BRUSHWORKS · ANNUAL REPORT, VOL. I · SPRING 2027, IN PREPARATION

Annual report, Vol. I.

Prospectus for the first annual report

What the first annual report will contain, the standard every figure will carry, the formats it will use, how the figures are audited, and the timetable to publication.

Brushworks

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Section 1

What the annual report is for

Once a year the firm publishes the record of the cycle in one document: the contests by office and state with their programs' measured lift; the losses with their post-mortems; the audited kill-log summary; the transparency figures for both periods; the governance ledger with the independent reviewers' summaries; and the Review's papers of the year bound together. It is the document a client, a donor's counsel or a ministry should be able to read and find the firm's claims tested. The first volume is published in spring 2027 for the cycle ending with the November 2026 elections.

1.1 Standard for every figure

Every number in the report carries its basis: **official** (an election result, with its source), **the firm's record** (contests and outcomes as recorded in engagement files), **measured** (lift against a sealed holdout, with intervals, from proof reports), **pooled and rounded** (aggregated across programs so that no client can be identified), or **illustrative** (a depiction of the method). No figure appears without one of these labels; no client or candidate is named.

Section 2

Contents of Volume I

PART	SECTION	CONTENTS	BASIS
I	The cycle in numbers	Contests by office and state; programs by practice; aggregate program lift against holdouts; media placed through the accounts of record	Record; measured; pooled
I	The record, by office	Presidential, Senate, gubernatorial, congressional, legislative, municipal, ballot measures, bonds and levies: contests, outcomes, and where a program was measured, its lift	Official results; measured
I	The losses	Every contest lost with a Brushworks program, with a post-mortem: what the program measured, what it could not see, what the desk would do differently	Record; measured
II	Models	The audited kill-log summary; the catalog by family; baseline discrimination for the year	Audited kill logs
II	Measurement	Decay half-lives and backfire rates by cohort and register, pooled; the independent reviewer's letter on the methodology notes	Pooled; independent review
III	Transparency	Both semiannual periods combined: registrations, disclaimers, wall certification, mandates declined, concerns, incidents, rights requests, government requests	Registers; independent sampling
III	Governance	The governance ledger; independent-review summaries for security, the wall and the methodology; policy revisions with dates	Independent reviewers; counsel
IV	Abroad	Institutional and diaspora mandates by region; registrations by jurisdiction; the desk's incident record	Record; public registries
V	The Review	The year's working papers, bound, with corrections and dated notes	Research desk

PART	SECTION	CONTENTS	BASIS
VI	The firm	Offices, practices, the roster in aggregate, the policies as revised	Public

Section 3

Formats the report will use

3.1 The record, by office

OFFICE	CONTESTS	WON	MEASURED	MEDIAN PROGRAM LIFT	NOTE
Statewide (governor, senate, attorney general)	—	—	—	— pts	Official results; lift from proof reports
Congressional	—	—	—	—	
Legislative and municipal	—	—	—	—	Program-level measurement only below the power threshold
Ballot measures	—	—	—	—	
Bonds and levies	—	—	—	—	Dollars approved, official

3.2 A loss, as it will be reported

A statewide contest, 2026 – lost by 1.9 points

The program measured a 2.6-point favorability lift against its holdout (interval 1.8 to 3.4) across five cohorts and no lift in the sixth; the late-deciding cohort moved in the final ten days as the model predicted but the environment moved further. What the design could not see: the effect of a late independent expenditure the campaign's records did not capture. What the desk would do differently: a larger late-deciding universe with register arms, and a decay schedule that reflighted the closing week rather than the fourth. The program did what it said it would do; the race did not.

3.3 Aggregate lift ledger

COHORT (POOLED)	PROGRAMS	MEDIAN LIFT	INTERQUARTILE RANGE	BACKFIRE CASES
The Steward	—	—	—	—
The Night Nurse	—	—	—	—
The Splitter	—	—	—	—
The Renter	—	—	—	—
The Certain	—	n/a	hold list	—

Section 4

How the figures are audited

1. **Close of cycle.** Every program's proof report is final by January 31, 2027; validated turnout is joined where the state has published its history.
2. **Reconciliation.** The record by office is reconciled to engagement files and official results; the kill-log summary is reconciled to program kill logs; transparency figures are reconciled to the registers.
3. **Independent review.** The reviewer samples proof reports, kill logs and registers, checks seeds and balance tables, and issues a letter; the security and wall assessors' summaries are attached.
4. **Sign-off.** The chief executive signs the report to the board; counsel of record confirms that no client is identifiable and that every registration is stated correctly.
5. **Publication.** At brwrks.com/reports and to every client of the cycle, spring 2027.

Section 5

Timetable

DATE	MILESTONE
November 2026	Cycle closes; preliminary proof reports on leading indicators
January 2027	Final proof reports; first-period transparency report published
February 2027	Reconciliation; independent review begins
March 2027	Reviewer's letter; draft to the board
April–May 2027	Publication of Volume I

Readers who want to be notified of publication can write to research@brwrks.com; the report is announced on the firm's LinkedIn page and linked from the Reports page.

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