



January 6, 1997

Mr. Steven C. Ethridge
Ethridge & Associates, L.L.C.
751 Walnut Knoll Lane
Cordova, TN 38018-6301

Dear Steve:

I would like to express my sincere appreciation to you for the accurate, timely and insightful polling and communication consulting that you provided for my campaign to help me win re-election in 1996.

Like the polls you conducted for our 1994 campaign, your results in 1996 were amazingly accurate. In a year when The Wall Street Journal reported that "most leading national polling firms made pre-election estimates that diverged sharply from the actual vote" (*The Pollsters Waterloo*, November 19, 1996), the fact that you estimated we would win with approximately 65%--and we did--is a significant testimony to your polling talent and expertise.

The quality of your polling is all the more significant when I consider that District 7 is not as homogeneous and as easy to understand as are many others, such as District 9, for example. By comparison to many, District 7 is excessively large, spread out and diverse in terms of both geographic boundaries and demographic characteristics.

Just as important were the speed with which you completed the polls and the reliability of your service and recommendations. These factors, combined with the overall quality of your data, certainly made a significant contribution to our communication strategy from both a paid and earned media standpoint.

Thanks again for all of your help. I look forward to having you on my campaign team again in 1998.

Sincerely,

A handwritten signature in black ink that reads "Ed".

Ed Bryant
Member of Congress