

From: Alexander Nix alexander.nix@cambridgeanalytica.org
Subject: Re: Briefing Document: Kate Kaye, Advertising Age
Date: January 11, 2016 at 20:39
To: Robert Vanisko rvanisko@n6a.com
Cc: Livia Krisandova livia.krisandova@sclgroup.cc, Harris Macleod harris.macleod@sclgroup.cc, Robert Murtfeld robert.murtfeld@cambridgeanalytica.org, Brittany Kaiser brittany.kaiser@cambridgeanalytica.org, CA CA@n6a.com

Thanks Robert
A

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On 11 Jan 2016, at 18:44, Robert Vanisko <rvanisko@n6a.com> wrote:

Hi Alexander. Thank you for speaking with Kate today. It seems that she enjoyed the conversation very much and would like to have ongoing dialogue throughout election season to hear your perspective.

Once Kate speaks with Harris and the representatives from the Bolton campaign, we will schedule another call with you to fill in any gaps. We'll also look to have an additional interview set up with Dr. Alex Tayler.

Let us know if you have any questions. We'll keep you posted throughout the process.

Best,
Robert

From: Robert Vanisko
Sent: Friday, January 08, 2016 3:58 PM
To: Alexander Nix <alexander.nix@cambridgeanalytica.org>; Livia Krisandova <livia.krisandova@sclgroup.cc>; Harris Macleod <harris.macleod@sclgroup.cc>; Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org>; Brittany Kaiser

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Cc: CA <CA@n6a.com>

Subject: Briefing Document: Kate Kaye, Advertising Age

Hi Alexander,

Please find attached the briefing document for your interview with Kate Kaye from Advertising Age. The interview will take place on Monday, Jan. 11 at 3:30pm ET. In addition to getting a general overview of Cambridge Analytica, Kate is looking to learn more about CA's work with the John Bolton Super PAC.

She also mentioned that she would like to inquire about what type of work Cambridge Analytica does with the Ben Carson campaign, but we explained that you will be unable to comment on the specific work done for active campaigns.

Kate would like to publish a feature story about Cambridge Analytica later next week, focusing primarily on how the psychographic data is used to drive advertising creative. She feels the work with John Bolton's PAC will be perfect to illustrate that point.

If you have any questions prior to the interview, please let us know.

Best,
Robert

Robert Vanisko | Senior Account Executive

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