



CONTROVERSIAL RADIO AND TELEVISION CAMPAIGN TO PARDON TWO BORDER PATROL AGENTS GAINS MOMENTUM

"This case sends a chilling message to law enforcement officers throughout the country and an invitation to drug cartels all over the world."

- Demos Chrissos, Writer/Producer

TIMELINE TO MARCH 7, 2007:

MONDAY, FEBRUARY 19: RapidResponse Media and Grassfire.org launch a major national issue advocacy radio and television campaign to urge President Bush to pardon Border Patrol agents Ignacio Ramos and Jose Compean. The 30- and 60-second TV spots were produced by Demos Chrissos of RapidResponse Media who self-financed the production. The spots feature unscripted interviews with ordinary citizens expressing outrage over an admitted Mexican drug smuggler who was shot resisting arrest then given immunity to return to the US and testify against the two Border Patrol agents who tried to arrest him. The call-to-action is an appeal for viewers to go to www.PardonTheAgents.com where they can view the spots, donate money to a paid media campaign and add their names to over 335,000 Grassfire petition signers who have already asked President Bush to pardon agents Ramos and Compean.

THURSDAY, FEBRUARY 22: Interview with Demos Chrissos on THE JOHN AND KEN SHOW/KFI-640 in LA, CA prompts surge in hits to the PTA Web site. The first radio spot titled, **"There's Something Wrong In America"** debuts on THE RICK ROBERTS SHOW in San Diego, CA. [Similar radio and television spots are planned for release in the coming weeks with special versions created to target key members of Congress. They will encourage Congress to hold immediate hearings to investigate unusual details surrounding the Ramos and Compean case as well as what appears to be an emerging pattern of cases where Border Patrol agents have aggressively been prosecuted by government attorneys and end up in prison.]

SATURDAY, FEBRUARY 24: The nationally-syndicated television series, AMERICA'S MOST WANTED, features segments from RapidResponse Media's 60-second spot and an interview with Grassfire.org President, Steve Elliott. The story is also highlighted on AMW's official Web site.

SUNDAY, FEBRUARY 25: Grassfire.org launches an initial paid media schedule in Washington, DC on FOX, CNN and MSNBC aimed at targeting decision-makers on Capitol Hill. The initial media buy includes both the 30- and 60-second versions of the spots.

MONDAY, FEBRUARY 26: "There's Something Wrong In America" 60-second radio spot begins a one week of paid media on KBME-AM, KSEV-AM and KIOL-FM in Houston and KVCE-AM in Dallas/Ft. Worth.

WEDNESDAY, MARCH 7: **"Gotten This Far"** - the second Ramos/Compean 60-second radio spot - airs on the G. GORDON LIDDY SHOW and is carried nationally on both SIRIUS and XM RADIO.

TODAY: Grassroots support for the effort to urge President Bush to pardon agents Ramos and Compean continues to grow as more and more reporters and bloggers pick up the story, report it and flood the Internet with links to the spots and Grassfire's petition. The size of this support has resulted in a steady flow of media requests for interviews and over 65,000 hits on YouTube in the first three days of the campaign (before initial counters were reset) and media interest is spreading.

CURRENT  HITS AS OF 3/7: OVER 90,000!
Broadcast Yourself™

How to View the spots:

Broadcast Media/Press viewing: <http://www.rapidresponsemedia.com/pardontheagents.html>

Public viewing: <http://pardontheagents.com/>

Contact info: Demos Chrissos, (dchrissos@rapidresponsemedia.com) President of RapidResponse Media, Inc. and Steve Elliott (steve@grassfire.org), President of Grassfire.org, are available for immediate interviews by calling Noel Zimmerman of NewsGuests.com at 800-486-0176 (toll free), extension 3. TV interviews can be arranged at any studio in the greater Washington, DC area.

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