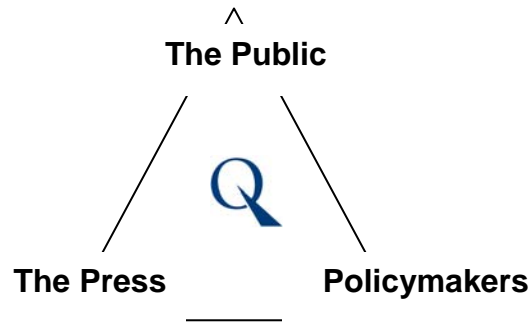


Coalition Building and Campaign Implementation: the Qorvis Model



Designing A Campaign to Deliver

Every campaign is different. Each issue has a unique history and group of supporters. A one-size-fits-all approach never works, but Qorvis people are campaign people. We understand that there will be an election day and that we will have to deliver results. We will design and build a campaign to fit your needs.

We understand how to create change quickly and how to turn around public opinion in days and weeks rather than months and years.

“It’s coalitions like this—that realize they need to make an impact quickly and effectively—that get the attention of members of Congress.”

David All, spokesperson for Rep. Jack Kingston (R – GA), in the National Journal, talking about Qorvis’ SaveNetRadio campaign

Building The Best Campaign

Each campaign Qorvis creates begins with three essential questions:

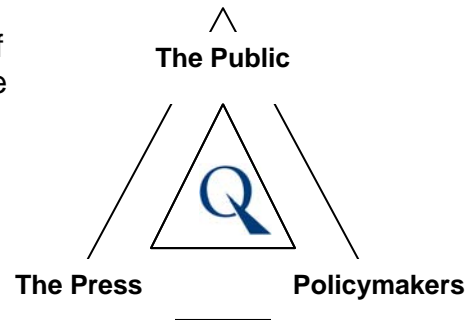
- Who are we?
- What is the objective?
- Who is with us?

The answers to these questions inform the structure and the strategy of the campaign, and ultimately determine our success.

We believe the most important decisions a campaign makes are made on the first day, and that while asking and answering these questions will not guarantee success, not asking them will certainly ensure failure.

With answers to these basic questions, the strategy of the campaign takes shape, focusing on reaching three specific audiences—the *Triad of Influence*.

Determining what sort of campaign you will need and what the focus of it will be lays the groundwork for the next, more strategic decisions—how do you reach your target audiences, and what do you say.



Triad of Influence

1. **The Press:** Research will be conducted to see what the press has covered regarding the practice of tying.
2. **Policymakers:** A canvassing of public statements regarding this practice from policymakers and thought leaders will be completed.
3. **The Public:** After messages relating to the tying issue are developed, focus groups will be arranged to test them. This will ensure our messages resonate with real people, a key but too often forgotten demographic in any public affairs effort.

Angle 1— the Public

Developing effective strategic messages and then testing these messages with your target demographics for the branding and interaction of your campaign will be a critical step toward influencing the public, as well as the press and policymakers.

Use Creative Ways To Disseminate Your Messages

Having an assortment of tools on hand to reach and influence your public audience will elevate the issue and the campaign.

Your messages will be used to recruit supporters and call them to action where appropriate.

In the digital world, reaching the public can be done in many different ways, each with its benefits and limitations:

- Traditional media
- Advertising
- Internet-based branding
- Viral marketing

In the digital world, this type of viral, consumer-to-consumer marketing can have an exponentially greater impact on increasing the visibility of your brand than would a traditional advertising campaign.

Angle 2— the Press

Identify Appropriate Media

Traditional media, new media, the blogosphere—as well as myriad other information outlets—are available and viable for campaigns of every kind. Identifying the appropriate reporters, outlets and target audiences is essential to the success of a campaign.

From our initial media analysis, we will build a media database, identify existing relationships that members of Qorvis have with reporters, and begin the process of cultivating new relationships with the rest of the reporters, beginning with the most influential.

Becoming an honest broker and a key source on an issue such as retransmission consent will increase your credibility in the eyes of the media, enhance the organization's branding, and help continue to cultivate meaningful relationships with influential reporters.

Create Newsworthy Events

Developing newsworthy events, messages, and maintaining positive coverage for an issue creates a public buzz surrounding the campaign. That buzz is as effective a recruiting and grassroots activation tool as any other available and is very often felt by policymakers.

Angle 3— Policymakers

The term policymaker generally refers to Members of Congress, regulatory agencies, the Administration and every potential audience with oversight and/or authority of an organization or issue. Policymakers listen to their constituencies and are very aware of both negative and positive press coverage. Finding and targeting key “influentials” whose opinions matter to policymakers is a key element of the campaign.

To successfully reach and influence policymakers relevant to your campaign, you must establish itself in the press and in the public eye as the “go to source” for credible information on the respective issue.

A positive press story written about a grassroots mobilization effort will influence a policymaker in the same way a policymaker’s decision reported by the press influences the reading public, and so on.

“In choosing our consulting team, we looked at innovative agencies that understand how to win and are not stuck in the ways of the past. What we like most about Qorvis is their broad-based, results-oriented campaign approach to tackling complex public policy debates. They’ve assembled a first-rate team.”

**Senior Vice President Ken Johnson,
PhRMA**

An Experienced and Skilled Team—

During a campaign, being fast and agile is nearly as important as being right, but it is better to be both.

You will need experienced leadership with a track-record of success and the ability to organize and launch your campaign quickly. Discipline will be essential to the success of your campaign, and you will need a staff of creative and dedicated people who are able to leverage your finite resources efficiently and use your collateral assets effectively. Qorvis is that team.

With questions or for more information, contact Jake Ward at 202.683.3156.