

# In a must-win situation, people call Townsend Calkin Tapio Public Affairs and we deliver.

90%  
success  
rate

180+  
state/local  
campaigns

17  
statewide  
ballot  
measures

well  
connected

**Managed over 180** state and local campaigns with a 90% success rate

**Directed 17 successful** statewide ballot measures

**Established**, deep ties with California's journalistic community through an award-winning, former *Los Angeles Times* editor and executive team member

## Winning Approach

Townsend Calkin Tapio wins with a simple, powerful approach: highly experienced professionals at the top of their game working directly with clients. **No junior staff or account executives needed.**

### The TCT Team

David Townsend	Bob Magnuson	Kelly McCutcheon
Kelly Calkin	Josh Wood	Dani Casados
Chris Tapio	Debbie Coldani	Nellie Hurtienne

## Our Services

### Winning Political Campaigns

From polling and strategy development to grassroots management and direct voter contact, we design and execute campaigns at every level.

### Public Affairs That Move The Needle

We are Democrat-oriented with insights into the Democratic Legislature and Administration that other firms can't match.

### Excellence In Communications

We know how the media think and we work closely with state, national and international news outlets in print, electronic and social media to get your story out and optimize coverage. We're the only Sacramento firm with a partner who was part of two Pulitzer Prize-winning newspaper staffs.

## Focused Expertise

We bring significant experience and knowledge in the following 12 subject areas:

- Business
- Energy/Environment
- Government
- Health Care
- Insurance
- Land Use/Development
- Labor
- Transportation
- Statewide and Local Issue Campaigns
- Independent Expenditure Campaigns
- Candidate Campaigns
- Trade Associations

**Direct Mail.** We produce highly creative and targeted direct mail to deliver impactful and powerful messages to the voters.

**TV and Digital.** In cooperation with our media producer, Brainchild Creative, we create commercials that visually capture the voter's attention and hold them through our messaging.

**Earned Media.** TCT professionals have the experience and contacts in the news media to get your stories placed and read.

**150+ Clients.** TCT has helped more than 150 past and present clients achieve successful results with Public Affairs, Issue, Candidate and Independent Expenditure Campaigns.

For more information visit [tctpa.com](http://tctpa.com)  
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**Townsend | Calkin | Tapio** INC.

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