

# **EXHIBIT C**



**From:** Pennell, Lindsay [<mailto:Lindsay.Pennell@raleighnc.gov>]  
**Sent:** Thursday, October 11, 2012 1:53 PM  
**To:** Arzinda Jalil  
**Subject:** RE: Full Bus Wraps

Hey Arzinda,

I submitted your proposal to our Transit Authority and they still rejected the ad even with the addition of the wording.

I wish we could work something out. Please let me know if anything changes with the images. Thanks.

Lindsay Pennell, Transit Marketing Specialist  
City of Raleigh, Public Works-Transit

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**From:** Arzinda Jalil [<mailto:ajalil@humanesociety.org>]  
**Sent:** Wednesday, October 10, 2012 10:55 AM  
**To:** Pennell, Lindsay  
**Subject:** RE: Full Bus Wraps

Hi Lindsay,

I've been holding on this as I wait for feedback in the other markets we are running in. It has been approved in other markets with some text added. I'm wondering if this would work for Raleigh as well. For example, in DC we are adding this disclaimer everywhere the logo appears:

***"This is a paid advertisement sponsored by The Humane Society. The advertising space is a designated public forum and does not imply WMATA's endorsement of any views expressed"***

I can also provide background documentation of our claims expressed on the ad as well which is what we did for the DC area. Do you think adding the text would be enough for approval? I'm hoping we can run in Raleigh, but I can't see us doing a cartoon pig. Please let me know your thoughts.

Thank you!

Arzinda

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**From:** Pennell, Lindsay [<mailto:Lindsay.Pennell@raleighnc.gov>]  
**Sent:** Wednesday, September 26, 2012 3:42 PM  
**To:** Arzinda Jalil  
**Cc:** Barb Wheeler  
**Subject:** RE: Full Bus Wraps

Arizinda,

**I have forwarded the design to our Transit Authority Marketing Committee members and unfortunately they have rejected the ad design due to the following points:**

- **Image of the pigs is too negative for us to place on the buses**  
**Due to our bus advertising policy the following cannot be displayed:**  
May be construed to reflect endorsement by Capital Area Transit, the Raleigh Transit Authority, or the City of Raleigh of a particular product, service, idea, etc.
- **They said that if the images were less graphic or the ad was less negative they could approve. Some ideas given were .Make a cartoon pig in a small bus seat looking sad, or a slogan "Don't Blog-Help the Hog"**

**Unless the design can be altered they will not approve and therefore I cannot move forward with a contract. I would love to work with you and the Humane Society, so please let me know if you are able to alter the design at all!**

Lindsay Pennell, Transit Marketing Specialist  
City of Raleigh, Public Works-Transit

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**From:** Arzinda Jalil [<mailto:ajalil@humanesociety.org>]  
**Sent:** Wednesday, September 26, 2012 1:54 PM  
**To:** Pennell, Lindsay  
**Subject:** RE: Full Bus Wraps

Hi Lindsay,

Attached is the artwork for approval. I'm including this background information in case it's needed:

On gestation crates:

<http://www.humanesociety.org/assets/pdfs/farm/HSUS-Report-on-Gestation-Crates-for-Pregnant-Sows.pdf>

“Big Pork” isn’t an actual entity, but the National Pork Producers Council (the pork industry’s lobby group), defends gestation crates (a system in which the pigs are locked in cages so small they can’t even turn around). For example, see: <http://www.nppc.org/2012/06/nppc-disappointed-with-mcdonalds-decision/>

**We do need to get started on a contract which I need the following information for:**

- **Start Date (ASAP!)**
- **Number of Months you want to run ads (6 months)**
- **Ad Type and QTY: Full Bus Wrap, 1**
- **Name, Address, and Email of who to send Invoices**
- **The Humane Society of the United States**
- **Attn: Arzinda Jalil**
- **700 Professional Drive**
- **Gaithersburg, MD 20879**
  
- **County & State of where contracts will be signed (for notarization purposes) (Gaithersburg, MD)**
- **Name and Job Title of who will sign contract (ie. President, VP, CEO) (I normally sign our contracts. Arzinda Jalil, Advertising & PSA Campaign Coordinator)**
- **Name and job title of who will witness signature (you need someone to witness me signing? I’ve never been asked for this in all my years doing advertising, but let’s put my boss, John Balzar, Senior Vice President Communications)**

**Please let me know if you have any questions. Thanks!**

**Best,**

**Arzinda**

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**From:** Pennell, Lindsay [<mailto:Lindsay.Pennell@raleighnc.gov>]

**Sent:** Wednesday, September 26, 2012 1:28 PM

**To:** Arzinda Jalil

**Cc:** Barb Wheeler

**Subject:** RE: Full Bus Wraps

**Hey Arzinda,**

**If we can get artwork today to get approved, we could do install on Sunday, October 7. I have cc’d Cranky Creative, to make sure that this would be enough time to print the full wrap.**

**We do need to get started on a contract which I need the following information for:**

- **Start Date**
- **Number of Months you want to run ads**
- **Ad Type and QTY:**
- **Name, Address, and Email of who to send Invoices**
- **The Humane Society of the United States**
- **Attn: Arzinda Jalil**
- **700 Professional Drive**
- **Gaithersburg, MD 20879**
  
- **County & State of where contracts will be signed (for notarization purposes) (Gaithersburg, MD)**
- **Name and Job Title of who will sign contract (ie. President, VP, CEO) (I normally sign our contracts. Arzinda Jalil, Advertising & PSA Campaign Coordinator)**

- **Name and job title of who will witness signature (you need someone to witness me signing?? I've never been asked for this in all my years doing advertising, but let's put my boss, John Balzar, Senior Vice President Communications)**

**Please let me know if you have other questions. Just send the artwork and the answers to the above and we can get this rolling.**

**Thanks!**

Lindsay Pennell, Transit Marketing Specialist  
City of Raleigh, Public Works-Transit

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**From:** Arzinda Jalil [<mailto:ajalil@humanesociety.org>]  
**Sent:** Wednesday, September 26, 2012 11:51 AM  
**To:** Pennell, Lindsay  
**Subject:** RE: Full Bus Wraps

Hi Lindsay,

I'm sorry I have not gotten back to you yet on this. I've been in and out of the office lately.

We would like to proceed with a full bus wrap for 6 months. I actually should have the artwork ready today to send to you for approval. It's also been sized per the spec sheet. How soon do you think we can start if we get you the artwork today for approval?

Here is our billing information:

The Humane Society of the United States  
Attn: Arzinda Jalil  
700 Professional Drive  
Gaithersburg, MD 20879

I'm also attaching a credit reference in case you need it. Please let me know if you need anything else. Thank you!

Arzinda

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**From:** Pennell, Lindsay [<mailto:Lindsay.Pennell@raleighnc.gov>]  
**Sent:** Wednesday, September 12, 2012 1:41 PM  
**To:** Arzinda Jalil  
**Subject:** RE: Full Bus Wraps

**Hey Arzinda,**

**Did you decided to go ahead and proceed with the full bus wrap for 6 months?**

**If so let me know and I will get the needed information from you for the contract.**

**Thanks.**

Lindsay Pennell, Transit Marketing Specialist  
City of Raleigh, Public Works-Transit

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**From:** Arzinda Jalil [<mailto:ajalil@humanesociety.org>]  
**Sent:** Thursday, September 06, 2012 4:43 PM

**To:** Pennell, Lindsay  
**Subject:** RE: Full Bus Wraps

Also, are all the full bus wraps the same? It looks like it includes covering the windows but I'm not sure. Do you have a spec sheet for the buses?

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**From:** Pennell, Lindsay [<mailto:Lindsay.Pennell@raleighnc.gov>]  
**Sent:** Thursday, September 06, 2012 4:38 PM  
**To:** Arzinda Jalil  
**Subject:** RE: Full Bus Wraps

Hey Arzinda,

I have attached our full bus advertising guide which includes our full wrap prices. Usually they are \$2000 per month per bus, but since you are interested in 6 months the price per month decreases to \$1500 per month per bus.

The rates are for ad space only. The production/installation/removal quotes will come from the vendor you choose for your install. I have attached a page with vendors.

Please let me know what questions you may have and as soon as you decide how many buses and how long we can get a contract started.

Thanks!

Lindsay Pennell, Transit Marketing Specialist  
City of Raleigh, Public Works-Transit

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**From:** Arzinda Jalil [<mailto:ajalil@humanesociety.org>]  
**Sent:** Thursday, September 06, 2012 12:52 PM  
**To:** Pennell, Lindsay  
**Subject:** Full Bus Wraps

Hi Lindsay,

We are interested in doing a full bus wrap in Raleigh for probably 6 months. This is something we are looking to do as soon as possible, so if you could get back to me to discuss at your earliest convenience, I would appreciate it. Thank you in advance!

Best,

**Arzinda Jalil**  
Advertising & Public Service Campaign Coordinator  
[ajalil@humanesociety.org](mailto:ajalil@humanesociety.org)  
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