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Springfield, MO

MEMO Evangel University

TO: Fred Ellison

FROM: Hannah Beers

RE: The Next Three Weeks

Because the election is less than three weeks away and your opponent is showing larger-scale campaign advertising, which requires your campaign to put forth more widespread effort, here are some suggestions as to how your campaigns should be seen by the press, financial supporters, and voters in the next three weeks.

You should understand where we are today from an objective standpoint.

Strengths

1. You are a Republican in a favorable year.
2. You have a history as a grassroots candidate.
3. You have previous political experience.
4. You have a technological advantage.
5. More Republican voters voted in the August primary than democrats.

Weaknesses

Despite your strengths in these areas and the nature of this election, there is a high chance, because of your opponent’s nature as an incumbent, that you will lose the election, or win and go unnoticed in the election, outshone by other victories.

Your age is a weakness that cannot be changed. You come across as old, which people, when voting for a new face, is not favorable. People want young, fresh, and full of ideas.

You are not a persuasive or enjoyable public speaker. When speaking to groups of people, you do not instill a sense of inspiration or change. You speak slowly and without confidence, which turns people off.

You are not relatable. When you speak one-on-one, you come across as a person who isn’t confident or competent in his abilities. Voters want to be confident that you can take their problems and turn them around.

However, these weaknesses are part of your personality that cannot be changed. You can work with these and completely turn them in your favor now that you are aware.

Here are some weaknesses that can be turned around and will be instrumental to the outcome of your election:

1. Your district is a relatively low-income area. From personal contact with approximately forty of your possible constituents, we’ve seen poor living conditions and education levels. It is common knowledge that lower income people vote democratically.

To win over these people, you need to either display yourself as a “man of the people” or the “benevolent father” figure. Currently, you look unattached and under involved.

1. You have a reputation as a member of the tea party. This weakness has different meaning to different people. However, combined with your past signing of a “secession petition” of Missouri from the U.S., this is a terrible combination.

For the most conservative of your future constituents, this may put an inkling of doubt in their minds, but for the more liberal future constituents, this is an immediate turn-off. To left-leaning people, the only thing worse than republicans is tea-partiers.

1. The press is not covering your campaign. Although this is the one somewhat higher-profile race that the Springfield area has, there is little coverage on what exactly has happened or is happening.

Possible press coverage involves Springfield News-Leader, the premier Springfield area newspaper, KY3, the premier Springfield area television station, and local buzz.

1. Charlie Norr, your opponent, has billboards on main roadways in North Springfield. However, he does not have a website nor good coverage. However, he *is* the incumbent, which is a difficult thing to beat.

The best thing to capitalize in Charlie’s campaign is his lack of a website. You are both fighting to be relevant in this election. The best thing is to capitalize on your website and use of social media (i.e.: Facebook, Twitter).

These things are currently pointing the election in your opponent’s favor. However, all of these things can be changed, therefore giving you the possibility of being triumphant in your candidacy for Missouri House Representative for House District 132.

1. Your campaign is running dangerously low on funds. To fix this, you must hold fundraisers in other locations than bars, which is where your previous fundraisers have been. The biggest monetary supporters for your campaign will most likely be from outside of your district. Appeal to their tastes.

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“Elections belong to the people. It's their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.”

-Abraham Lincoln

If you use a proper and well-constructed defense, you will not need to “get your hands dirty” with mud slinging against your opponent. You have the capability to simply point out his missteps and follow in a well-suited campaign. However, because of the shortness of time, it will need to be an expedited effort.

The best defense conveys that you are not out of touch. It is:

1. I have a clear and real relevant presence. My website, Facebook, Instagram, and door-to-door face time with future constituents means that I am a man of the people.
2. I will be different than Charlie Norr and his representation at the state level and get more coverage for the Springfield area.

Your message is what will win you the election. It is important to not focus on things that make people stop and question. For instance, in your “about Fred” section on your website, you have a sentence that says, “Fred has two sons from a previous marriage.” That is not the best way to boost your image. The best way is to say, “Fred has two sons,” because in another area of the bio, it says that your wife, Janice, has a son as well.

The way we talk about things matter. That being said, here are some suggestions.

Involve younger generations

You are on the record telling college students that they don’t “know about how government works.” Your first effort to get them involved is good, however, you counteract that action when you say that they don’t know government. Getting young people involved will be a necessary part of the next few weeks.

In addition to college students, young families will be an excellent addition to your supporters. Explain to young families that you are a caring, relevant grandfather who wants the absolute best for his family.

Use your grassroots experience

You have a past history with grassroots activism. Use it. Tell people how passionate you are, Mr. Man of the People, about grassroots and the voice of the people.

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You must work with your demographics. In the primary election, more republicans voted than democrats for the position you are in. With the proper volunteer power, you will be able to take this race. You must reach out of your comfort campaigning zone and approach the people that will support your monetarily and with influence. Befriend the influencers of your district: the district officials, well-known members of the community, etc.

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You have the potential to win this race. However, there must be a significant amount of manpower put behind you. You must be a relevant man of the people, using your online presence as something that sets you apart from your opponent. With these suggestions, you have the capability to be victorious in the 2014 general election.