RE: Request for help with a proposal

From: Matt Gonzalez <mtgonzalez@purple-state.org>

To: Interns@purple-state.org

| 📄 Strategy_and_Message_Reso... ▼ | 📄 Media_Landscape_Resource.... ▼ | 📄 Gun Control at a Glance.pdf ▼ |
| 151 KB | 664 KB | 133 KB |

Dear Interns,

Great job on that last task! You really helped us to identify the potential target markets for our campaign. You and the other interns have identified four possible media markets to target: Charlottesville, Roanoke-Lynchburg, Richmond-Petersburg, and Raleigh-Durham. Of these four, it seems that Charlottesville and Roanoke-Lynchburg are the best potential markets. The majority of the Charlottesville market population lies within the VA 5th district and about one third of Roanoke-Lynchburg does, too. Also, both markets contain counties with high numbers of our target audience, like Albemarle, Campbell, Danville City, and Pittsylvania. While the Richmond-Petersburg market has potential, the majority of its population lies outside the 5th district, and so much of our advertising costs would be wasted.

We next need to identify a campaign strategy and potential themes or messages to use within our advertising. Use the news layer in the PS Map Tool to review news articles from the media markets we are considering targeting. Using the news articles, please recommend one strategy (for example, Not In My Backyard) you think our target audience would find compelling and explain why. Then, please suggest a message *tone* (e.g., positive, negative, or moderate) you think we should consider for our campaign. Provide specific evidence from the sources to give rationale for your suggestions.

I have attached our *Strategy and Message* and *Media Landscape* resources to help identify high quality messages. The *Media Landscape* resource outlines how to conduct a media audit, which is what you are doing with the news articles. The *Strategy and Message* resource outlines some effective message strategies and explains the importance of message tone and strength. Finally, I have attached our *Issue at a Glance,* which may be helpful in understanding different perspectives on the issue and crafting a message for the campaign.

Thanks again for your help with this work. We are really excited about how this campaign is developing and look forward to reading your response!

Matt

Matthew Gonzalez
Account Manager
Campaign Design Team