Hicks Partners, LLC is a multidisciplinary business consulting firm providing public relations, government affairs and business development services.

We deliver powerful results for clients seeking to enhance their image, impact public policy and grow their bottom line.

PUBLIC RELATIONS
Increase awareness, build credibility, and open doors to new opportunities.

GOVERNMENT AFFAIRS
Be informed, impact important issues and navigate government efficiently.

BUSINESS DEVELOPMENT
Market your company, attract investors, secure public funding, and create value-added partnerships.
I. Communications

II. Grassroots Coalitions

III. Q&A
Communications

Ian Nickey
Communications Manager
Communications & Planning

- Initial Planning
- Formative Research
- Strategy Development
- Program Development
- Implementation
- Monitoring
Communications

Engagement Plan

R&D
Planning
Monitor
Action
Communications

Research & Development

- Initial Planning
- Formative Research
- Strategy Development
Research & Development

A good communications plan, should eventually converge toward the right answer. Data should get more accurate as the effort evolves.

Types of metrics:

- News stories/articles
- Social Media Posts
- Editorials
- LTE’s
- Retweets/sharing

- Endorsements
- Funding
- Mentions
- Number of members
Research & Development

- Focus Groups (Informal/formal)
- Internal Workshops (brainstorming)
- Survey
  - No/Low Cost Options
    - Survey Monkey
    - QuestionPro
    - Zoho
    - Survey Gizmo
Communications

Planning
Communications

Planning

- Engage emotions
- Generate trust
- Develop a sense of empowerment
- Create a bond

By Paul Stahr, ca. 1917-18
Communications

Storytelling

Act 1 – Exposition (Inciting Moment) – Origin Story
Act 2 – Complication (Rising Action) - Struggle
Act 3 – Climax (Turning Point) - Revelation
Act 4 – Reversal (Falling Action)- Aspiration
Act 5 – Denouement (Moment of Release) – Declaration/ Deliverance
Aspirational Words – Positive Valence

- accomplishment
- affection
- cheerful
- companionship
- compassion
- compassionate
- courageous
- delight
- enjoyment
- excited
- exciting
- faithful
- fantastic
- free
- fun
- happiness
- honest
- hug
- joy
- knowledgeable
- laughter
- lovable
- love
- lover
- magical
- oasis
- peaceful
- sincerity
- sunny
- sunshine
- talented
- wisdom
Channels – Earned, Owned & Paid Media

- TV
- Radio
- Newsprint
- Website
- Social Media
- Meetings/Rallies
- Tele-townhalls
- “Robo calls”
Communications

Action/Monitoring
Communications

**Use Technology**

- **Social Media**
  - Hootsuite
  - Buffer
  - Sprout Social

- **Email/CRM**
  - Highrise
  - Constant Contact
  - Zoho

- **News/Alerts**
  - Google Alerts

- **Website**
  - Must be mobile, test on multiple platforms
  - Wordpress
  - uCoz.com
  - uKit.com
  - Simbla.com

- **Design**
  - Pixlr.com
Grassroots Coalitions & Campaigns

Bruce Tague
Coalitions & Grassroots Manager
Organization and Preparation

- **Committee Recruitment:**
  - Committee members should be a mixture from the various sectors
  - Committee size is consideration; may need executive committee
  - Committee name must be decided before any official filings
  - Committee must raise money

- **Legal Representation:**
  - Legal will review current law and create a timeline for the deadlines and costs
  - Legal to lead the charge on signature challenges and other legal challenges
  - Legal will work with Treasurer on required campaign finance filings

- **Spokesperson**
  - Spokesperson should be a professional and an Ohioan
  - Spokesperson should be primary interface with media
  - Spokesperson should coordinate Subject Matter Experts to speak to organizations and/or media as necessary
Message and Audience Identification

- Develop Key Messages and Messengers
  - What you say: Polling, Research, Focus Groups
  - Who says it: SME = Credible spokesperson

- Pro & Con Arguments
  - Strongest and Weakest Proponent Arguments
  - Strongest and Weakest Opponent Arguments
  - Consider Internal “Message Bible”

- Identify Audience
  - Media
  - Opinion Leaders
  - Voters who will vote in this specific election

- Materials
  - Overviews, Fact Sheets, Media Kits, Direct Mailers, Advertising
  - Different materials for different groups → consistent message
Message Delivery

Research

Key Messages

- Radio
- TV
- Mail/Phone
- Print/Digital
Grassroots Coalition Development

- **Supporters:**
  - Grassroots supporters
    - Citizens
    - Businesses
    - Employees
  - Grass-top supporters
    - Doctors
    - CEO’s
    - Influential groups and associations
    - Elected Officials

- **What do you want Supporters to do?**
  - Personal endorsement, give money, speak on your behalf
  - Set expectations early
Grassroots Coalition Activation

- Activating Grassroots:
  - Social Media
    - Twitter
    - Facebook
    - Instagram
  - Website
  - Letters to the Editor
  - Op-eds
  - Elected official support from the local/state/federal levels
Grassroots Coalition Maintenance

- Maintaining your coalition:
  - Keep them informed
  - Give them ownership
  - Utilize each of their individual strengths
  - Keep them active
    - Challenge them to recruit new members
    - Challenge them to raise funds
  - Always give credit where credit is due
  - Coalitions are *never* a one woman/man show

*There is always another campaign or cause*
Questions?