



COMMUNICATIONS DIVISION OF THE OHIO LIBERTARIAN PARTY



THE OHIO LP HAS A FORMAL DIVISION FOR COMMUNICATIONS.

IF YOUR ORGANIZATION DOES NOT USE THE DIVISIONS MODEL, THE PRINCIPLES STILL APPLY WHEN DEVELOPING A COMMUNICATIONS PLAN.

OUR MISSION IS TO DEFEND THE FREEDOM AND INCREASE THE LIBERTY OF ALL OHIOANS.
WE WILL DO THIS BY RECRUITING LIBERTARIAN CANDIDATES FOR PUBLIC OFFICE,
EDUCATING THE PUBLIC ABOUT OUR PRINCIPLES, GROWING THE MEMBERSHIP, AND
WINNING ELECTIONS.

Purpose

FOCUS

 ALL LPO COMMUNICATIONS VEHICLES

 NEWS RELEASES

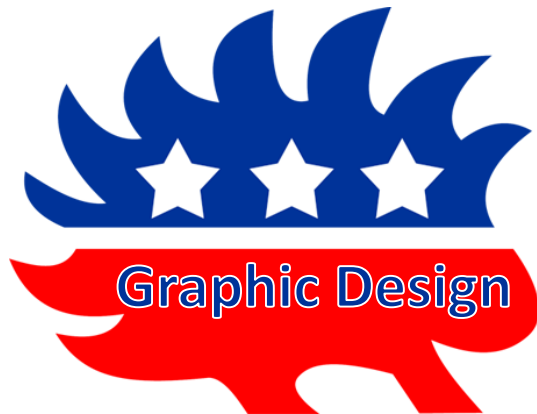
 WEB UPDATES TO FRONT PAGE

 CALENDAR OF EVENTS

 LPO STATEWIDE EMAIL ANNOUNCEMENTS

 MAINTAIN & DEVELOP MEDIA CONTACTS

Elements of the Division














News Releases

HOW THEY WORK

- 🇺🇸 “Clean Copy” – consistent look & feel, no grammatical or spelling errors
- 🇺🇸 Purpose: Event coverage, announcements, breaking news
- 🇺🇸 Where it goes:
 - 🇺🇸 Media outlets, influential people/organizations, political thought leaders
 - 🇺🇸 Every release may not go to every contact – tailored approach
- 🇺🇸 Include only ONE or TWO of your best photos as attachments with your news release
 - 🇺🇸 **Faces** are important in all photos accompanying news releases
 - 🇺🇸 Use fairly close shots of people interacting
- 🇺🇸 Consider a service like MailChimp for sending news releases via email
- 🇺🇸 Paste news release into the body of the email and use headline as the subject line
 - 🇺🇸 Attachments get ignored, almost always, with few exceptions

Structure of a News Release

-  News releases should be in the third person and should fit on one side of a page using 12-point font
-  **Step 1)** Write a "nut graf," i.e. one or two sentences that conveys essential information
 -  Include exact time, place, date – with day of week, proper name of group/candidate, names of any notable people
-  **Step 2)** Write a "lede," the journalistic term for a sentence that grabs a reader's attention
-  **Step 3)** Add details in more paragraphs (between one and three short sentences each)
 -  Most important details first
 -  Separate paragraphs with an empty line, no indents
 -  Include quotes from your chair/candidate, or a well-known member, or your guest
 -  Don't quote someone about time and place information, use something with color or meaning
-  **Step 4)** Boiler Plate: Paragraph or two at the end about your group/candidate providing context to your organization and contact details
-  **Step 5)** Headline – Same basic idea as the lede, but even bolder. Stick to main point

News Releases

The result should look something like this:

From: John Doe, Franklin County Libertarian Party, 614-555-1212, John@lpo.org

For immediate release:

Common Sense author to address Libertarians



headline

COLUMBUS—One of the country's greatest political thinkers will be talking common sense about the current state of American politics to a Franklin County audience this month.



Lede

The Franklin County Libertarian Party will host guest speaker Thomas Paine at the Columbus Metropolitan Library at 7 p.m. on Saturday, Dec. 31. Paine will discuss the need for public servants with a commitment to liberty, and will take questions afterward.



Nut Graf

"When I heard Tom Paine speak in the Bag of Nails pub in Philadelphia, he tore the roof off with his enthusiasm for the American cause," said FCLP Chair John Doe. "I know he'll fire up us Buckeyes too."



Quote

(A paragraph or two with more detail here, but not needed.)



Boilerplate

The Franklin County Libertarian Party is an affiliate of the Libertarian Party of Ohio, the state's third largest political party and the only one committed to protecting individual rights in all areas of life.

They meet on the second Saturday of every month at 2 p.m. at the Filling Station at 4317 Linden Ave., Columbus. For more information, contact Chair John Doe at 614-555-1212 or search "Franklin County Libertarians" on Facebook.

Working with the Media

- 🇺🇸 Stay Positive: Party Strategy and Mission should sell what we can do – not what others do wrong
- 🇺🇸 Stick to the message!
 - 🇺🇸 One topic at a time – too much = lose your audience
 - 🇺🇸 Less than 500 words – provide website links for more information to cut down space
- 🇺🇸 Contact individual media personnel directly
 - 🇺🇸 Network – build a working relationship
 - 🇺🇸 Obtain direct contact information (phone number, email address, etc)
- 🇺🇸 Find out what different media outlets tend to focus on – tailored approach
- 🇺🇸 Once liberty-friendly outlets are found, find where your message will be best favored
 - 🇺🇸 Send exclusives, more specific or complicated messaging to this person
- 🇺🇸 **When speaking with media contacts via interviews:**
 - 🇺🇸 Maintain credibility – NEVER LIE!
 - 🇺🇸 You have NO obligation to answer any questions on any terms but your own
 - 🇺🇸 Consider who is asking the question when deciding how to answer
 - 🇺🇸 Don't know an answer? Say, "I don't know, but I will find out and get back with you."
 - 🇺🇸 Get a name, phone number, media publication – take time to find answers. ALWAYS follow up with response
 - 🇺🇸 Stay on message! Keep it simple and clear – don't let questions or comments derail the message YOU want to send

Marketing the Brand

Stay On Message:

Keep it simple and clear
Stick to one topic per publication

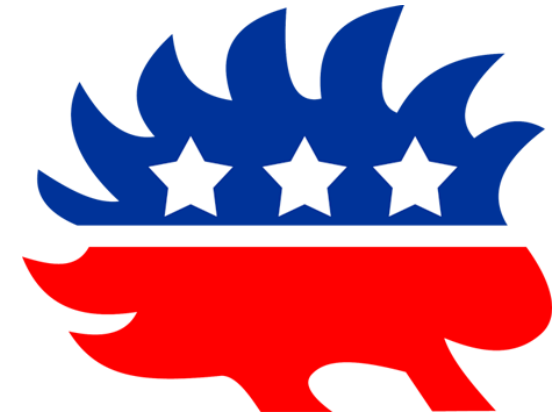
Use a Logo to Give a Visual Branding:

Make sure your specific branding is visible
Graphics, mailings, e-mails, social media profiles

Market to Your Audience

Provide content your audience would be interested in
In Ohio, we provide Ohio-related content to Ohio voters

Be Distinctive and Bold but Always Professional – Maintain Credibility



Social Media

GOAL: To provide proactive and involved social media coverage statewide for the Libertarian Party of Ohio and lead by example for county affiliates and County Development Groups to model their social media coverage

COVERAGE: Facebook, Twitter, Instagram, Reddit

Potential Others: Google+, Tumblr,

Facebook	Daily Posts	Photos, Memes, News Articles, Videos
Twitter	Multiple Daily Posts	‘Live Tweeting’, News Articles, Photos & Memes
Instagram	2-3 per week +	Photos, Memes, Videos
Reddit	4-5 per week +	Original Source for Breaking News, Photos & Memes

EFFECTIVE STRATEGIES: Social Media users enjoy content that can be discussed. News articles and Interactive Content Campaigns tend to do well. A recent success was a user-submitted photo campaign we did called “Why I’m Voting Libertarian.” Make sure to increase coverage and “live posting” during events – consider using a hashtag to link all posts related to a similar theme. Example: **#LPO4U**

BRAND SOCIAL MEDIA OUTLETS TO YOUR MARKET:

Make it easy for your channels to be found



/LibertarianPartyOhio



@LPOhio



@LPOhio



r/LibertarianPartyOhio

E-mails and Website Updates

- 🇺🇸 E-mail should be sent the following business day after an event, wrapping up results/closing thoughts/etc
- 🇺🇸 Also send e-mails for: statewide announcements, statewide events, and other campaigns which require distribution of information to the public

- 🇺🇸 Website Front Page should be updated in a similar timeframe – maximum of four stories displayed
- 🇺🇸 Front page stories should only show a preview paragraph with a link to “Read More” on the News section of the website
- 🇺🇸 Stories will roll (after 4 new stories are posted) to the News page of the website and continue in the same fashion of preview with link to view full story on its own page

- 🇺🇸 “Get the Latest LPO News” – include a subscription signup form for email updates:
 - 🇺🇸 Submitted emails will be forwarded to the Communications Division e-mail forwarding address, news@lpo.org
 - 🇺🇸 Team members will update e-mail lists accordingly once new information is received

- 🇺🇸 Make sure Communications Division has a devoted e-mail forwarder, like news@lpo.org, so that any media inquiries or people wanting information may be able to contact the division directly – Display this on the website!

Promote Your Group

Local paper – Submit a press release or letter to the editor to be included on their website or potentially in print

www.facebook.com – at a minimum a state level page, counties and divisions have them as well

www.twitter.com – state level account, county accounts and individuals

www.craigslist.org – Community/Politics section

www.instagram.com – great for event pictures, memes

www.Linkedin.com – individuals and “job” descriptions

In person – groups like Tea-Party, NORML, and LBGT are great groups to get involved in.

Obtain list of local Libertarian voters through Board of Elections-inform them of meetings and events

Email lists/forwarders

info@lpo.org

news@lpo.org

chair@lpo.org

candidates@lpo.org

leaders@lpo.org

Thank YOU

