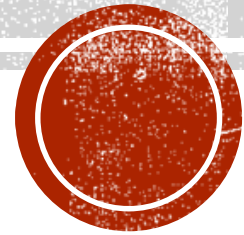


MEDIA AND MESSAGING

Be. Heard.



KNOW YOUR AUDIENCE

- Demographics
 - Age, occupations, ethnicities
- Issues that Matter
 - Economic, social, healthcare
- Media Platforms
 - Social Media, Print (Newspaper), Email Lists, Phone Lists



ESTABLISH YOUR TEAM

- **Messaging Leader**
 - Primary liaison for disseminating official information
 - Guides and tailors official messaging
- **Record Keeper**
 - Maintains lists of members/individual contributors for disseminating information
 - Shares communication lists with other contributors for internal communication
- **Recruiter**
 - Seeks other contributors for disseminating information
- **Media Monitoring**
 - Regularly monitors media outlets for current arguments from opposition



KNOW THE CANDIDATES AND COMPETITION

- Contrast and compare issues between the candidates
 - Economic, healthcare, local & Global, Rights
- Practice point/counter-point
- SWOT Analysis
- Identify “Winning” arguments with target audience



UTILIZE APPROPRIATE TECHNOLOGY

- Social Media
 - Twitter
 - Facebook
 - Instagram
 - Snapchat
 - print/online newspapers
 - websites/blogs/forums
- Local Training sessions
- Schedule regular content publishing
- Prevent “Stale” information



STARTING POINT

June	July	August	September	October
1 Tweet (Daily)	2 Tweets (Daily)	4+ Tweets (Daily)	5+ Tweets (Daily)	7+ Tweets (Daily)
2 Retweets (Daily)	4 Retweets (Daily)	5+ Retweets (Daily)	6+ Retweets (Daily)	8+ Retweets (Daily)
1 Opposition (Daily)	2 Opposition (Daily)	3+ Opposition (Daily)	4+ Opposition (Daily)	5+ Opposition (Daily)

June	July	August	September	October
1 Post (3 Days)	2 Posts (4 Days)	3+ Posts (5 Days)	1+ Post (Daily)	2+ Posts (Daily)
1 Comment (Daily)	2 Comments (Daily)	3+ Comments (Daily)	5+ Comments (Daily)	7+ Comments (Daily)
1 Opposition (Daily)	2 Opposition (Daily)	3+ Opposition (Daily)	4+ Opposition (Daily)	5+ Opposition (Daily)

June	July	August	September	October
1 Photo (3 Days)	2 Photos (4 Days)	3+ Photos (5 Days)	1+ Photo (Daily)	2+ Photos (Daily)



CAMPAIGN DISSEMINATION

- CAMPAIGN
- 5TH DISTRICT COMMITTEE
- UNIT COMMITTEE
- INDIVIDUAL CONTRIBUTORS

