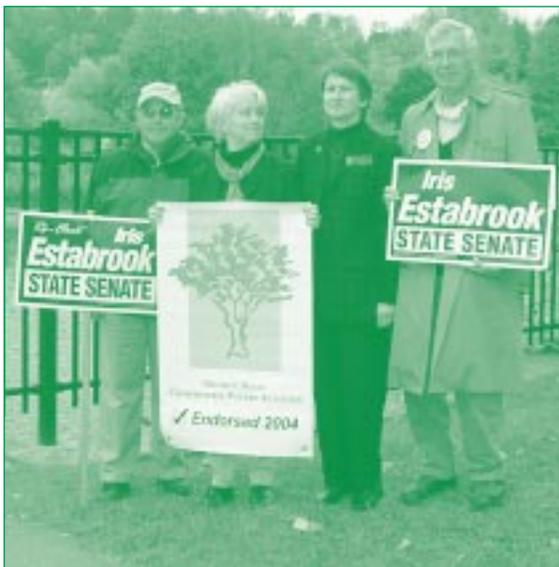




GRANITE STATE
CONSERVATION VOTERS ALLIANCE

Election Day 2004

By November 2 GSCVA dedicated more than \$16,000 of direct aid to endorsed candidates. GSCVA pulled a number of resources from our campaign toolbox including research on environmental voting records; coordinated mailings; the GSCVA endorsement logo; paid radio ads; yard signs; media coverage through radio and newspaper; targeted e-mail; and a cadre of dedicated campaign volunteers who stuffed envelopes, phone banked or held campaign signs.



Board members Merle Schotanus, Amanda Merrill Senator Iris Estabrook and supporter David Funk in Dover

GSCVA *Insider*

News from the Granite State Conservation Voters Alliance

December 2004

GSCVA Year in Review

January

GSCVA sends introductory letter to NH legislature

February

Full board recruited

March

GSCVA mails crossover letter to legislature identifying conservation priorities

April

Earth Day Op-ed in Union Leader, Portsmouth Herald and Keene Sentinel; first GSCVA Action Fund reception nets \$2400.00

May

GSCVA reception, Concord

June

GSCVA issues environmental report card on Governor Benson; website launched

August

First endorsements: GSCVA endorses Andy Peterson and Carl Johnson

September

GSCVA reception in Keene.
New round of endorsements

October

GSCVA reception Lyme; GSCVA holds four news conferences and is in full campaign mode

November

Three GSCVA challengers defeat anti-environmental incumbents



Post-Election Thoughts

“Conservationists should intensify public outreach and find more effective ways to engage middle America and the business community. For the next four years, conservationists should hold the line in D.C., but direct more energy at getting results where the climate is more hospitable—at state and local levels of government.”

Martha Marks,
founder and president of
REP America, the national
grassroots organization of
Republicans for Environmental
Protection

GSCVA also intends to keep legislators informed, on a consistent basis, about key issues that rise to a level of priority for the broad conservation community.

We will explore the costs and benefits of an environmental scorecard for the legislature

We will travel the state in search of local conservationists and community leaders who have an interest in running for state office.

GSCVA 2004

by the numbers

3	daily papers that selected GSCVA's Earth Day Op-Ed (<i>Union Leader, Portsmouth Herald, Keene Sentinel</i>)
4	number of towns targeted for a GSCVA mailing on behalf of Debora Pignatelli for Executive Council
5	number of receptions held in different regions of New Hampshire to benefit the GSCVA Action Fund
6	number of radio stations airing the GSCVA spot endorsing John Lynch for Governor
7	number of days the radio ad ran in the closing week of the election
8	incorporators and board members of GSCVA, 2003-2004
14	number of GSCVA—organized volunteers
31	duration (in days) in which the GSCVA Environmental Assessment of Governor Benson remained in the news
50	percent of unsuccessful Republican primary senate candidates endorsed by GSCVA
58	number of news stories of GSCVA activities
70	number of New Hampshire towns or cities with GSCVA supporters
77	percent success rate, GSCVA endorsed state Senate races (<i>primary and general elections</i>)
78	number of years since a one-term governor lost a re-election bid in New Hampshire
100	percent of GSCVA-endorsed challengers who defeated incumbents with poor conservation records
250	number of yard signs (<i>“Protect Our Water—Defeat Prescott”</i>) placed in Senate District 23
320	amount bundled, in dollars, by GSCVA to 5 senate candidates
358	days between incorporating GSCVA and Election Day
448	votes needed by GSCVA-endorsed Mark Fernald to defeat winner Peter Bragdon
3,000	number of conservationists who received a GSCVA mailing endorsing Debora Pignatelli for Executive Council
10,000	number of registered NH Republicans who received 2 e-mails from GSCVA endorsing John Lynch
14,313	the margin of victory, in votes, for GSCVA-endorsed challenger John Lynch (out of 665,541 votescast)
16,775	total, in dollars, from GSCVA Action Fund dedicated to defend New Hampshire's environment
34,616	number of “hits” to the GSCVA website, Labor day through Election Day

HIGHLIGHTS

Three Challengers

NEW HAMPSHIRE GOVERNOR Lynch 51% — Benson 49%

The GSCVA board voted unanimously to endorse John Lynch in October—after serious deliberations involving Governor Benson's environmental performance during his first term. We took into account John Lynch's response to our questionnaire and arranged a face to face meeting with the board, conservation advocates and the candidate. We analyzed a number of polls and took a hard look at the challenger's capacity to wage a competitive campaign. We felt the campaign was winnable and devoted significant resources to influence this election.

First, GSCVA produced a radio ad. The 60-second spot aired on 6 radio stations in New Hampshire in the last 8 days—timed coincidentally against an environmental attack ad produced by the Benson campaign.

In addition to the radio ad, GSCVA used e-mail to communicate the Lynch endorsement directly to 10,000 registered New Hampshire Republicans. We sent two emails to this target audience in the last week.

Lastly our op-ed endorsing Lynch ran in two top-circulating weekly newspapers reaching more than 12,000 readers through the Granite State News and the Littleton Courier.

EXECUTIVE COUNCIL Pignatelli 54% Wheeler 46%

Early reconnaissance convinced GSCVA that just one of the five Executive Council races would feature opposing candidates with starkly different views on the environment and prove competitive: the District 5 race between challenger Debora Pignatelli and incumbent David Wheeler. One seasoned politician coined this the "second most important race in New Hampshire".

In October GSCVA chair Rick Russman traveled to Nashua for an endorsement news conference and spoke to the Nashua Rotary on the candidate's behalf.

We sent a Russman/GSCVA letter to the editors of every weekly and daily newspaper covering the 27 towns. Working with the candidate, GSCVA produced and delivered a pro-Pignatelli mailing directly to 3,000 conservationists (in both parties) in targeted towns.

Each of our activities on behalf of Debora Pignatelli communicated the "common sense" and "balance" needed in the Executive Branch—a theme Pignatelli embraced throughout her campaign and a theme accepted by the editors of the many newspapers that ultimately endorsed her.

STATE SENATE Hassan 53% Prescott 47%

Among the Republican and Democratic senate campaigns to which GSCVA provided financial support was one race where GSCVA had to hold an incumbent accountable—and refute the incumbent senator's misleading campaign claims of environmental leadership—the race that pitted challenger Maggie Hassan against Senator Russell Prescott.

GSCVA advised the Hassan campaign and built a coordinated campaign around water quality. We spotlighted Mr. Prescott's real record through the newspapers, organized citizens from Seabrook to Kingston to write letters to the editor, and generated grassroots visibility and attention through old-fashioned yard signs (250 "Protect Our Water—Defeat Prescott and Elect Hassan" yard signs placed by volunteers throughout the district).



GSCVA Board member John Schott with Senate candidate Mark Fernald in Peterborough

Senate Race Overview

Overall:

A 77% success rate!

Challengers 100%
Maggie Wood Hassan,
Senate District 23

Incumbents - Primary Election 50%
Win: Carl Johnson, SD 2;
Loss: Andrew Peterson, SD 11

Open Seats 66%
Wins: Peter Burling, SD 5;
Martha Fuller Clark, SD 24.
Loss: Mark Fernald, SD 11

Incumbents 100%
Bob Odell, SD 8;
Sylvia Larsen, SD 15;
Iris Estabrook, SD 21

"GSCVA's campaign help was timely and the press conference was very, very important. I made the GSCVA endorsement part of my basic stump speech and their support and endorsement helped me reach out to all voters, many of whom would not have known that we shared conservation values."

—Senator Bob Odell

PREPARING FOR *Election 2006*

The 2005-2006 legislative session and preparing for Election 2006

Thirty new legislators, a new Executive Councilor and new Governor spell transition. While freshmen legislators receive their orientation and the Governor-elect's transition team prepares their first budget, GSCVA is planning transition activities to connect advocates with lawmakers including:

 Coordinate a series of meetings between environmental community and the Lynch transition team

 A January policy forum to introduce key conservation issues to legislators

Thanks to our 2004 donors GSCVA was able to make the environment an issue in key elections. GSCVA needs your generous support to leverage our success and continue our momentum. Please mail your check today or contribute online at www.voteconservation.org

GSCVA Board of Directors

Rick Russman, *Chair, Kingston*

Amanda Merrill, *Durham*

Jim Bassett, *Canterbury*

Sarah Bonneau, *Westmoreland*

Thomas N. Masland, *New Durham*

Merle Schotanus, *Grantham*

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RAM Mailing Service?
We can use their indecia.

Last question Roger,
should I print the indecia
on or hold off on it?