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SWIL &
ASSOCIATES
MARKETING COMMUNICATIONS

July 11, 1981

Friends of Leon Williams
2870 Carmar Way
San Diego

Dear Leon:

This letter will serve as our basic agreement for Swil & Associates to provide the following services for Friends of Leon Williams, a political committee:

1. Development, in coordination with the committee of a fundraising and campaign strategy;

2. Coordination of implementation of the strategy;

3. Provision of on-going public relations counsel, including the preparation and distribution of news releases and other media relations activities;

4. Coordination of production and printing of any campaign collateral materials which may be approved by the committee;

5. Provision of campaign committee management, including posting of receipts, maintenance of disbursement records and the preparation of necessary reports; and

6. Any other services agreed upon between Swil & Associates and Friends of Leon Williams.

The retainer for all services provided by the agency, from July 15, 1981 to December 31, 1981, will be $3,000, payable as follows:
— by committee

July 15:	$200
August 15:	$250
September 15:	$300
October 15:	$400
November 15:	$800
December 15:	$800

Certain minor expenses will be incurred on your behalf for postage, xerox and other miscellaneous activities. Expenses will be billed as incurred; no extraordinary expenses will be incurred without the prior approval of the committee.

This agreement will continue in effect until December 31, 1981, at which time it may be renegotiated. It may be terminated by either party on 30 days notice prior to December 31, for non-performance or other cause. Both parties reserve the right to amend this agreement if conditions warrant at any time during the above period.

7894 DAGGET STREET • SUITE 104 • SAN DIEGO • CALIFORNIA • 92111 • 714/268-8028

If this agreement is satisfactory, please sign a copy of it and return the signed copy to me. I have enclosed an additional copy for your files.

For SWIL & ASSOCIATES

Warren Swil

For Friends of Leon Williams

Leon Williams

/bh