



CANDIDATE & CAMPAIGNS EXERCISE MESSAGE DEVELOPMENT

You are part of the message team on the Maritza Romero campaign. Your targeting and feedback from the phones and doors point to 3 key audiences that Maritza needs to connect with to win:

1. Working families of color in neighborhoods of District X who have been left out of the economic growth of the district and are feeling the pressures of rising rent and see a lack of investment in their communities and schools. Part-time workers, in particular, are facing unfair and inconsistent scheduling of their work shifts, a lack of public transportation, and an increasingly tense relationship between the community and the police.
2. Families that have recently moved into District X to raise young children. They are concerned about affordable childcare and where to send their kids to school, improvements in infrastructure such as road repairs, and accessible public transportation.
3. Small business owners who are concerned about rising rent and costs of operating in The District.

TASKS

For this assignment, you will be working in small teams. Each team will have 20 minutes to develop the campaign message box for your candidate, Maritza Romero.



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TASKS (cont.)

Your small team will be assigned to develop a message box that compares Maritza to another candidate Paul Probono, Renee Sullivan, or Anthony Williams Jr.

In either situation, you will need to develop a message that includes both an ask for a 1st choice vote and an ask for 2nd/3rd choice votes from the supporters of your opponent.

Each team will need to develop both:

- Your campaign's message (both what your candidate says about themselves to get a first choice vote and what your candidate says about other candidates in order to get a 2nd/3rd choice vote).
- Your opponent's message (both that candidate says about themselves to get a first choice vote and what that candidate says about your candidates in order to get a 2nd/3rd choice vote).

Each box should have a topline core campaign message that is no more than (2-3) sentences or (2-3) bullet points.

Since this is the overall message box of the campaign, it must work for ALL the key targeted audiences.



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MESSAGE BOX

<p>What We Say About Ourselves</p> <p>(Our 1st Choice Campaign Message)</p>	<p>What Other Candidates Say About Themselves</p> <p>(Their 1st Choice Campaign Message)</p>
<p>What We Say About the Other Candidates</p> <p>(Our 2nd/3rd Choice Campaign Message)</p>	<p>What Other Candidates Say About Us</p> <p>(Their 2nd/3rd Choice Campaign Message)</p>

MESSAGE: TOP LINE IMPRESSION – YOUR CORE MESSAGE

Character Adjectives/Descriptors: This is the character you want the object of our message to play in the campaign. (In 'Us on Us' the object is our candidate)

Record/Issues/Evidence: The few issues/stories/facts that immediately and self-evidently draw the conclusion of your top-line message



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NYC DISTRICT X

MESSAGE BOX WORKSHEETS

Worksheet #1: Our Campaign Message

WHAT WE SAY ABOUT OURSELVES

Message: Topline impression – your core message

Character Adjectives (What adjectives describe this person?):

Record/Issues/Evidence:

WHAT WE SAY ABOUT THE OTHER CANDIDATE

Message: Top line impression – your core message

Character Adjectives (What adjectives describe this person?):

Record/Issues/Evidence:



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MESSAGE BOX WORKSHEETS

Worksheet #2: Other Candidate's Messages

WHAT THE OTHER CANDIDATE SAYS ABOUT THEMSELVES

Message: Topline impression – your core message

Character Adjectives (What adjectives describe this person?):

Record/Issues/Evidence:

WHAT THE OTHER CANDIDATE SAYS ABOUT US

Message: Top line impression – your core message

Character Adjectives (What adjectives describe this person?):

Record/Issues/Evidence: