



SCOTTIE
PUBLIC AFFAIRS

Ready to Run

2021

Today's agenda

- What to do before you run
- Thinking about your brand
- Developing a persuasive message
- Media, ethics, and disinformation

About Me

Started working on campaigns in 2004

Worked for the Governor of New York and a Member of Congress

Joined SKDKnickerbocker in 2011

Moved home to Pittsburgh in 2015 and started Scottie Public Affairs

5 tips for things you can do *before* you run

Photo audit

Create a support team

Get more narcissistic

Social media audit

Look at website domains

The basics of a brand

The Core

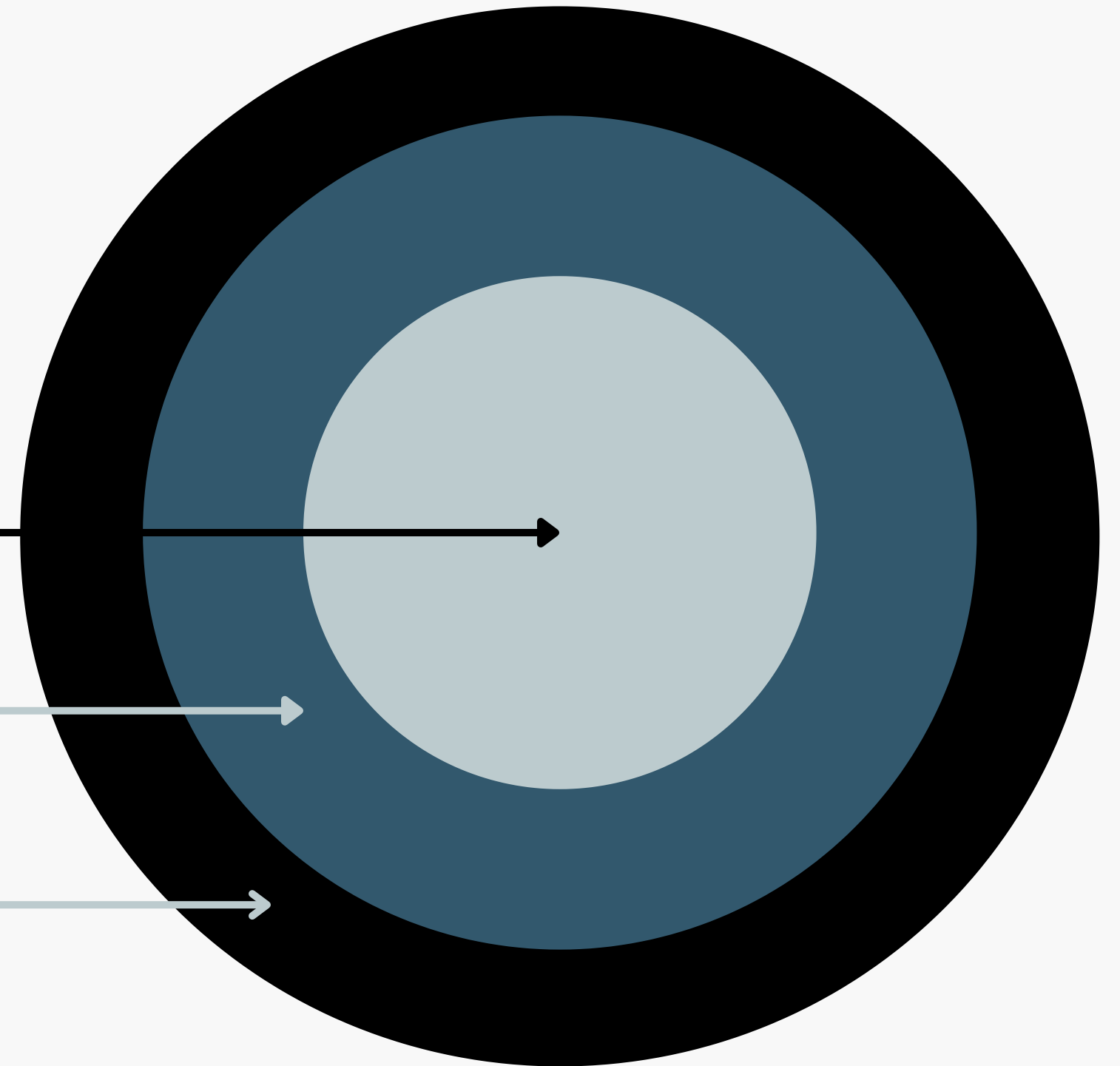
Mission, vision, values

Tone and voice

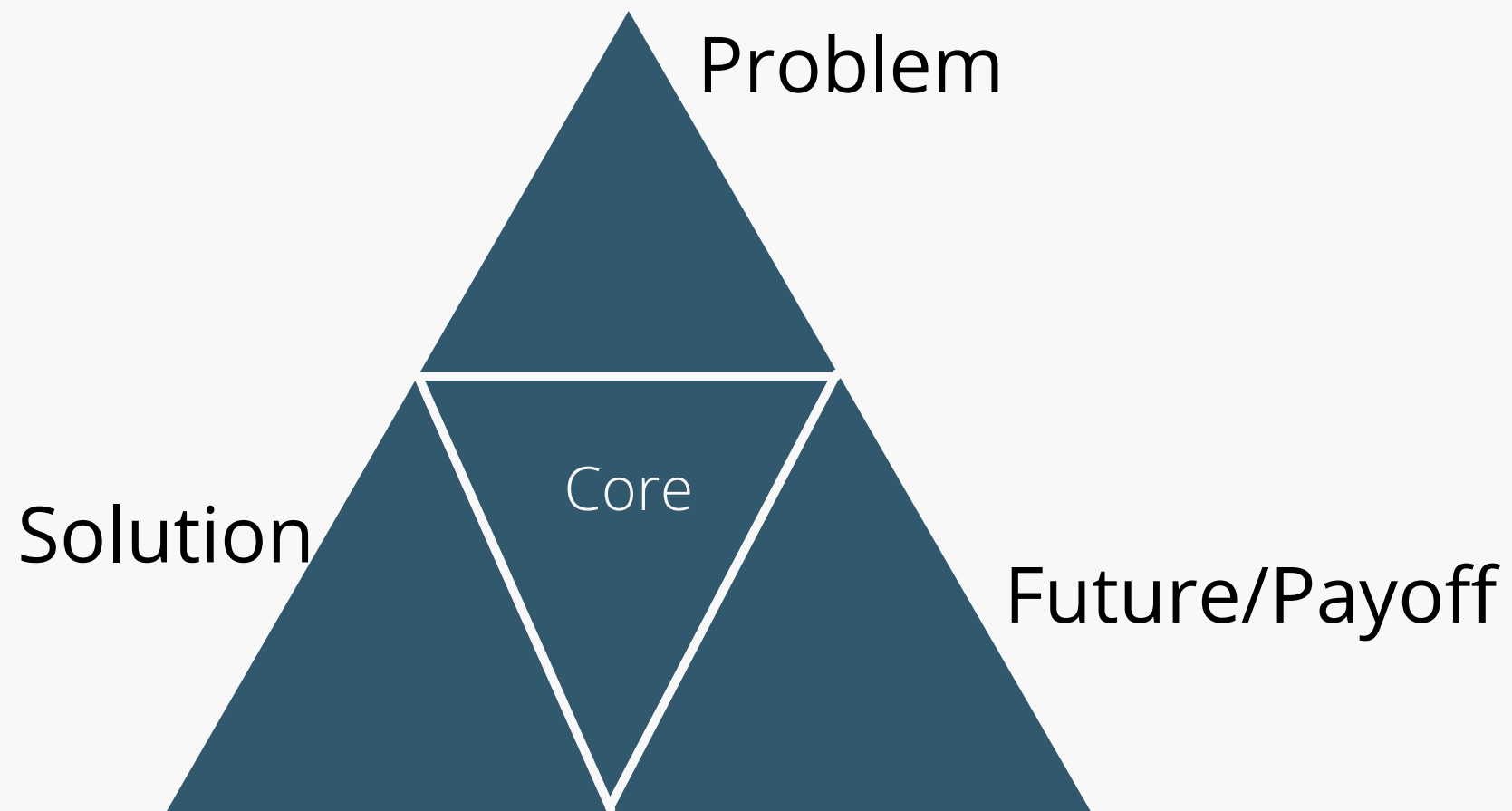
Logo, font, color, serious or humorous, expert or curious

Brand impressions

Everything you put out into the world



Creating a persuasive message



Core (values, mission)

Problem

What problems do you see in your community? What motivates you to run? Why are you running?

Solution

YOU are the solution! Explain your bio, experience, and policy positions that will solve the problems you see.

Future/Payoff

What do voters get if they buy into your vision? What does the future look like? What is the payoff of your policies?

Find your core

No one else will
know why you
are running if
you can't
articulate it for
yourself

"Who we are is how we lead."

-Brene Brown

Values inventory

Accountability	Diversity	Health	Making a Difference
Altruism	Environmental Protection	Honesty	Patriotism
Authenticity	Equality	Hope	Perseverance
Caring	Equity	Inclusion	Power
Collaboration	Ethics	Independence	Recognition
Commitment	Excellence	Integrity	Reliability
Community	Fairness	Justice	Responsibility
Compassion	Faith	Kindness	Safety
Competence	Financial Stability	Knowledge	Security
Connection	Freedom	Leadership	Service
Courage	Future Generations	Legacy	Stewardship
Dignity	Grace	Loyalty	Trust



Media Literacy and Ethics

From Dave Kaplan, WTAE reporter

Consider the source.

Consider the context.

If it seems too good to be true, double check it.

If you disagree with it, that doesn't make it wrong.

As a candidate, you have an ethical duty to tell the truth

You are interviewing for an important job. You need to understand the facts of what job you are interviewing for.

Read real news sources.

Confirm things with your own lived experience in your community and actual people you know.



Expectations for dealing with press

You may or may not deal with press, depending on what office you are running for.

Reporters have an obligation to report the facts. If they make a factual mistake, you can ask for a correction. But not liking a story, not liking the framing, or not liking the quote they chose does not equal a factual mistake.

You can use social media to talk directly to voters, but you should hold yourself to a high standard on those platforms. And don't say anything on social you wouldn't say to a reporter.

Combating misinformation

Dug in people will not change their mind in one conversation.

Don't expect to win someone over quickly. The best you can do is sow seeds of doubt, but they have to decide to harvest them on their own time.

Approach with compassion, not scorn.

Try to ask questions and counter with verifiable facts, especially in a local office setting, that can be easily proven.

You can't win them all.

Do not feel like you are obligated to save people. A lot of shame can set in when they realize they have been duped. Give space and time, and you can also give up on some people.



*"A lie can get halfway around the world before the truth can get its boots on."
- Someone, Maybe Mark Twain*

Public Speaking Tips

No hack for practice

EYE CONTACT - Look at the entire room

Tone and VOLUME are as important as what you say

The audience will feed off of your energy

Mind your body language - you can signal anxiety and discomfort



On-Camera Tips

- Eye contact with the interviewer (not the camera)
- Tight answers
- Consider wearing a color, structured and matte fabrics, and a little makeup
- Answer the question YOU want to answer
- SMILE SMILE SMILE



Questions?

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(That's me.)

