

In a must-win situation, people call **I Street 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

I Street Public Affairs 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 Team

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

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

- **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.** I Street professionals have the experience and contacts in the news media to get your stories placed and read.
- **150+ Clients.** I Street has helped more than 150 past and present clients achieve successful results with Public Affairs, Issue, Candidate and Independent Expenditure Campaigns.

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

For more information visit istreetpa.com or email info@istreetpa.com
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I Street
PUBLIC AFFAIRS