

# Strategic Campaign Communications

McKennaMedia

**READY TO RUN**



# Step 1: Write your own life story

You will discover things!

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# Write your own life story



**PELL GRANT**

**SOBRIETY**

**CANCER**

**HELPING A SICK  
PARENT**

# Why is this useful?

- Avoids listing your resume
- Creates emotion



# Secretary Deb Haaland - The Climb



Deb Haaland became one of the first two Native American women to be elected to the United States Congress.

# Step 2: Think about your message

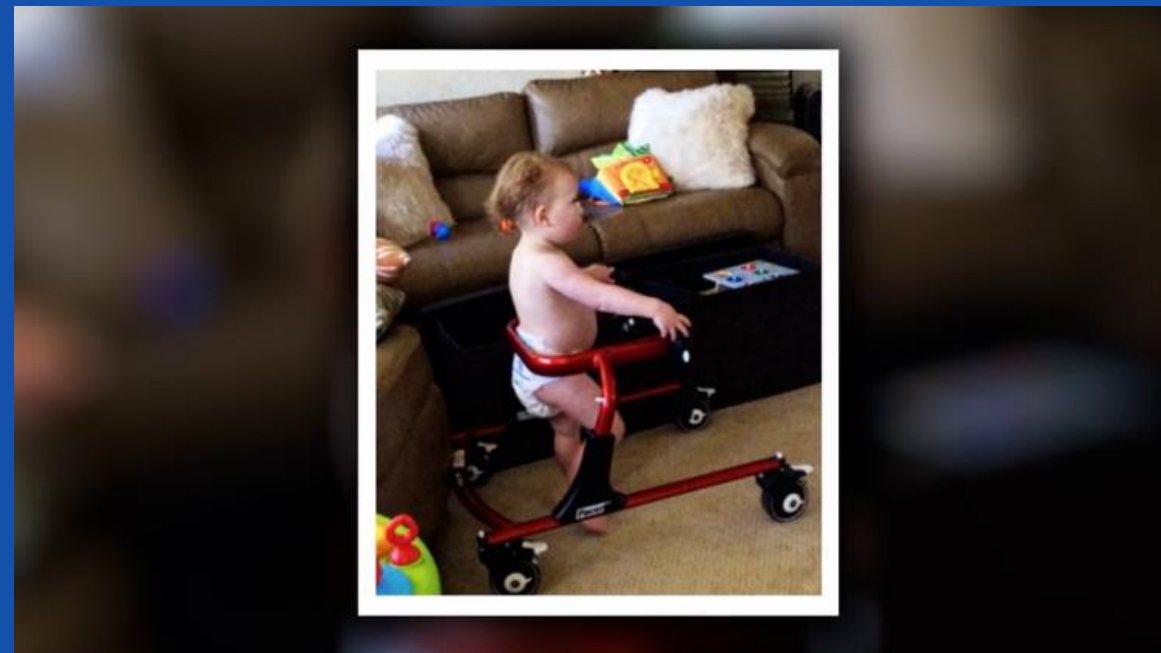
- What do voters need to know about you?
- Avoid a list of issues - focus on values
- Fit it on an index card



# Content Types



STORY OF SELF



WEB CONTENT



PAID MEDIA

# For Our Kids Iowa



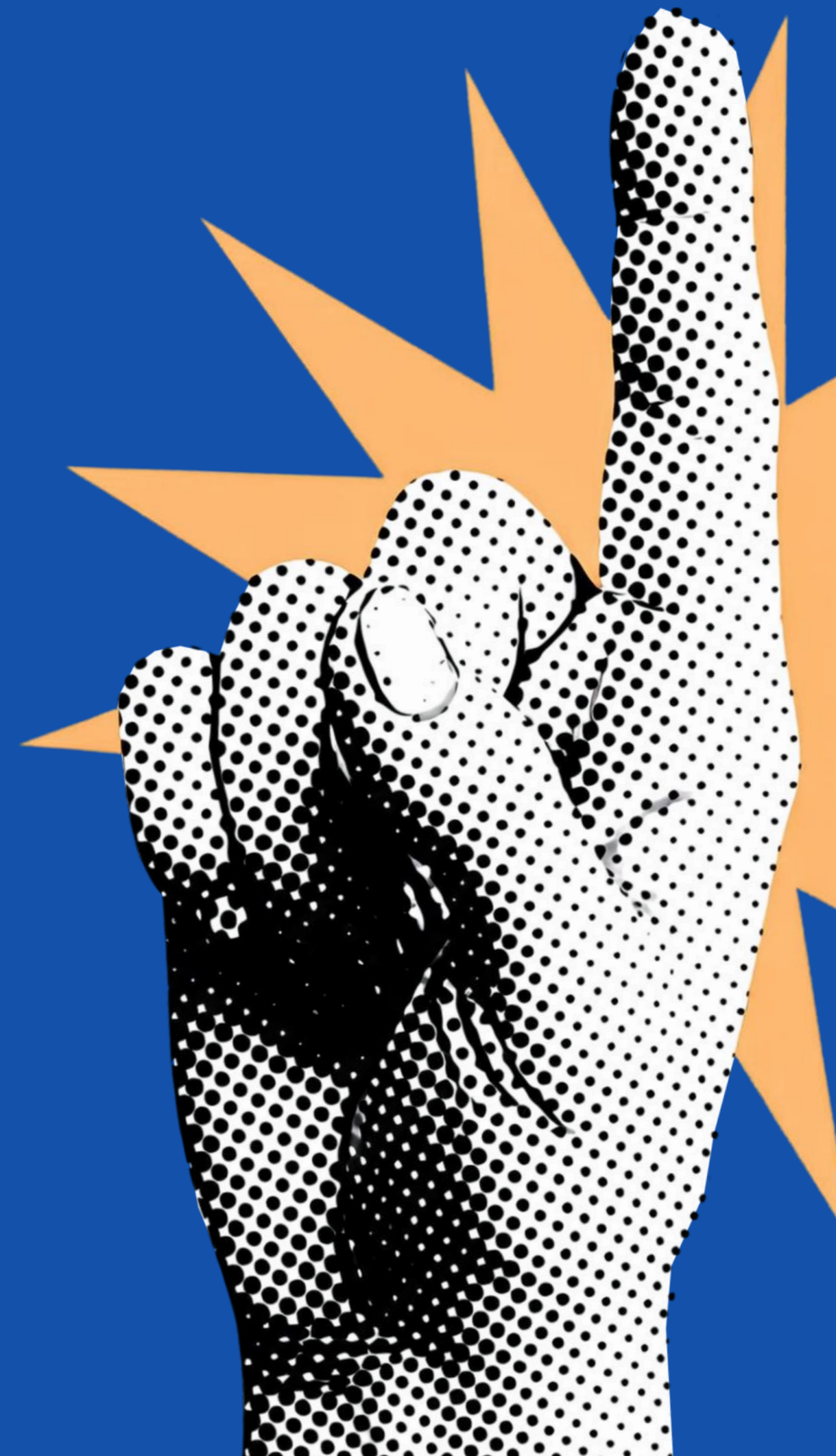
**Heather Sievers**  
Iowa Nurse

# Step 3: USE IT

Take that message for a test drive

Smile  
Hands  
Animated Voice  
Posture  
Eye Contact

Upper Body Movement  
Practice



# Working with Reporters

Real People

Relationships  
matter

Rushed and  
overworked

Sometimes  
Wrong



# Rules with reporters:

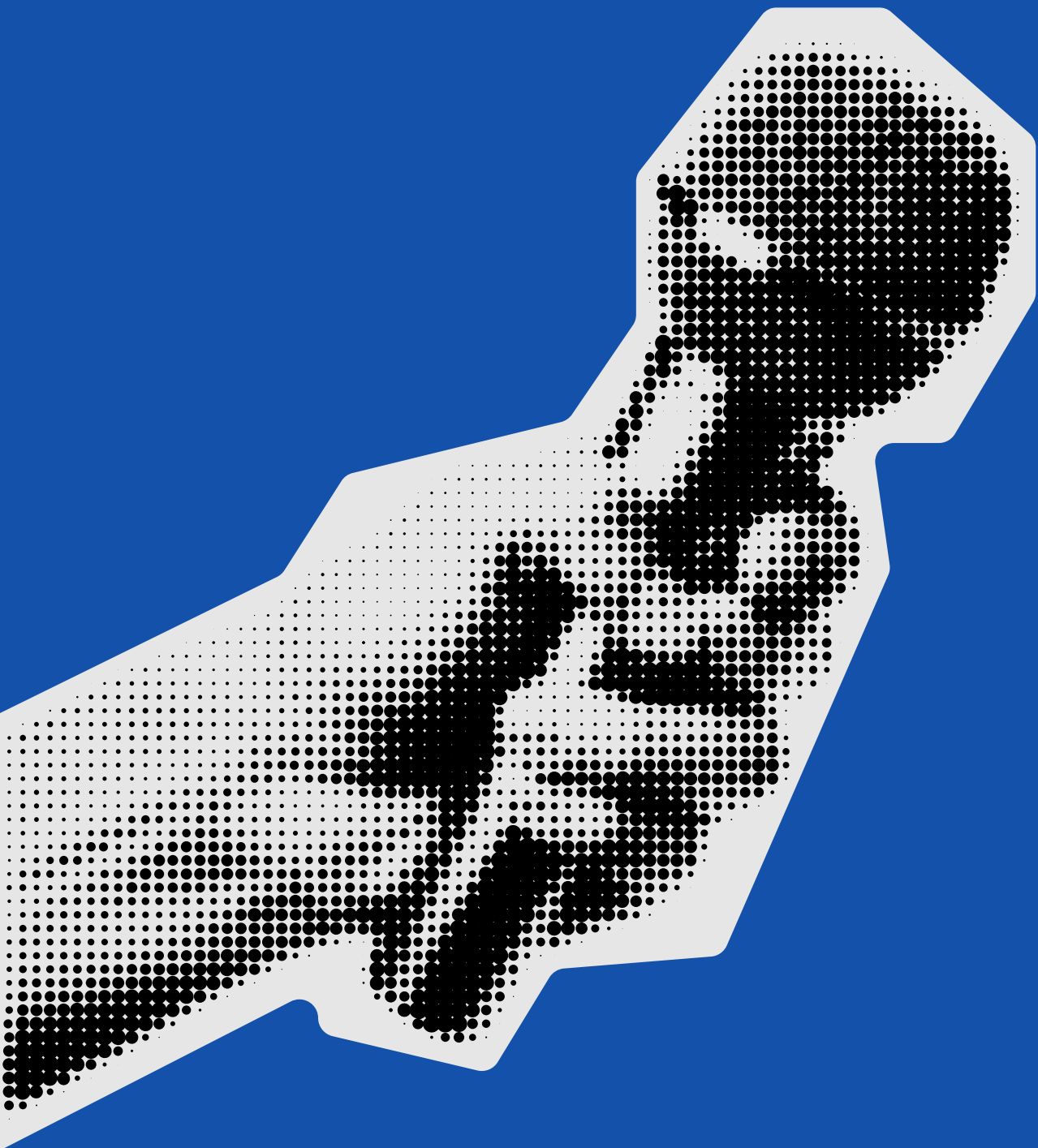


**OFF THE  
RECORD**

**ON  
BACKGROUND**

**ON THE  
RECORD**

# Pitching



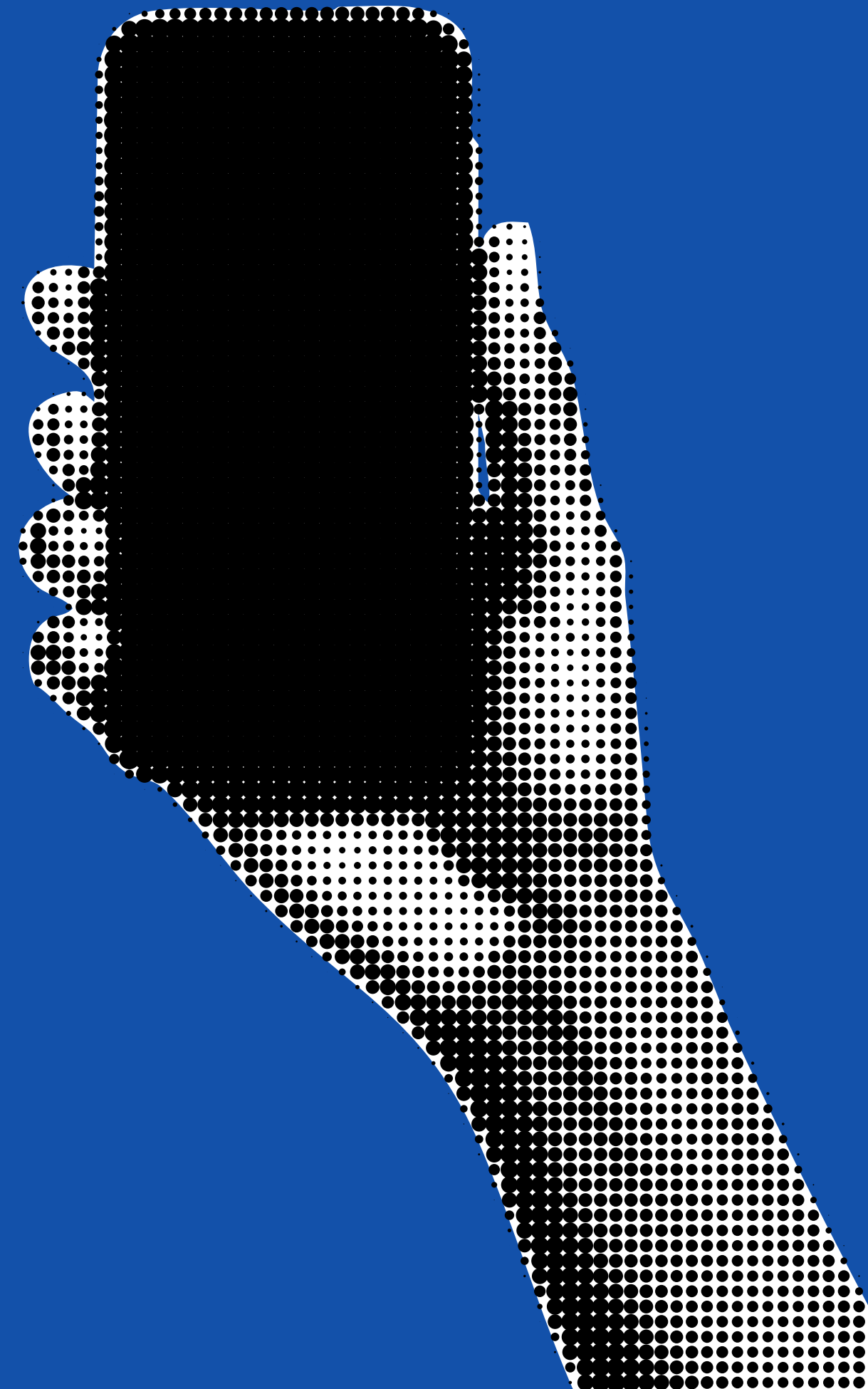
**MAKE IT  
CONVENIENT**

**NEWSWORTHY**

**BE PERSISTENT**

# Social Media

- Social media is free! \*\*but beware the algorithm
- Video production is more accessible every day
- iPhones work wonders
- Editing apps: Capcut, Canva, etc.



# Presenting yourself:

Zoom  
background

Linked In

Profile  
pictures

# Rules for Selfie Videos/Photos:



**Face a light source like a window, either directly or at a slight angle**

**Consider background noise**

**Decent microphone**

**The camera should be at head height – at least chest height**

**Don't start filming until you're absolutely happy with how the shot looks**

# Amplify your Media

- **Use grassroots tactics to spread the word– ask for help**
- **New media works!**
  - Facebook groups, podcasts, local blogs
- **Optimize for Platforms**
  - 9x16 vertical vs. 16x9 horizontal
- **Fundraise / Recruit**
- **Don't do anything that doesn't feel right – no TikTok, no problem**
- **Experiment!**





**IT'S OK TO MAKE  
MISTAKES**



**IT'S NOT OK TO  
NOT TRY**

**Thank you!**