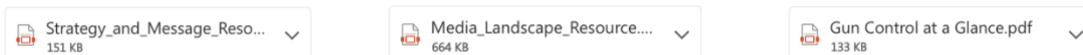




RE: Request for help with a proposal

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

To: Interns@purple-state.org



Dear Interns,

Great job on that last task! You helped us to identify the potential target markets for our campaign. You and the other interns have identified four possible media markets: La Crosse - Eau Claire, Madison, Wausau-Rhineland, and Minneapolis - St Paul. Of these four, it seems that La Crosse - Eau Claire is the best potential market. This media market has the two counties with the largest population of our target audience: La Crosse and Eau Claire. The Wausau-Rhineland market includes Portage County, which also has a large population of our demographic target. While other counties like Wood have high populations, only part of the county is included in the congressional district.

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 two 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 us a 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

purple state