Tom Robb

Reporter and Political Reporter

Journal & Topics Media Group

DO YOUR RESEARCH

* Understand the office you are interested in
* Determine if it is competitive race or not
* Know your issues and issues that may come up
* Have a mastery – or at least an understanding – of ALL the issues
* Anticipate opposition talking points. Answer them.
* Understand other players in the process

KNOW YOURSELF

* Develop a point of view. Who are you and what do you stand for?
* Conduct a self SWOT (strength, weaknesses, opportunities, and threats)
* Examine your social media pages, public statements and personal history

HAVE A PERSONAL NARRATIVE: BE YOURSELF

* Why are you running?
* What perspectives do you uniquely bring to the table that others do not?
* What qualifications do you uniquely bring to the table?
* What issues are important to you?

DEVELOP A CAMPAIGN INFRASTRUCTURE

* State Board of Elections campaign committee ($5,000+)
* Campaign manager, treasurer, and supporters who can help you
* Domain name and a website
* Social media pages
* Campaign marketing plan

ANNOUNCEMENT/PRESENTATION

* Announce a campaign announcement, then announce that you are running (more media)
* Answer the question: Why should anyone care that you are running?
* Have a well-defined message

STAY ON TOP OF ISSUES

* React to ongoing events, especially within the jurisdiction in which you are running
* Issue statements on relevant issues, endorsements, other candidates’ statements, fundraising, etc.

HELP THE MEDIA GET TO KNOW YOU

* Have a website, or at least a social media presence
* Detail key issues
* Have an “About Me” section
* Make contact information to the media readily accessible
* Be available

“BUMPERSTICKER POLITICS”

* Work on how to be concise in answers
* On the web:
	+ - Start with bullet points
		- Create a linked page with more details

QUESTIONNAIRES

* Understand that these are sometimes used for publication
* Also used for editorial board to make endorsements
* Be clear and concise

CONTACTING REPORTERS

* If you can’t reach out to us, don’t count on us reaching out to you.
* Use emails and follow up with phone calls.
* Don’t take coverage or lack of coverage personally.
* Understand a reporter’s deadlines and that deadlines vary among media sources