacted WGe immediately upon its release and requested that a parody of the apology video be produced right away. Within 3 hours of the request, a WGe field producer had secured the actor to shoot the next morning, commissioned a comedy writer, hired a production crew, rented a shoot location, and boarded a flight from Atlanta, GA to Albany, NY to meet the actor. The following day the parody video was filmed, edited, and uploaded to the client by close of business.



View the parody response video by clicking the play button.
Use the password: coochclone.



VIRGINIA LANDOWNERS PRODUCTION DAY

Shortly after the apology parody video was released, the client wanted to produce a series of short comedy videos featuring the Cooch Clone alongside a group of Virginia landowners who had been negatively effected by Cuccinelli's questionable alliance with Consol Energy. The videos were being used for a new media campaign, and in addition a library of footage that could be used throughout the remainder of the race was filmed. A WGe field producer, assistant producer, and makeup artist accompanied the actor to northern Virginia for a full day of shooting at the client's offices. A "press room" set was rented by WGe and a billboard truck was secured by the client to be used as a backdrop for outdoor scenes. Several videos were edited and released by the client.



View the Cooch Clone Townhall video by clicking the play button.
Use the password: coochclone.



View the Chasing Ken video by clicking the play button.
Use the password: coochclone.



CONSOL ENERGY HEADQUARTERS PRODUCTION WEEKEND

Following the landowner production day, the actor, WGe field producer, assistant producer, and makeup artist were dispatched to Cannonsburg, PA, the home of Consol Energy's corporate headquarters. The client requested that the Cooch Clone attempt to return \$100,000 in Cooch Cash to Consol's Director of Political And Media Relations. The stunt was to be filmed for future viewing at an event which would take place at the final Gubernatorial debate. WGe wrote, filmed, and edited a parody based on A&E Channel's "Intervention," which told the story of the Cooch Clone's journey to return the \$100,000 in questionable campaign contributions to Consol Energy. The scripted scenes were shot over the weekend on the Consol Energy campus while the lengthy unscripted scene was actually shot inside of Consol Energy during an unannounced visit. As soon as Consol Energy realized that they were being pranked, they asked the WGe production team to vacate the premises immediately. The team went back to the hotel, removed the actor's makeup, and quickly headed out of town, but not before being stopped by the police. The police requested the footage, but the WGe field producer told them that the footage had been mailed to the client in order to protect it from seizure. The footage was edited together in a style similar to Sacha Baron Cohen's "Borat," and the film was featured at the final Gubernatorial debate as originally planned.

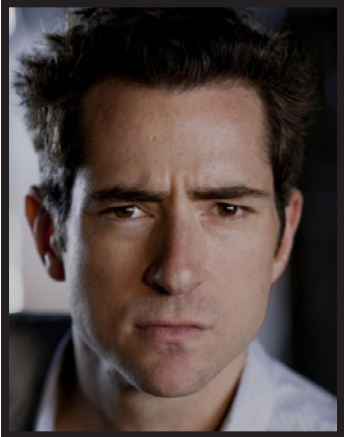
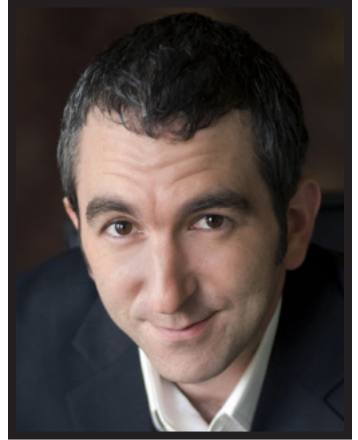
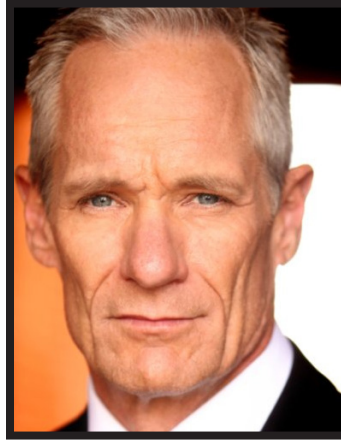
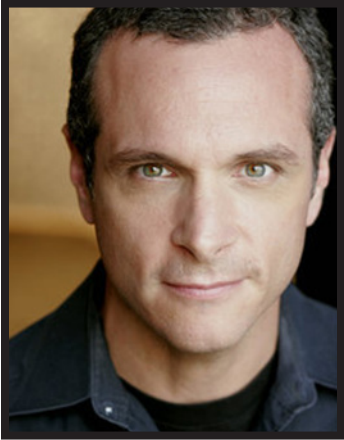


View the Cooch Clone Visits Consol Energy video by clicking the play button.
No password needed.



FINDING COOCH CLONE 2

Moving into the final weeks of the campaign, a close family member of the actor had fallen ill, so WGe presented the client with a few alternative plans of action. Ultimately it was decided, that WGe would hire a casting director based in Los Angeles to search for a professionally trained actor who had a similar resemblance to Cuccinelli since there wouldn't be time for the key makeup artist to design and fabricate a brand new prosthetic makeup. The casting director presented roughly a dozen options, and a WGe producer interviewed the various actors. Unfortunately, the top two choices were unavailable, but the final selections were eventually made, presented to the client, and one actor was chosen and retained. All written material was provided to the actor, and character coaching began taking place over Skype.



DEVELOPING COOCH CLONE 2

The new actor was flown into Virginia to meet with the WGe field producer, assistant producer, and makeup artist. The first step was for the makeup artist to develop a makeshift makeup that could be used for the remaining events. Unfortunately, neither the custom human hair wig, nor the temporary modified off-the-shelf synthetic hair wig, made for the original actor fit the new actor. WGe owned two Mitt Romney wigs that could have been modified to look similar to Cuccinelli's hair style, but neither of them fit the new actor either. Fortunately, the WGe field producer was able to locate a decent off-the-shelf synthetic hair wig at a local theater, and the wig department was kind enough to modify and rent it for a small donation to the theater. The next step was to purchase a suit for the new actor, and after visiting every department store within a 50 mile radius, the WGe field producer was finally able to locate one that would work without having to be custom tailored. Finally, the makeup artist was able to modify the silicone prosthetic ears and upper lip to fit the new actor, and once combined with various theatrical makeup techniques, the new actor was ready to play Cuccinelli at the remaining events.



VIRGINIA GAS & OIL BOARD STUNT

Once the new actor was transformed into Cooch Clone 2, the client asked WGe to attend a Virginia Gas & Oil Board meeting in order to call attention to certain political issues that were connected to Cuccinelli that would be addressed at the meeting. The client was tipped off to the fact that Michael Owens, a journalist with the Bristol Herald Courier, would be in attendance. Owens had been writing about the issues regularly, but had recently stopped his coverage. The client asked to WGe to provoke the situation with a stunt which would hopefully force Owens into revisiting his coverage.



Virginia Gas and Oil Board hears from public during first meeting since Va. IG report

By Michael Owens | Bristol Herald Courier | October 22, 2013

LEBANON, VA. - A Ken Cuccinelli impersonator silently watched the Virginia Gas and Oil Board meeting from a front-row seat Tuesday morning, with a briefcase labeled with the words "CONSOL \$100K" perched on his lap all the while.

After sitting still for a half hour, he stood up to leave and the briefcase popped open, exposing fake money bearing the likeness of Cuccinelli, the real Virginia attorney general and Republican gubernatorial candidate.

It was the first meeting since the Office of the State Inspector General's report last week accusing the board's legal adviser - Senior Assistant Attorney General Sharon Pigeon - of aiding energy company lawyers in their battle against a federal lawsuit by regional landowners seeking natural gas royalties.

The state report didn't sit well with coalfields landowner Martha Williams, who kicked off the morning meeting's public comment section by voicing her newfound distrust of the attorney general's office.

"I have never thought that I would have to fight the government," she said, referencing her personal battle for natural gas royalties. "I hope that Mr. Cuccinelli never again holds a public office."

At that, board Chairman Butch Lambert quickly interrupted.

"This is not a political forum," he said before letting her continue.

The board fell under the political spotlight in June when a federal magistrate judge overseeing the class-action lawsuit, which seeks more than \$30 million in royalties, noted shock at Pigeon's assistance to corporate lawyers. The board oversees the escrow accounts holding much of the money.

Pigeon, though cited in the state investigation for "inappropriately" using state resources to help the corporate lawyers, is still the board's legal adviser and sat in on Tuesday's meeting. She no longer monitors the case for the AG's office and is barred from discussing it with the energy company lawyers, however.

"The frustration felt by landowners with royalties tied up in escrow is real and heart-wrenching," Cuccinelli said in a statement released to the Bristol Herald Courier. "The commonwealth has made some progress in disbursing royalties, but we can't rest until all of the rightful owners have received what they're owed. I've always been on the side of the landowners: I fought to uphold the law that ensures they get paid, and I recommended legislation in 2011 to ensure the gas companies would pay royalties without first deducting their post-production costs, which is one of the issues landowners are currently litigating before the court."

Since Pigeon's assistance became public, supporters of Democratic gubernatorial challenger Terry McAuliffe have pointed to the \$111,044 in donations that CONSOL Energy, parent to a subsidiary embroiled in the lawsuit, has dropped into Cuccinelli's campaign coffers since 2012.

"Ken Cuccinelli needs to give back the \$100,000 he took from the out-of-state energy company his office was inappropriately aiding in their fight against Southwest Virginia landowners," McAuliffe campaign spokesman

Josh Schwerin wrote Tuesday.

Cuccinelli campaign spokeswoman Anna Nix responded by attacking the Democratic challenger.

“Terry McAuliffe and [billionaire environmental activist] Tom Steyer’s intentions couldn’t be more straightforward: they will not rest until Virginia ’s coal industry is destroyed and energy prices rise for every Virginia family and business,” Nix wrote. “Ken Cuccinelli is the only candidate in this race who will stand up to the war on coal and the only candidate who has put forward a solution to the methane gas royalties issue. The choice in this campaign couldn’t be more stark.”

THE FINAL GUBERNATORIAL DEBATE

Immediately following the Virginia Gas & Oil Board stunt, the WGe production team traveled to Virginia Tech located in Blacksburg, VA for the final gubernatorial debate. The team met with a college political organization who was operating under the direction of the client. Prior to the debate the WGe field producer, assistant producer, and new actor walked around the campus to hand out Cooch Cash and candy bars to debate attendees, and then held a mock press conference in the student center. One of the college organizers was successful in securing front row tickets to the debate, so the Cooch Clone was able to sit in Cuccinelli's line of sight the entire time.



COOCH CLONE - WRAP UP

When the race started Cuccinelli was leading by 3 and a majority of political experts agreed that he would most likely beat McAuliffe. In the end, Cuccinelli lost by 2 with third party candidate Richard Sarvis taking just under 7 percent of the vote. As the race was unfolding, our client, TigerComm, and their client Tom Steyer and his organization, NextGen Climate Action, continued to garner earned media for the innovative tactics they were deploying throughout the campaign. By the end of the race, Tom Steyer was being placed on the same level as The Koch Brothers and Michael Bloomberg, who are two of the most powerful outside influencers in politics today, and who also spent millions of dollars in the Virginia race alongside Tom Steyer. The Cooch Clone was covered by media outlets including NBC, Politico, The Huffington Post, Washington Post, National Review, Hot Air, Twitchy, International Business Times, and USA Today.

USA TODAY

Outside money rolling into Virginia governor race

Groups use the Virginia governor's race as a testing ground for campaign tactics, messages in future battles.

By Fredreka Schouten | USA Today | October 29, 2013

A group backed by the Koch brothers has organized hundreds of activists to knock on doors to turn out conservative-leaning voters. New York City Mayor Michael Bloomberg is running ads about the toll of gun violence. And a California billionaire worried about climate change has even hired an impersonator to taunt the Republican nominee.

Welcome to the Virginia governor's race, where outside groups are flooding the airwaves and bombarding voters' homes with mailers and phone calls both to shape the outcome of next week's contest between Republican Ken Cuccinelli and Democrat Terry McAuliffe and to test their campaign tactics ahead of 2016 in a presidential battleground state.

"Virginia in 2013 is a good incubator," said Dave Schwartz, Virginia state director of Americans for Prosperity, a non-profit group supported by billionaire brothers Charles and David Koch. Its affiliated foundation has undertaken a massive voter-canvassing operation ahead of the election, tapping about 1,600 activists to make phone calls and go door-to-door in the last month alone to encourage Virginians who typically vote in presidential contests to show up next Tuesday.

The group plans to reach 125,000 voters by Election Day. "We want to test our capabilities," said Schwartz, whose organization is pushing a small-government agenda at the federal and state level. "We want to see what works and what doesn't."

Abortion-rights groups, environmentalists, gun-control advocates and the National Rifle Association all have jumped into the battle, one of two governorships to be decided next week. Virginia also is one of a handful of states where individuals, unions and corporations can donate unlimited amounts directly to candidates. McAuliffe has pulled in more than \$34 million, while Cuccinelli has raised nearly \$20 million.

The stakes are high in the Old Dominion, a swing state won by President Obama in both his campaigns. In 2008,

he was the first Democratic presidential candidate to carry the state in more than four decades. In every race since 1977, however, the president's party has lost the state's governorship.

McAuliffe, a former Democratic National Committee chairman, hopes to end that streak, and recent polls give him the advantage over Cuccinelli, the state's attorney general, who has drawn support from religious conservatives and Tea Party activists for his staunchly conservative views. He was the first state attorney general to file suit against Obama's 2010 health care law, and he has expressed skepticism about climate change.

STORY: Young voters may be turning Virginia blue

With New Jersey's Republican Gov. Chris Christie expected to cruise to re-election in the other gubernatorial race next week, "the only game in town is Virginia," Robert Roberts, a political scientist at James Madison University in Harrisonburg, Va. "Clearly, both parties want to win this race terribly badly."

Obama will appear with McAuliffe at a get-out-the-vote rally Sunday in Northern Virginia. The husband-and-wife team of former president Bill Clinton and former secretary of State Hillary Rodham Clinton, a potential 2016 presidential contender herself, also has stumped for the Democrat. Louisiana Gov. Bobby Jindal, a Republican, and Sen. Rand Paul, R-Ky., hit the trail for Cuccinelli this week.

Major out-of-state donors

Out-of-state money dominates the race.

Seventy-two percent of McAuliffe's campaign funds through Sept. 30 came from outside Virginia, according to an analysis by the Virginia Public Access Project, a non-partisan group that tracks political money. Cuccinelli relied on out-of-state donors for 64% of his haul during the same period.

Groups backing McAuliffe's candidacy are among the biggest outside spenders in the race. They include NextGen Climate Action, a political action committee founded by California billionaire Tom Steyer, that has spent more than \$2.4 million to run independent commercials slamming Cuccinelli in the state's largest television markets.

Steyer, a prominent Democratic fundraiser and environmental activist, also has employed guerrilla tactics in the race, underwriting billboards questioning an energy company's donation to the Republican's campaign and hiring a Cuccinelli impersonator. He also has worked behind the scenes, helping support a group of landowners from southwestern Virginia who have battled two energy companies over royalties from natural gas removed from coal seams beneath their land.

The landowners have urged Cuccinelli to return campaign contributions he received from the parent company of one of the firms.

"Our efforts have sent the message that if you are anti-climate science - or choose to side with an out-of-state fossil fuel company against your state's own people - you will be held accountable," Steyer said in a statement about the race.

Other groups spending heavily include the Independence USA PAC, funded by New York City's billionaire Mayor Michael Bloomberg to promote his gun-control message. The PAC, which began advertising last week, already has spent more than six times the amount of the NRA, according to the Virginia Political Access Project's tally of spending in the state's four largest television markets.

Each candidate said the other would be beholden to out-of-state interests.

“Liberals like Michael Bloomberg and Tom Steyer ... are counting on (McAuliffe) to impose a big-government, radical agenda on Virginia,” Cuccinelli spokeswoman Anna Nix said.

McAuliffe spokesman Josh Schwerin said McAuliffe is backed by a “bipartisan coalition” that knows “he will focus on mainstream issues, which is a big difference from the divisive ideological crusades that have defined Cuccinelli’s time” in office.

Democratic groups weighing in

Groups affiliated with the Democratic candidates and causes are spending more heavily to influence the governor’s race because they “have a lot to fear from a unified Republican government,” said Daniel Palazzolo, a political scientist at the University of Richmond. Republicans currently have a large, veto-proof majority in the state’s House of Delegates, and no one expects control of the chamber to flip to Democrats.

“The gun folks don’t have to worry about Terry McAuliffe coming in and passing any gun-control legislation,” Palazzolo said. “It won’t get through the House of Delegates.”

A third candidate in the race, Libertarian Robert Sarvis, has raised less than \$200,000, but he’s also getting some last-minute outside help for his candidacy.

The Purple PAC, which describes itself as backing candidates who are “red” on fiscal policy and “blue” on social issues, plans to spend between \$300,000 and \$500,000 on a commercial that paints Sarvis as a better alternative to either McAuliffe or Cuccinelli.



ARTIST MANAGEMENT/BROKERAGE | ENTERTAINMENT PRODUCTION | EVENT PLANNING | POLITICAL STRATEGY | BRAND DEVELOPMENT | CREATIVE CONSULTING

ABOUT

William Gold Entertainment, LLC (WGe) is an artist management/brokerage, entertainment production, event planning, innovative political strategy, brand development, and creative consulting agency that has produced entertainment for, has been sought after, has collaborated with, and has been featured by many of the most respected corporate, television, new media, and journalistic brands in the world. WGe has:

- Produced live entertainment and media content for thousands of major global brands including Microsoft, LinkedIn, Yahoo!, AOL, Johnson & Johnson, Virgin America, Unilever, Hyundai, USO, Dollar General, and The Africa CEO Roundtable;
- Provided talent to and coproduced comedic segments for hundreds of television shows and networks including ABC's Jimmy Kimmel Live, CBS's Late Show with David Letterman, TBS' Conan with Conan O'Brien, NBC's The Tonight Show with Jay Leno, HBO's Real Time with Bill Maher, Comedy Central's Workaholics, NBC Universal's The Maury Povich Show, Disney's Hannah Montana, CBS' The Millers, FOX News' Huckabee with Governor Mike Huckabee, FOX News' Stossel with John Stossel, Showtime's Paulytics with Pauly Shore, WWE's Capitol Punishment, TruTV's Friends Of The People, and ESPN's Redes;
- Collaborated with dozens of new media giants including Will Ferrell and Adam McKay's Funny or Die, Google's Barely Political, The Onion, College Humor, MTV's Matt's Apartment, myISH's The Hillywood Show, South Africa-based ZANews' American property Puppet Nation, and TRadioV's ManChat;
- Developed political entertainment content for Conservative Political Action Conference 2011, Republican Leadership Conference 2011, Freedom Fest 2012, Rick Santorum for President 2012, SIEU/Good Jobs Now Presidential Campaign 2012, John Kerry Special Election Race 2013, and Virginia Gubernatorial Race 2013;
- Been featured by almost every major news outlet including ABC's Good Morning America, CNN's The Situation Room with Wolf Blitzer, The Blaze, The New Yorker, The New York Times, The Washingtonian, the Associated Press, Bloomberg, Forbes, The Huffington Post, The Atlantic, Slate, FOX News, MSNBC, CNN, NBC, ABC, CBS, HLN, BBC, and NPR.

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