

from: K Treglazov <overcir@[REDACTED]>
to: C Abaroa <AraboaC@[REDACTED]>
date: Wed, Sept 12, 2001 at 1:48 AM
subject: RE: PYRAMID Proposal Rejection

Cynthia,

We could not have asked for a better opportunity to resubmit the PYRAMID proposal. Prioritize it.

As discussed previously, have your writer use the language of paternal care and general hope. Also include the language of terrorism, physical protection, and nationalism.

Americans have no idea how to respond collectively to danger, so this will reverberate for years. Elevate the rhetoric beyond subtlety to match the reader's panic. Crank up the contrast and bloom.

Re-submit the proposal in a few months, early 2002 at the latest.

Win this!

KT

Suffering is always the effect of wrong thought in some direction.