

YEO Network Telebrief: MEDIA TRAINING



Moderator

Georgia State Rep. Nikki Randall

“Messaging” presented by

Damien Filer

“Event Planning” presented by

Drew Courtney



The Importance of Message

Damien Filer

Repetition, repetition, repetition

“You can send a message around the world in less than a second but it takes years to get it through the human skull.”

Charles Kettering

(inventor of electrical ignition system)

The message box

What we are saying about ourselves	What they are saying about themselves
What we are saying about them	What they are saying about us

Molding a message

Research and synthesize:

- **Your campaign or objective**
- **The argument against your position**
- **Your constituents**

Elements of a successful message

- **Clear**
- **Concise**
- **Credible**
- **Comparative**
- **Persuasive**
- **Repetition,
repetition, repetition**

Message discipline

- **Staying on message**
- **When to shift gears**
- **Consistency w/allies**
- **Internal vs. external message**

Keep it simple

**Bumper sticker slogans
win campaigns**

- **“It’s the economy,
stupid.”**
- **“No child left behind.”**

The messenger

- **Message must fit messenger**
- **Messenger must be credible**
- **Relationship**
- **Personal experience with issue**

Message development

- **Polls**
- **Focus groups**
- **Constituent surveys
and feedback**

Turning words into action

- **Call to action**
- **Follow up**

Things to remember

- **Know your weaknesses**
- **Make sure all facts are accurate**
- **Stay on Message**
 - **Clear**
 - **Concise**
 - **Comparative**
 - **Convincing**

One more thing to remember

Repetition

Repetition

Repetition

Press Events

Drew Courtney

Media Advisory

*****MEDIA ADVISORY*****

MARCH 5, 2006

CONTACT: Kristian Denny Todd -- 703-216-4307

kdtodd@webbforsenate.com -- www.webbforsenate.com

Webb to Announce Candidacy for U.S. Senate in Richmond on Tuesday

Former Secretary of the Navy James H. "Jim" Webb will formally announce his candidacy for U.S. Senate on Tuesday, March 7, 2006 in Richmond. He will also discuss his campaign organization and announce key staff.

WHAT: Jim Webb will announce his candidacy for U.S. Senate

WHERE: 5 East
General Assembly Building
910 Capitol Street
Richmond, VA

WHEN: Tuesday, March 7, 2006
10:00 AM

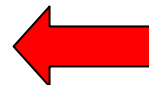
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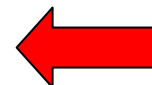


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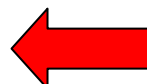
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Media Advisory

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Script and Materials

FOR IMMEDIATE RELEASE
SATURDAY, OCTOBER 28, 2006
CONTACT: 925-833-0643 (O)
ROB CAUGHLAN, 650-575-9448 (C)
OR YONI COHEN, 314-518-2767 (C)

SENATOR DIANNE FEINSTEIN ENDORSES JERRY MCNERNEY FOR CONGRESS

United States Senator Dianne Feinstein today endorsed Jerry McNerney and praised his campaign for change. In her 2000 Senate run against former Republican Rep. Tom Campbell, Feinstein won Alameda, Contra Costa, San Joaquin, and Santa Clara counties by overwhelming margins.

"Jerry McNerney is not a politician," said Feinstein. "He is an expert on clean energy and that's just what we need in Washington – clean energy."


"One of the most important things we can do to protect our national security is to reduce our dependence on Middle East oil," continued Feinstein. "Jerry knows that global warming is a serious threat to California. He also knows that wind and solar energy are a big part of the solution. I am pleased to give my support to Jerry McNerney for Congress."

"I am honored to have Senator Feinstein's support," said McNerney. "Like Senator Feinstein, I will work with both Democrats and Republicans to address the pressing issues facing the people of California. Rich Pombo is a corrupt Congressman who works for the oil and gas lobbyists who fund his negative campaign ads. I will fight to bring clean air, good jobs, and real security to the people who elect me to Congress on November 7th."

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Jerry McNerney is a nationally recognized expert in wind engineering and renewable energy, with a PhD in mathematics. During his career in wind energy, McNerney's work contributed to saving the equivalent of approximately 30 million barrels of oil, or 8.3 million tons of carbon dioxide – the main greenhouse gas – as well as other harmful pollutants. The Democratic nominee for California's 11th Congressional District, Jerry has been married for 29 years and has three grown children.

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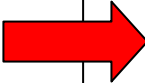
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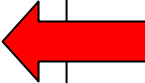
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Script and Materials

Q: You're accusing your opponent of running attack ads, but haven't you run attack ads yourself?

A: No. I've run ads that have shown the difference between my opponent and myself. That's completely different from his mean spirited attacks on my family and me.

Visuals



Visuals



Visuals



Visuals



Visuals



Visuals



Sound



Document the Event

ClaireOnline.com - Claire McCaskill for United States Senate - Mozilla Firefox

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http://www.claireonline.com/photolibrary.jsp?photo_library_KEY=5

CLAIRE McCaskill

FOR U.S. SENATE

A SENATOR ON OUR SIDE

Bringing Real Change and Accountability to Washington

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National Security Speech: A Stronger America, A Safer Missouri

On Harry Truman's birthday, Claire McCaskill delivered a major national security speech titled "A Stronger America, A Safer Missouri" in Truman's hometown of Independence. McCaskill's speech included a call for a new Truman Committee to root out wasteful military spending in order to pay to better equip our troops and to support our veterans when they return home.

May 08, 2006



Claire speaks with a woman following her speech.



Iraq veteran Randy Sandy presented Claire with an American flag shadow box that he made during his recovery from injuries.



Claire spoke with veterans following her speech.



Veteran shaking Claire's hand after her speech.



Claire delivers her national security speech in front of the Harry Truman statue on the Independence Square.



Claire spoke with reporters following her speech.



Claire's call for better health care for veterans drew a strong approval.

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Watch our latest ads
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Get updates in your inbox
- 🗺 **COUNTY TO COUNTY**

Done

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For questions or comments, email Linda at
LMorris@pfaw.org

