



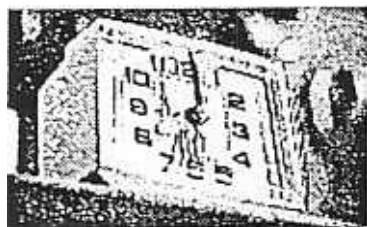
## Dianne Byrum: a case study



*"Bio"*



*"Gets The Job Done"*



*"She Gets Up Early"*

The Michigan 25th State Senate district is evenly split between the political parties and Michigan itself was trending decidedly Republican during the 1994 cycle with popular Governor John Engler leading the Republican ticket. While the most pressing task was Dianne's election to the Senate, everything in the campaign was intentionally geared to develop a deep reservoir of support and interest in Dianne that would live past the election. For that reason we proposed a somewhat "serious" set of spots emphasizing Dianne's roots, accessibility, caring and leadership and hoped to avoid "going negative." Dianne was the only State legislative/senate candidate for whom we strongly recommended the use of film over videotape. Film set her commercials out from the pack, gave the spots (and Dianne) a warmth, depth and texture not available with video tape and more closely resembled the spots of those seeking higher office.

The positive message about Dianne Byrum:

Dianne Byrum is a caring, accessible leader who has her finger on the pulse of the district. Present Dianne as a "militant centrist," resisting efforts to pull her right or left and leaving her free to meet the needs of regular people. For Dianne it's not about ideology, it's about people.

SPOTS (TV took the lead but several reinforcing mail pieces were developed to reinforce and more fully develop the broadcast messages)

*An Early Start*, usually used to describe Dianne's Thursday breakfast schedule, explores Dianne's roots — her early life, how she developed the values and skills that she has today, how she has "become" Ingham county.

*Gets The Job Done* presents Dianne's leadership in putting forth an aggressive crime package, highlights her sponsorship of bills dealing with domestic violence (toughest spousal abuse law in the country) and "weapon-free schools," and emphasizes her fiscal prudence. Dianne is doing the job we elected her to do.

*She Gets Up Early* showcases the Thursday morning breakfast office hours and Dianne's connectedness to the people: Dianne goes where the people are, she doesn't wait for the people to come to her. Dianne listens, she seeks out problems to solve and people love her for it.

Dianne Byrum won her election to the Michigan State Senate by a margin of 63% to 37% and is now one of the most highly touted potential challengers for the 8th District Congressional seat.

## MESSAGE DEVELOPMENT

Effective messages must be developed and a plan designed for delivering messages to the targeted audiences.

Key elements of a message.

- A. Clear, concise
- B. Truthful
- C. Contrastive
- D. Persuasive

2 Things to consider when developing your message.

Your Message	The Opponent's Message
What you say about your campaign	What they say about their campaign
What you say about their campaign	What they say about your campaign

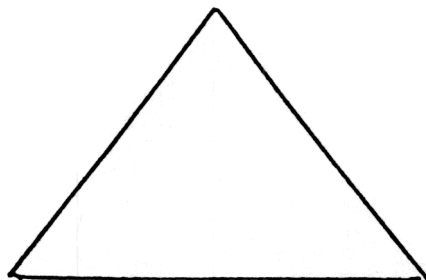
MESSAGE DEVELOPMENT

	YOUR MESSAGE	OPPOSITION MESSGE
YOUR CAMPAIGN		
THEIR CAMPAIGN		

AUDIENCES	ISSUES / MESSAGES	DELIVERY MECHANISMS

# Message Triangles

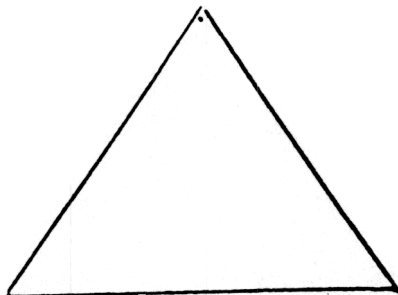
It's time for  
a change.



I understand  
your pain.

It's the  
economy.

It's time for  
a change.



I'm not a  
typical politician.

It's the  
deficit.