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**Briefing Sheet for Alexander Nix, Cambridge Analytica**

**Reporter: Kate Kaye,** [**AdAge**](http://adage.com/)

**Executives: Alexander Nix, Cambridge Analytica**

**Date/Time:** January 11, 3:30p.m. ET

**Dial-in:** (712) 775-7031 **Access Code:** 144-969

**Background/Interview Focus:**

Kate Kaye, Data Reporter at AdAge, is looking to speak with Alexander for a feature story about Cambridge Analytica and its work with political campaigns and PACs during the current presidential election. She would like to focus on Cambridge Analytica’s work with John Bolton’s Super PAC and how it has targeted different ad creatives to people based on the propriety analysis by CA.

Kate will also be speaking with Harris, a representative from the John Bolton PAC, and Ted Cruz’s communications director for this story.

**Sample Questions:**

* How is Cambridge Analytica’s psychographic data used to target advertisements and support the development of ad creative?
* Please describe Cambridge Analytica’s work with John Bolton’s Super PAC. How effective was the campaign?
* What type of work is Cambridge Analytica doing with current presidential campaigns?

**Kate’s Relevant Coverage:**

* [Political Campaigns Face Hacking Threat That Goes Beyond Voter Data](http://adage.com/article/campaign-trail/political-data-perils-loom-voter-data-breaches/301926/); 12/23
* [Democrats' Data Breach Exposes Risks of the Political Data Beast](http://adage.com/article/campaign-trail/sanders-data-dive-exposed-underbelly-political-data/301893/); 12/20
* [Republicans Launch Anti-ISIS Ad Onslaught](http://adage.com/article/datadriven-marketing/republicans-launch-anti-isis-ad-onslaught/301502/); 11/25

**About Kate Kaye:**

Kate Kaye has been covering the consumer and political data industries as well as the data privacy issues that surround them at AdAge since November 2015. Before AdAge, Kate spent close to 7 years as the managing editor at ClickZ, covering the online ad and marketing industry. Respected for her expertise and experience around these subject areas, she is frequently called on for interviews and speaking opportunities at industry events on these topics. Interestingly enough, Kate received her Bachelor’s degree in Textile Design and Applied Arts from Buffalo State College. Her personal AdAge page can be found [here](http://adage.com/author/kate-kaye/974).

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