



Effective Global Communications

STREAMING MEDIA POLITICAL CAMPAIGN APPLICATIONS

BACKGROUND

Based on our collective experience in political campaigns, fundraising, marketing, public relations and strategic planning, here are some specific applications of streaming media tools for the Congressman to consider.

- I. **FUND RAISING:** All 3 streaming media tools are available to support fund raising, setting meetings, thanking contributors, asking contributors for referrals and providing campaign leadership a unique way to communicate with your political network. The 3 streaming media tools are: Video E mail, Live Webcasting and video conferencing.
 1. What is more effective than **directly communicating** with potential investors in the campaign?
 2. Each V Mail will have customized banners, messages, embedded video, and link to any website.
 3. As part of the communication and marketing mix, streaming media tools will be very cost efficient for:
 - ➔ Ability to **PERSONALLY** thank contributors
 - ➔ In and Out-of-State Fund Raising
 - ➔ Almost as effective as face-to-face
 - ⊛ Provide force multiplier
 - ➔ Get face-to-face with Live Broadcast
 4. After Webcast has been archived encouraging supporters to forward the link to their contacts and list serves so that messages from the candidates spread virally across the country
 5. Fund Raising via internet broadcasting will save travel time, money, energy and effort.
- II. **INTERNAL COMMUNICATIONS:** All 3 tools are available including: Video E mail, Live Webcasting, and Video Conferencing
 1. Weekly updates from the Candidates, Campaign Manager or Senior Staff.
 - ➔ Everyone on the exact same page

2. Daily Communication among Senior Staff using both Video Conferencing and Video E Mail.
 - ➔ All could be accomplished without face-to-face meetings and lengthy/expensive conference calls.
 - ➔ Result - Everyone on the exact same page
3. For the senior leadership of the campaign team using the tools would be an important “force multiplier” component by linking the team from remote locations in a much more authentic and real time way than telephones and conference calls.
 - ➔ Result – Leadership on the exact same page

III. **EXTERNAL COMMUNICATIONS:** 2 tools would make a significant impact on the target markets – using Webcasting tools on a live and archived basis plus Video E Mail.

1. For some period of time Press Releases and updates will **stand out from all of the other clutter** because you are using cutting edge communication’s technology.
2. A good strategic communications plan that incorporates the two tools will provide the campaign with a competitive advantage to make it very easy to create one on one relationships with opinion makers in print, radio, television and blog media.
 - ➔ With the webcasting tool anybody can click into a live broadcast or be given access to pre-recorded broadcasts 24-7. All they need is the link and access to the internet.

IV. **CONSTITUENT COMMUNICATION:** Streaming Media will be the preferred communication medium in the not-too-distant future. This is according to the latest Forrester Research.

1. Archived broadcasts laying out position on key issues
2. Video E Mails to selected constituents
 - ➔ Both will create lasting long term relationships with constituents - this is a much more “authentic” way to communicate versus text.