

N.W., Washington, D.C., convened at 10:05 a.m., before Emma N. Lynn, a Notary Public in and for the District of Columbia, when were present on behalf of the parties:

APPEARANCES:

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C O N T E N T S

WITNESS	EXAMINATION BY COUNSEL FOR	
	PLAINTIFFS	DEFENDANTS
Michael Scott Lux	4,149	171, 213

EXHIBITS

LUX EXHIBITS NOS.	MARKED FOR IDENTIFICATION
No. 1	6
No. 2	11
No. 3	20
No. 4	56
No. 5	71
No. 6	78
No. 7	81
No. 8	89
No. 9	108
No. 10	110
No. 11	113
No. 12	121
No. 13	139
No. 14	148
No. 15	192
No. 16	204
No. 17	209
No. 18	210
No. 19	222

1 Q. How were you involved?

2 A. Well, I mean, how much --

3 Q. What was your involvement with it? Was
4 it your idea, for example? Were you involved in
5 preparing the script?

6 MR. SANDLER: Generally describe the
7 nature of the services that Progressive Strategies
8 provided to the American Family Voices in
9 connection with that advertisement.

10 THE WITNESS: I mean, I was involved
11 with the idea from the first and worked with the
12 media consultant that American Family Voices had
13 hired to produce the ad.

14 Then I was involved in the follow-up
15 sort of PR around getting the ad out and all of
16 that.

17 BY MR. LEVINE:

18 Q. Do you anticipate or does Progressive
19 Strategies anticipate that the implementation of
20 the BCRA will have any impact on its business?

21 A. Well, that's always a hard thing to
22 predict. I'm sure that there will be some ways it

1 will and some ways it won't. I would expect that
2 BCRA Will change the nature of a lot of donors'
3 giving, you know, and this has been discussed
4 widely, I think. A lot of givers instead of
5 giving money to political parties, since that will
6 be prohibited, they will be looking for other
7 organizations that may be effective politically to
8 give money to.

9 Because I am a consultant to many of
10 those organizations as well as some of those
11 donors, I would imagine that -- I hope -- it will
12 help my business.

13 Q. So you have reason to think based on
14 what you said that it will increase your business,
15 is that fair?

16 A. Probably. I mean, obviously you never
17 know the unintended consequences of specific
18 pieces of legislation and it is a complicated
19 piece of legislation. It probably will hurt me in
20 some ways too. But I certainly have reason to
21 believe that there are ways that it will help me.

22 Q. How is it you think it will help you?

1 A. Well, as I just said, there will be
2 donors looking for advice on where to give money.
3 There will be organizations who are able to raise
4 more money because folks who used to give to the
5 party will now give to outside groups. And
6 hopefully I will be involved in many of those
7 projects.

8 Q. I would like to come to The Progressive
9 Donor Network. You had mentioned earlier
10 something about the relationship between the
11 Network and Progressive Strategies. When was The
12 Progressive Donor Network formed?

13 A. We formed it in, I believe, August of
14 last year. So it is about a year old.

15 Q. I know you discussed this topic in
16 response to a couple of different questions, but
17 specifically what's the purpose of The Progressive
18 Donor Network?

19 A. Well, as the literature I provided
20 said, the purpose is to bring a variety of people
21 who are involved in politics together, including
22 organizational leaders, but also including a lot