Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected Graduation Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teammates (if applicable): \_\_\_\_\_\_\_\_

**Campaign Communications**

**Overview:**

During the presentation you learned how to build, implement, and alter a campaign communicating plan. For this worksheet, take what you have learned and apply it to a hypothetical campaign you are managing. Use what you now know about communications and campaign management to answer the following questions. **If you finished any previous worksheets, you’ve already completed the first sheet, feel free to move on to page two of this document. Please also note that teamwork is accepted and encouraged. If you work with other participants on this worksheet, simply list their names above so that credit can be recorded.**

**Instructions:**

Assume you are working on a general election in your district of the Texas House of Representatives. You can find that district number [here](https://house.texas.gov/members/find-your-representative/).

Once you have that district number, look for some of the information Liz highlighted. You can find the demographic population, election analysis, and other information on the incumbent representative's [home page](https://house.texas.gov/members/) here. Click on your representative’s page and navigate through the District Profile Reports and Election Analysis.

You can get a better understanding of how a district has changed over time by examining what the vote count was for previous elections. Take a look at the most recent results for that seat, either 2014, or [2016](https://elections.sos.state.tx.us/elchist319_state.htm).

Using this information, work on answering the following questions. Some questions require you to pick a candidate to work for. Feel free to pick the incumbent, a challenger, or make up your own candidate! No matter who you choose, the information provided via the links above will stay the same.

**Questions:**

1. You need to inform you candidate about the various communications available for their race, but have limited time to talk – what communication methods do you prioritize with your candidate and why? Pick at least two methods to discuss.
2. In response to your initial briefing, your candidate wants to spend their entire communications budget on social media advertising. While could this backfire? What else would you suggest instead and why?
3. As you begin to develop your candidate’s overarching communications strategy what do you stress to them and why? Examples might include the importance of a cohesive message, the importance of a good photo shoot, the importance of a communications calendar, the importance of targeting communications. No need to be exhaustive, pick one or two topics to discuss with your candidate and explain why you chose them.
4. There is a public health crisis during your campaign window causing everyone to quarantine and stopping your field program. What are three ways you are reaching out to voters during a shelter-in-place when in-person communications isn’t an option and explain why for each choice.
   1. A
   2. B
   3. C
5. As you may have noticed, your candidate doesn't have time to discuss too much in depth. They ask you for one piece of advice before they start planning a photo shoot for their online messaging, direct mail campaign, and block walking flyers. What do you tell them and why?