



Campaign Boot Camp:
Communications
November 20, 2019

MESSAGING AND COMMUNICATIONS



QUESTIONS FOR THE CAMPAIGN TO ASK ITSELF

- Why is your candidate running?
- What's the problem? Who is getting hurt?
- What are your candidate's experiences with this problem?
- What solutions does your candidate offer?
- What's standing in the way?

MESSAGING AND COMMUNICATIONS

A limited body of truthful information designed to motivate voters to choose your candidate

- Why does it matter?
- Why should I care?
- Why should I trust you to fix it?

Messaging is NOT
a hashtag, slogan, or 10-point plan

YOUR CAMPAIGN'S BRAND

- Consistent colors.
- Logo that reinforces your message.
- Photos that present your candidate in the light they want to be seen.
- Slogan that reflects your message.
- Reinforce your message every chance you get.

DEVELOP YOUR “BRAND”

- Use consistent colors, logo, image, slogan
- Promote your brand on Facebook, emails, website, signs, flyers, brochures, mailings, biz cards, stickers, etc.
- Reinforce your brand and message in your talking points and written materials
- Repeat, repeat, repeat your message
- Always pivot to get back on your message
- Use discipline to control your brand

**9 Hours Left
for District 9!**



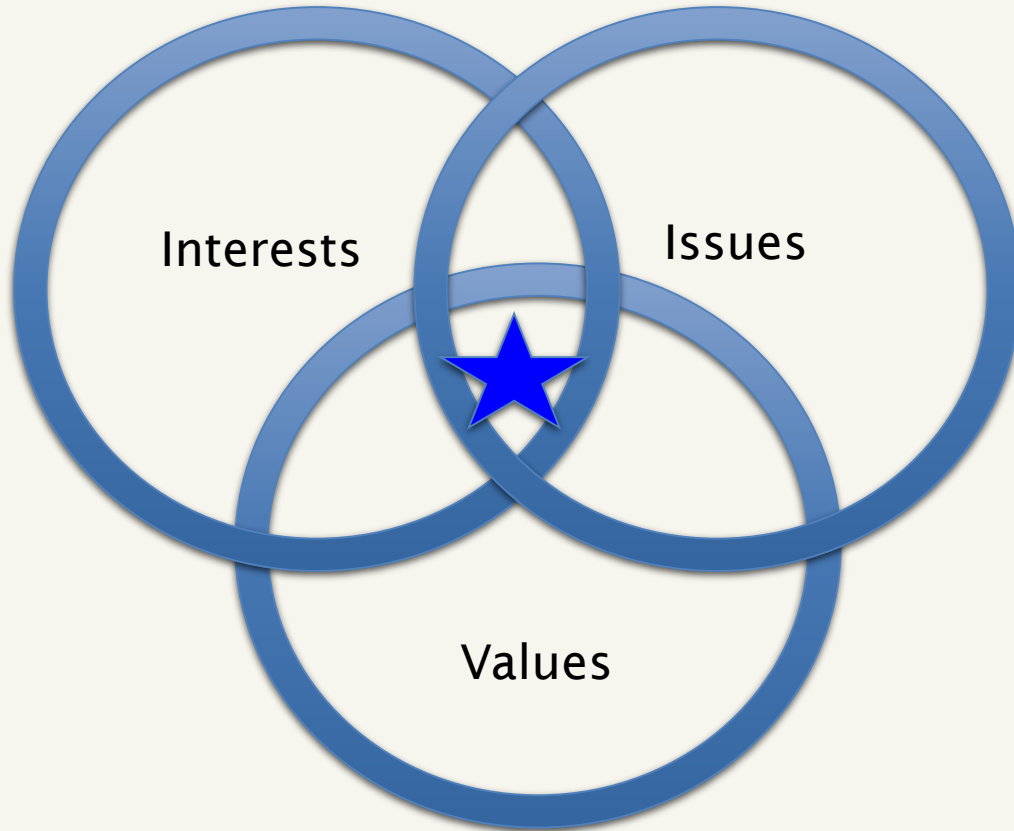
LOGOS AND SIGNS



LOGOS AND SIGNS



LIFE RULE: AUDIENCE FIRST, MESSAGE SECOND



REMINDER: CCRCR

- Credible= Content + Messenger
- Concise= Short, Sweet, No jargon
- Relevant= Candidate Interests + Audience Interests
- Compelling= Stir them to act and make it as easy as possible
- Contrasting= Define your opponent & offer a clear choice
- Repeated=Until you think your ears will fall off and then 1,000 times more

MESSAGE BOX

What we're saying about us	What our opponent is saying about us
What we're saying about our opponent	What our opponent is saying about her/himself

Strengths Values Interests	Weaknesses Vulnerabilities Stereotypes
Weaknesses Vulnerabilities Stereotypes	Strengths Values Interests

MESSAGE BOX ACTIVITY

Build your candidate's message box



MESSAGING RULES

- Narrow it down to 3 (maybe 4) overarching issues/statements.
- Elevator speeches: 30 second, 60 second, 2 minute, 5 minute, 10 minute
- Consistent across the campaign. Field & Finance should reflect your messaging.
- Always pivot.
- Consistency is key.

MESSAGING TIPS

- Responding vs. answering: all of your answers to any question should tie back to the current message of your campaign
- Be concise: the average newspaper quote is 30 words long; the average TV quote is 10 seconds long
- Repeat, repeat, repeat: unlike you, most people still haven't heard what you have to say
- Exercise discipline: straying from your message can lead to distortion and lack of coverage

ANSWERING QUESTIONS

- Values Statement (I believe, We must, No one should...etc.)
- Back up info (Statistics or personal story)
- *Optional: Contrast with opponent*
- Values Statement

POLLING

- Reflects a moment in time.
- Limited by the increase of cell phone use.
- Expensive as hell.
- However, if you can afford it, it's worth it to test your message and help fine tune issues.
- Research similar polls.



POLLS TELL YOU...

- What to say:
 - What part of your bio should you repeat over and over?
 - What issues do voters really care about?
 - What order should those issues go in?
 - How can you reframe the issues you care about to fit their priorities?
 - What subsets of voters to reach out to with what message.
- What not to say:
 - Maybe something you think sounds good totally falls flat.
 - Every word your campaign says costs money. Make sure you're not burning dollars on ineffective communications.

WORDING NUANCES MATTER

Polling identifies words that elicit strong or weak, positive or negative responses:

Strong Words	Weaker Words
<ul style="list-style-type: none">▪ Classroom	<ul style="list-style-type: none">▪ School
<ul style="list-style-type: none">▪ School	<ul style="list-style-type: none">▪ Facility
<ul style="list-style-type: none">▪ Teacher	<ul style="list-style-type: none">▪ Educator
<ul style="list-style-type: none">▪ Children	<ul style="list-style-type: none">▪ Student
<ul style="list-style-type: none">▪ Home	<ul style="list-style-type: none">▪ House
<ul style="list-style-type: none">▪ Fair but firm	<ul style="list-style-type: none">▪ Just but strict
<ul style="list-style-type: none">▪ Taxpayers	<ul style="list-style-type: none">▪ People

IF YOU CAN'T AFFORD A POLL

- Public polling
- Door knocking
 - Track feedback
- Precinct analysis
 - Past candidate races
 - Ballot measures and propositions
- Look at what the winners did
 - Who recently ran successfully in your district or overlapping districts?
 - Meet with them. Look at their website, mail, social media, finance reports
- Opposition research
- Community committees
 - Town councils, planning groups, etc.
 - Members of your community who can advise you
- Headline analysis
 - What issues are coming up in the news in your area?
 - What's trending on social media?

OTHER CAMPAIGN COMMUNICATIONS

- Literature- Campaign flyers, walk pieces
- Ballot- Designation and statement
- Mailers- Individual mail and slate mail
- Speeches and interviews
- Broadcast- Radio and TV
- Digital

YOUR CAMPAIGN HANDOUT

Your campaign flyer, brochure, or mailer should include:

- Your image
- Phone number, email, address, website
- Brief biographical facts, experience, achievements, character
- Top three priorities
- *If against an incumbent, comparison of positions*
- Please vote for ____ on ____ date
- Financial disclaimer, union bug, FPPC or FEC #

EXAMPLES

PETER'S NEW APPROACH:

- ✓ Revitalize the Northern Corridor of 111 to support more small businesses and create local jobs.
- ✓ Lower rent prices by building more affordable housing, while listening to the voices of residents to protect the character of our neighborhoods.
- ✓ Improve public safety by planning for natural disasters, fighting hate crimes, and preventing gun violence.

LEADERSHIP THAT LISTENS.



PETER'S COMMUNITY INVOLVEMENT

- Palm Springs Board of Appeals
- Fundraising Committee, Palm Springs LGBTQ Center
- Homeless Committee, Courageous Resistance
- Human Rights Campaign
- Stonewall Democrats of Palm Springs
- Democrats of the Desert



PETERMAIETTA
CITY COUNCIL
the new energy we need
peter4ps.com

DIRECT MAIL PLAN

- If funds allow for a mail program, aim for 5-12 pieces
- The cost depends the size of the universe and the piece
- Cost includes design, printing, and postage and may be done by mailing consultants or directly through mailhouse
- Timed to hit with early (mail) and poll voting
- Best to start with positive introductory message
- Comparisons with incumbents implied or explicit
- Union bug (or disclaimer that it was printed in-house)
- Financial disclaimer

DIRECT MAIL CONTENT

- Three audiences: 7-second (pictures, name, slogan), 20-second (headlines), 60-second (readers who want more)
- Great way to target specific voters to reinforce your message: seniors, women, Party members
- Common means for negative/attack messaging
- Should be 40-60% photos or other visual; design should include white space; include a high-quality photo of the candidate
- Include vital information: candidate name, office, ask for vote, website /contact info
- Refer to outside sources (media, studies, nonpartisan groups) to enhance credibility; use citations to tell voters where specific claims came from

EXAMPLES

The **COST** of **HEALTH CARE** shouldn't **BREAK** *the* **BANK**



PAID FOR BY THE CALIFORNIA DEMOCRATIC PARTY-800 9TH STREET, SACRAMENTO, CA 95811

Not-Prof Org.
US Houseg
PAID
CA Democatic
Party

Vote
YES ON PROP 1 AFFORDABLE HOUSING FOR KEYS & HOMES
YES ON PROP 2 REDUCE CHRONIC ILLNESSES WITHOUT RAISING TAXES
YES ON PROP 4 PROTECT HEALTHCARE FOR 2 MILLION CA KIDS

Sunday Gover *believes* Every American Deserves Quality Affordable Health Care



Sunday Gover is a mother and cancer survivor who knows firsthand how critical healthcare coverage is for San Diego families

Keeping Healthcare Costs Down

Sunday Gover will fight to stop insurance companies from denying coverage or charging exorbitantly high premiums to people with pre-existing conditions and seniors.

Lowering The Cost Of Prescription Drugs

Sunday Gover will push for transparency in drug pricing and a sensible cap on high-cost prescriptions because no one should have to choose between paying for medication and paying their bills.

We Proudly Endorse **SUNDAY GOVER** for **State Assembly**



GAVIN NEWSOM
LT. GOVERNOR



DAVE JONES
CALIFORNIA INSURANCE
COMMISSIONER



SUNDAY GOVER:
Affordable Healthcare For All

EXAMPLES

LASHAE COLLINS SAN DIEGO SCHOOL BOARD 2016



WHY CAN'T CITY HALL GET ANYTHING DONE?



"Cole solicits cash before Soccer City vote."
- San Diego Reader, May 20, 2017

"Cole's focus has been on outside interests like unions or downtown instead of dealing with district problems like fixing streets, adding sidewalks & cleaning up graffiti."
- KPBS News, July 19, 2018

UT San Diego "San Diego City Council President Myrtle Cole failing public."
- August 3, 2018

"Cole delays talks on Affordable Housing Bond."
- KPBS News, April 10, 2018

Paid for by Monica Montgomery for City Council, FPPC No: 1397529 3401-A Adams Ave No. 345 San Diego, CA 92116

SLATE MAILERS

- Slate mailers may be purchased through many commercial vendors/printers who will contact you
- Slate mailers may present themselves as representative of a political party, law enforcement, environmentalists, etc. (COPS)
- Vendors indicate the number of mailers to be sent out
- Any candidate can pay to include their name on slate mailers (a relatively inexpensive way to reach voters)
- Political parties, political action committees, associations, etc. sometimes send slate mailers of their endorsed candidates to their members at little or no cost to the candidates

EARNED MEDIA: FREE IS THE BEST PRICE

- Press list
- Press events
- Press releases and advisories
- Relationships with reporters
- These things don't cost money, but they do cost time. Be mindful of ROI.

AP STYLE

- Write out numbers one through nine and use numerals for 10 and higher.
- Write out the word percent. (No %)
- No oxford comma.
- It's Calif. not CA.
- SAN DIEGO stands alone in a dateline. However, you need to pair other cities in the county with the state.
 - CARSLBAD, Calif., CHULA VISTA, Calif., LA MESA, Calif.
- Only capitalize titles when they precede a name.
 - Mayor Serge Dedina not Serge Dedina, Mayor

MORE AP STYLE

- Election Day, election night
- PAC, super PAC
- Re-elect, re-election
- Democrat, Democratic Party
 - liberal, leftist
- Assemblymember, Councilmember
- Rep. Juan Vargas (D-Calif.) is a congressman.
 - Not Congressman Juan Vargas

PRESS LIST

- Large regional outlets= San Diego Union Tribune, San Diego City Beat, ABC10, Fox 5 News, CW 6, KUSI, KOGO, KPBS, City News Service, AP
- Small local outlets= Coronado Eagle & Journal, Beach & Bay Press, Alpine Sun, Coast News, Chula Vista Star News, Clairemont Times
- Online outlets= Voice of San Diego, Times of San Diego
- Cultural outlets= La Prensa, Voice & Viewpoint, Filipino Press, Jewish World, LGBT Weekly

PRESS RELEASES

- For Immediate Release
- Date
- Contact Name/Phone/Email
- Headline
 - Sub-headline optional
- Dateline in ALL CAPS
- # # # #
- AP Style
- Disclaimer



For Immediate Release
July 15, 2015

Contact: Francine Busby
(760) 807-0399
info@sddemocrats.org

Busby calls on Faulconer to back out of speaking engagement

SAN DIEGO- Francine Busby, Chair of the San Diego County Democratic Party, has called on San Diego Mayor Kevin Faulconer to refuse to speak at the 42nd American Legislative Exchange Council (ALEC) Annual Meeting.

"This organization is a threat to democracy in the United States," said Busby. "As the leader of one of the largest cities in the country, Mr. Faulconer should have the guts to stand up to this bill mill funded by corporate lobbyists and billionaires trying to drown out the voice of the people."

ALEC, sponsors "scholarships" to bring lawmakers from all over the country into secret meetings with lobbyists from industries like fossil fuel, pharmaceuticals, telecommunications, privatized prisons, and insurance who shop around model legislation and wine and dine legislators. The elected representatives then take the corporate wish-lists back to their home states and try to pass these bills into law.

"This is legalized corruption," said Busby. "There is no accountability and no transparency. The public isn't at the table at all. Corporations get unlimited access to elected officials without any kind of input from their constituents."

ALEC is meeting in San Diego on July 22 at the Manchester Grand Hyatt downtown. Mayor Faulconer is slated to speak along with Wisconsin Governor Scott Walker, Former Arkansas Governor Mike Huckabee, and Senator Ted Cruz of Texas.

"San Diego should not be associating itself with these extremists," said Busby. "These people use fear to push a corporate agenda that takes away rights from voters and hands them to elite special interests."

"The mayor claims to be a moderate Republican. He claims to serve everyone. He should prove that by standing up to corporate bullies and refusing to speak at the ALEC meeting."

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Phone: (858) 277-3367 · Fax: (858) 571-0275 · www.sddemocrats.org

MEDIA STATEMENT

- For Immediate Release
- Date
- Contact
- “Statement...” headline
- Sub headline
- Quotation marks
- # # # #
- AP Style

FOR IMMEDIATE RELEASE

January 24, 2019

Contact: Dan Rottenstreich, 619 [REDACTED], [REDACTED]@gmail.com

Sunday Gover Statement on Brian Maienschein Party Switch

"I ran for State Assembly to fight for middle-class priorities like healthcare, education and gun safety, which Republican politicians representing our community, including Brian Maienschein, had ignored for far too long.

Clearly our campaign had a massive impact and it's good news that Mr. Maienschein has finally left the Republican Party, but simply switching parties doesn't address the issues our community needs championed in Sacramento.

I, and all my supporters who were determined to elect a Democrat in the 77th Assembly District, will be watching closely to see whether Mr. Maienschein fully embraces our community's values and rejects the Republican agenda, or whether his party switch is simply an attempt to hold onto power."

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MEDIA ADVISORIES

- MEDIA ADVISORY
- Date
- Contact
- Headline
- 4 Ws
- Details
- # # # #



MEDIA ADVISORY

Contact: Eva Posner / eva@evincostrategies.com / 619-540-0914

San Diego City Council to Vote on Meet and Confer Authorization for Women Occupy San Diego Ballot Measure

The Coalition of San Diegans for Justice will gather to urge San Diego City Councilmembers to move forward with the ballot measure to create a Commission on Police Practices

SAN DIEGO — Earlier this year, Women Occupy San Diego submitted a ballot proposal to the San Diego City Council to create an independent, community-led Commission on Police Practices. The proposal has passed its two hearings in the Public Safety and Livable Neighborhoods Committee and is now in front of the full City Council for consideration.

On Tuesday, November 5th, the Councilmembers will be voting on whether to authorize the City to engage in collective bargaining on this proposal with the City's recognized employee unions. A similar proposal submitted last year by Women Occupy San Diego did not pass the City Council during this stage of the process. Supporters from all parts of San Diego will be coming together on Tuesday to urge the Councilmembers to move forward with the proposal.

WHO: Kate Yavenditti, Women Occupy San Diego

Ariana Federico, Mid-City CAN

Lori Thiel, League of Women Voters San Diego

Laura Moreno, UNITE HERE Local 30

Malcolm Morgan, Pillars of the Community

Geneviève Jones-Wright, The Partnership for the Advancement of New Americans

WHEN: Tuesday, November 5th at 1:00 PM

WHERE: San Diego City Concourse, 202 C St., San Diego, CA 92101

San Diegans for Justice is a coalition of more than forty organizations in the City of San Diego working towards increased transparency and accountability in police oversight. For more information, visit sandiegansforjustice.com.

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PRESS EVENTS

- Prepare. Don't be wrong.
- Advisory
- Follow up calls and emails.
- Staging
- Prepared remarks
 - Number of words/3=
Approximate length in seconds
- Follow up release or statement



WORKING WITH REPORTERS

- PREPARE
- Find out what they want.
- On the record vs. Off the record.
- Meet their deadlines.
- Call back quickly.
- Listen.
- Keep it simple.
- Don't use jargon.
- The final question is often: "Is there anything else that you would like to add or say?" Reinforce your message.



WORKING WITH REPORTS CONT'D

- Be honest when you don't know.
- Ask for a moment to think if it's a really tough question.
- Return to the positives.
- Don't ask to see the story before it goes to press.
- Do ask to review your quotes at the end of the interview.
- Only try to be funny if you're actually funny. Bad jokes can make bad stories.
- They are trained to ask questions and keep you talking. If all else fails stop talking.

SPEAKING APPEARANCES

- The more people you meet, the more you inoculate yourself from negative attacks and lock in voters
- Civic organizations: town councils, planning commissions, city councils, school boards, etc.
- Political clubs: Democratic Clubs (approx. 40 in county)
- Associations and PACs: Unions, Realtors, BAR, HOA, PTA, business and industry, Chambers of Commerce, Sierra Club
- Service Clubs: Rotary, Lions, Soroptimists (nonprofits)
- Forums: Q&A and debates
- Rallies, parades, street fairs
- Campaign meet-and-greets, fundraisers, press conferences
- Assume that you are being recorded at all times
- Target your message to the specific audience

VENDORS FOR COMMUNICATIONS

- Mass Email- NGP, Nationbuilder, Mailchimp
- Social media management- Hootesuite, Twit Doc, Bitly
- Website hosting- NCP, Nationbuilder, Campaign Partner, WordPress, Wix

COMMUNICATIONS PLANNING

- Create a communications calendar for the campaign.
- Start at election day and work backwards.
- Include awareness months, issue themes, holidays, etc.
- Break it down weekly as you go through the campaign, across all mediums.

SAMPLE WEEKLY PLAN

- Monday- Post Dec 10th fundraising event on Facebook
- Tuesday- Endorsement on social
- Wednesday- Fundraising email w/ endorsement updates and event.
- Thursday- Interview with the UT, draft Op/Ed Due, #ThrowbackThursday post on Twitter
- Friday- Edits to Op/Ed due, finalize and shop around
- Saturday- Photo of canvassing
- Sunday- Thank you post for Saturday's meet and greet.

...IT ALL LEADS BACK TO THE MESSAGE

- Branding
 - Do you need to change how you present your name or logo?
- Fundraising
 - Target donors that care about your issues
- Field
 - Adjust walking universe to reflect your base and your weak spots
 - Do you need to add Republicans? Women? Latinos? Take out an age range?
- Mail and Ads
 - Headlines and images should reinforce poll results
 - Only pay for ads that hit your biggest positives/opponent's biggest negatives