



UTAH DEMOCRATIC PARTY

Strategic Plan Overview:

The Role of Communication

DRAFT

By BILL KESHLEAR, Director of Communication



Strategic Plan Overview: Role of Communication

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Summary

The Democratic Party of Utah exists to increase the amount of progressive public policy enacted into law by recruiting candidates at the federal, state, and local levels and supporting Democratic lawmakers.

The Party has adopted five broad strategies to achieve this objective. They are: administration/compliance, development/volunteer management, field organization, candidate recruitment, and communication. Field organization, candidate recruitment, and communication are funded by the DNC's State Partnership Program.

Also, a quasi-independent progressive activist organization, Utah Common Values (UCV), is the second broad strategy the Party uses to achieve its objective. UCV is a long-term project under the direction of the Chair of the Party. It comprises a college-age staff learning the basics of fundraising and field organization. The Party taps this resource as an internship program.

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Within this organization, goals of communication are:

- to “brand” Utah Democrats as candidates and officeholders who offer solutions to issues that matter most to Utah families. They put the state and its citizens first, based on values of family, honesty, integrity, fairness, inclusiveness, hard work, and duty to community.
- to offer support — in 2008 — in recruiting and electing Democrats to local, county, state and federal office, focusing on open seats, those seats where the demographics are favorable or where incumbents exhibit high vulnerability.

The context of message development (Page 8) , the Communication Plan (Page 17), and funding guide strategies and tactics used to achieve these goals.

A tested and working communication infrastructure includes the Communication Plan, a database of mainstream and specialty media contacts with specific biographies of reporters and outlets of primary concern (See Appendix A), an intern program using UCV staff, a daily monitoring and response operation includes volunteers clipping news stories, and a significant online presence (www.utdemocrats.org) that is updated daily. An informal surrogate program emerged before November’s election. A formal surrogate program administered by the Party’s communications director will be in place for 2008 local and state campaigns.

Candidate training will begin in March, immediately after the March 17 filing deadline for the November general election. Currently, funding limitations prevent implementation of a paid media plan and development of audio/video capabilities. The communication director is working with the chair of the Party to develop a plan to acquire funds for a paid media project and A/V equipment.

A media relations primer (Appendix B) is available to all Utah Democrats who deal with state and local news reporters and editors, including Party staff, elected officials and candidates.

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Page 4, levels of planning

LEVEL 1. GOALS / OBJECTIVES OF UTAH DEMOCRATIC PARTY

To (1) measurably increase (2) the amount of progressive public policy enacted in Utah by (3) recruiting candidates at the national, state, and local levels and supporting Democratic lawmakers.

Responsibility: Chair, executive director, exec committee, Party leaders

LEVEL 2. STRATEGIES

- 2.1 Maintain and expand Party infrastructure
- 2.2 Create, support, and sustain Utah Common Values, a quasi-independent progressive activist organization

Responsibility: Chair, executive director, staff

LEVEL 3. TACTICS

- 3.1 **Tactical strategies for 2.1**
(Maintain and expand Party infrastructure)
 - 3.1.1. Administration / compliance
 - 3.1.2. Fundraising
 - 3.1.2. Candidate recruitment
 - 3.1.4. Field organizing
 - 3.1.5. **Communication** (outline, page 3; goals, objectives, page 14)
- 3.2 **Tactical support for 2.1**
 - 3.2.5. **Communication** (page 4)
- 3.3 **Tactical strategy for 2.2**
(Create, sustain quasi-independent progressive activist org.)
- 3.4 **Tactical support for 2.2**

Responsibility: executive director, staff

LEVEL 4. EVALUATION

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LEVEL 1. GOALS / OBJECTIVES

(What's our destination?)

To (1) measurably increase (2) the amount of progressive public policy enacted in Utah by (3) supporting Democratic lawmakers and candidates at the national, state, and local levels

LEVEL 2. STRATEGIES

(This is how we get to the destination)

Party Building

Maintain and expand Party infrastructure

Utah Common Values

Create, support, and sustain quasi -independent progressive activist organization

LEVEL 3. TACTICS

(We're on our way)

Administration /
compliance

Development /
volunteers

Field organization

Candidate
recruitment

Communication

■ Tactical strategy

■ Tactical support

LEVEL 4. MEASUREMENT

(Is this where we want to be? Is there a better route?)

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LEVEL 3. **Tactics** (*We're on our way*)

3.1 **Tactical strategy for 2.1** (Maintain and expand Party infrastructure)

3.1.5. **Communication tactics**

- a. Quantitative/Qualitative research (not budgeted)
- b. Internet
 - Web site
 - HTML newsletter
 - Blogs
 - News updates
 - Event promotion
 - General party information
- b. Earned media
 - Letters to the editor
 - Op-eds
 - Press conferences
 - Editorial board appearances
 - Press releases
 - Talk radio interviews
 - Reactions to news media
 - Surrogates (targeted for March 2008)
- c. Paid media (not budgeted)
- d. Personal
 - Canvasses
 - Debates / forums
 - Fundraising events
- e. Print
 - Fliers (not budgeted for 2008)
 - Newsletters
 - Door hangers (not budgeted for 2008)
 - Yard signs (not budgeted for 2008)
- f. Specialty media (targeted for March 2008)
- g. AV w/Web tie-in (not budgeted)
- h. Candidate training/support (not budgeted)

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LEVEL 3. Tactics (*We're on our way*)

3.2 Tactical support for 2.1, communication
(Maintain and expand Party infrastructure)

3.2.5. Support of communication tactics

- a. E-mail lists
 - Media (w/bio, see Appendix B)
 - Democrats
 - Alliances
- b. Media monitors
- c. Accountability to Party chair, executive director
 - Clip file
 - Daily update
- d. Web update
 - Web design
- e. Miscellaneous support
 - Chair
 - Field organizer
 - Development director
 - Executive director
- f. Communication committee
 - Professional communicators (volunteers)
 - Non-professional communicators (volunteers)
 - Common Values assistance
 - Interns (from Utah Common Values, University of Utah Hinckley Institute)
- g. Issue research
- h. Print design

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Toward a political re-alignment in Utah

LDS Church, Democratic Party, and common values

By BILL KESHLEAR, Communications Director

In the 2006 election, Democrats made significant gains throughout the country, primarily in the Northeast and Midwest, but including some seats in the South. Among the most promising developments for Democrats was their ability to encroach on the long-held Republican stronghold in the interior West. These victories include John Tester's win in Montana, two congressional conversions in Arizona and one in Colorado, as well as the on-going political success of Democratic governors in red states such as Janet Napolitano (Arizona), Brian Schweitzer (Montana), Dave Freudenthal (Wyoming).

Is the politics of the Intermountain West evolving? Is it leaving the Republican camp? Are Democratic gains here – like other places – merely a reaction against Republican governance and the war in Iraq, or do they preview a potential realignment of this part of the country?

In order to begin to answer those questions, Democracy Corps surveyed 1,207 likely voters in Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.

The analysis explored how Westerners live their lives and their political worldview. It found “The Code of the West” is alive and well. It found voters without pretensions, appreciating straight talk, believing that a “contract” is a handshake and someone's else's good word. They work hard, often for lower wages than might be found elsewhere in the country, in part because they value the lifestyle here. Most would not live anywhere else. Their relationship with the land is a defining value of life in the West.

The survey also found stark divisions in the northern tier (Montana, Idaho, Utah, and Wyoming) and the southern tier (New Mexico, Arizona, Colorado, and Nevada). These divisions not only reflect political preferences, with the north's obvious Republican leanings, but an attachment to “family values” and an anti-government worldview.

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The northern tier is more “traditional,” more likely to own guns, more likely to attend church, and less open to what they might define as left-leaning rhetoric, especially the area in which Mormon pioneers first began to settle in the late 1840s and 1850s - Utah, southern Idaho, rural northern Nevada, and the western edge of Wyoming. With the exception of progressive urban enclaves of Salt Lake City and Park City in Utah and Boise and Ketchum/Hailey in Idaho, this area has by far the largest concentration of practicing members of The Church of Jesus Christ of Latter-day Saints in the country.[1]

RELIGION AND THE ISSUES

Religion has every bit as much influence on culture and everyday life here as it does in the Bible Belt of the southern United States – but in a historically unique way.

The cold reality is that members of the LDS Church vote “almost as monolithically Republican as African Americans vote Democratic.”[2] They tend on most major issues to be culturally and economically conservative, and in the past few presidential elections 80 to 90 percent of Mormons have voted for the Republican candidate.

But it is also true that on some key issues – stem cell research, the teaching of evolution in schools, public funding for religion, and end-of-life care – LDS voters and the Republican religious right do not neatly line up. In part this is due to the church’ unique theology, but it may also derive from Mormonism’s early history as a marginal sect suspicious of (and suspected by) the United States government. Mormons today are among the nation’s most patriotic groups, but many retain a sharp sense of their history of persecution and flight to Zion in the West. (The day Brigham Young and his pioneering group of Mormons arrived in the Salt Lake Valley is a state holiday and is celebrated with a gusto that makes Independence Day, July 4th, pale). And Mitt Romney’s campaign has sharpened that perspective.

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SHADES OF DIFFERENCE: ABORTION AND STEM-CELL RESEARCH

In the 1970s the LDS Church moved into the political arena. As with right-wing evangelicals, Mormons saw the Equal Rights Amendment and Roe v. Wade as threats to the nuclear family. Today, similar concerns animate the Church's vocal opposition to homosexuality and same-sex marriage.

The church remains pro-life. But the official Mormon position on abortion differs in one important respect from that of the Catholic Church and many Protestant denominations, an aspect that could be important to Utah progressives in crafting an effective message: To the LDS church, abortion is not murder. The reason for this is that (again, unlike many other denominations) Mormon theology has no clear position on when a body acquires a soul – when, in effect, earthly life begins. Since they don't define when the soul enters the body, they can't call abortion murder. They simply say it's 'like unto it.'

As a result, the LDS church takes a more flexible approach to abortion than many other churches, opposing what it calls "elective abortion for personal or social convenience," but allowing abortions in the case of rape, incest, fatal fetal deformities, or when the health of the mother is at risk. Just as significantly, it does not throw its weight behind legislative efforts to limit or outlaw abortion. When Mitt Romney, then, indicates he is "firmly pro-life" he is stating a personal (or political) position, not the church's.

On the question of stem-cell research, which has become a major issue for the conservative Republican base, the official LDS ambiguity on when life begins has had tangible political effects. The LDS church has no official position on stem-cell research, but according to a leading Utah pollster more than 60 percent of LDS members in the state, who tend to be among the country's most conservative, support it.[3] Republican Sen. Orrin Hatch is one of Congress's leading proponents of federal stem-cell funding, and his four Mormon colleagues in the Senate (Sen. Harry Reid, a Democrat, and Senators Michael Crapo, Gordon Smith, and Robert Bennett, all Republicans) have taken similar positions.

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Alternatively, Romney has credited his thinking about the moral consequences of stem-cell research with having led him toward a more conservative position on other reproductive issues, like abortion and emergency contraception. His position places him outside the mainstream of his own faith.

FREEDOM OF EXPRESSION, SEPARATION OF CHURCH & STATE

If this divergence between conservative Christians and Mormons springs from theology, another originates in the church's early history at the margins of American society. There is an acute awareness among Mormons of their history as a persecuted people. As a result there may be a tendency to lean on the side of freedom of expression for all different kinds of groups.[4]

This history has translated into a respect for the constitutional separation of church and state not always popular on the religious right. LDS members have "a special sensitivity to relations with the government." [5] While right-wing evangelical leaders like Pat Robertson and James Dobson have publicly supported the Bush administration's funding for faith-based programs, for example, the LDS church has refused to participate in the initiative out of a fear that with government money comes government control.

Aside from what they see as issues relating to "how children are raised," the church's leaders tend to shy away from taking political action (doing so would, of course, also endanger the church's nonprofit status).[6] Polling at Brigham Young University found that between Catholics, Southern Baptists, and Mormons, "Mormons are by far the least likely to receive political cues at church." [7]

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Because of this insistence on separate religious and political spheres, LDS members appear less likely to wade into other culture-war debates, such as the teaching of evolution. The issue hasn't had the same resonance for Mormons as it has for many evangelical Christian communities - not because the LDS church is full of diehard Darwinists (the church has no official policy on the subject) but because Mormon parents, by and large, are satisfied that their children are getting their religious instruction through the often daily seminary classes the church runs for them nearby.

On the issue of school prayer, which conservative evangelicals overwhelmingly favor, Mormons are divided. In Utah, most Mormons support it.[8] Polling numbers outside of Utah are harder to come by, but some political scientists and sociologists of the church argue that Mormons living elsewhere see school prayer as a threat. Two-thirds of American Mormons live outside the Mormon strongholds of the Western mountain states, and "there's a little more uneasiness about it because of the realization that they're a minority." [9] The 2000 Supreme Court case *Santa Fe Independent School District v. Doe*, which outlawed student-led prayers before football games, was brought by a Mormon family in Texas.

That is not to say that the church refrains from telling its members what sort of life to lead (devout Mormons cannot drink alcohol, smoke, or have caffeine), but it often allows them the freedom to make decisions that other conservative churches would balk at. During the heated debate over the fate of Terri Schiavo, for example, the Mormon church reiterated its position that, "Members should not feel obligated to extend mortal life by means that are unreasonable." [10]

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THE CASE FOR TOLERANCE

An argument for tolerance can be made drawing on the Mormon concept of “free agency” - the idea that, despite God’s foreknowledge of what we will do, we are still free to choose our actions. The message could be something like this: “Our society should allow people to make their own choices and live by their own beliefs.”

LDS VALUES ARE DEMOCRATIC VALUES

Sen. Harry Reid, Majority Leader of the U.S. Senate and a practicing LDS member from Nevada, said the core ideas and beliefs of the Democratic Party, especially in Utah, lie closer to the doctrines of the Church than those of the Republican Party.[11]

A few examples that could form planks of a Democratic Party platform taken directly from The Book of Mormon and Doctrine and Covenants:[12]

- **We need to work to end poverty in our communities and around the world.** *Plead the cause of the poor and the needy.* (D&C 124:75)
- **We seek justice and dignity for workers.** *I will be a swift witness against those that oppress the hireling.* (3 Nephi 24:5)
- **We seek equality for all, regardless of race, nationality, or creed.** *There should be an equality among all.* (Mosiah 27:3)
- **We defend human rights for all people.** *Laws should be maintained for the rights and protection of all.* (D&C 101:77)
- **We stand for participatory democracy.** *Do your business by the voice of the people.* (Mosiah 29:26)
- **We stand against racism, gender inequity, and other forms of discrimination.** *Black and white, bond and free, male and female; all are unlike unto God.* (2 Nephi 26:33)

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- **We work for peace and an end to violence.** *Sue for peace and an end to violence.* (D&C 105:38)
- **We seek wise stewardship of the Earth's resources.** *All things which come of the Earth are to be used with judgment.* (D&C 59:18)

But perhaps nothing better demonstrates the values shared by the LDS Church and the Democratic Party and how the Church asserts itself politically than its commitment to charity.

MORMONS AND CHRISTIAN EVANGELICALS

Shared generic conservative values and political issues mask gaping theological and doctrinal differences between right-wing Christian evangelicals and members of the LDS Church – as the campaign of Republican presidential candidate Mitt Romney is discovering. The religious right is not tolerant of LDS beliefs. Leading Southern Baptist theologians, for instance, believe that LDS doctrine departs so far from orthodox Christianity that the LDS Church's effort[14] to equate LDS beliefs with Christianity amounts to heresy:

“As an evangelical Christian – a Christian who holds to the ‘traditional Christian orthodoxy’ of the Church – I do not believe that Mormonism leads to salvation. To the contrary, I believe that it is a false gospel that, however sincere and kind its adherents may be, leads to eternal death rather than to eternal life. Indeed, I believe that Mormonism is a prime example of what the Apostle Paul warned the Church to reject – ‘a gospel contrary to the one we preached to you [Galatians 1:8-9].[15]’ ”

A case could easily be made that the primary force behind persistent misunderstandings of what it means to be a Latter-day Saint can be traced to right-wing Christian factions that have dominated the Republican Party over the past 20 years (but whose influence may be waning), including the late Rev. Jerry Falwell's Moral Majority and Pat Robertson's Christian Coalition.

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This background, intended only as a barebones outline, could form the core of a successful progressive-oriented political strategy. Alternatively, if a messaging strategy fails to take into account issues similar to the ones raised here – especially one closely associated with the stigma of “liberal” – it likely would fail.

NOTES

[1] For administrative purposes, The Church of Jesus Christ of Latter-day Saints divides this region into four areas, according to the 2007 Church Almanac, an authoritative reference of the LDS Church published by the Deseret Morning News and Church News. The areas are Utah North Area, Utah South Area, Utah Salt Lake Area, and Idaho Area. Church membership in the areas is over 2 million, averaging roughly 538,000 in each area. Each of these areas alone is comparable to the LDS Church’s North American Central Area, which comprises 12 states in the Midwest and six Canadian provinces.

[2] Brigham Young University professor Joseph Quinn Monson, quoted in The Boston Globe, Dec. 31, 2006.

[3] Dan Jones, quoted in The Boston Globe, Dec. 31, 2006.

[4] Armand Mauss, a sociologist at the Claremont Graduate University School of Religion specializing in Mormon political and social attitudes, quoted in The Boston Globe, Dec. 31, 2006.

[5] John Green, a senior fellow in religion and American politics at the Pew Forum on Religion and Public Life, quoted in The Boston Globe, Dec. 31, 2006.

[6] Jan Shipps, a non-Mormon historian of the religion, quoted in The Boston Globe, Dec. 31, 2006.

[7] Research conducted by BYU’s Quin Monson and Notre Dame University political scientist David Campbell, reported in The Boston Globe, Dec. 31, 2006.

[8] Dan Jones, reported in The Boston Globe, Dec. 31, 2006.

[9] BYU political scientist Richard Davis, reported in The Boston Globe, Dec. 31, 2006.

[10] See www.lds.org/ldsnewsroom. Search “Euthanasia and Prolonging Life.”

[11] See newsnet.byu.edu/print/story.cfm/13816

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[12] From Mormons for Equality and Social Justice. See www.mesj.com.

[13] See fhss.byu.edu/news/reid/htm

[14] When asked what is it that people find so difficult in accepting Mormons as Christians, President of the LDS Church Gordon B. Hinckley: “I don’t know. I can’t understand it. The very name of the church is the name of Jesus Christ. Our whole message is centered around Christ. The Book of Mormon is an additional witness for Christ. See www.lds.org/ldsnewsroom. Search “Centrality of Christ.”

[15] Dr. Albert Mohler, a prominent evangelical Christian and head of the seminary of the influential Southern Baptist Convention in Louisville, Ky., in an online debate on BeliefNet. He was asked to address the following questions: “Is The Church of Jesus Christ of Latter-day Saints part of the Christian religion? What exactly do Latter-day Saints believe, and how does it fit in with traditional Christianity? “
See blog.beliefnet.com/blogologue/mormondebate/

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Communication Plan

Democratic Party of Utah

All communications strategies and tactics should be implemented to support the following:

GOAL: to “brand” Utah Democrats as candidates and officeholders who offer solutions to issues that matter most to Utah families. They put the state and its citizens first, based on values of family, honesty, integrity, fairness, inclusiveness, hard work, and duty to community.

GOAL: to succeed—in 2008 and 2009-- in recruiting and electing Democrats to local, county, state and federal office, focusing on open seats, those seats where the demographics are favorable or where incumbents exhibit high vulnerability.

CONSISTENT MESSAGE / CONSISTENT MESSENGER

The media look for controversy, highlight differences, and disseminate impromptu (as opposed to scripted) comments. In other words, reporters are looking for “news.” To maximize proactive outreach (and minimize our reactive posture), the Utah Democratic Party Chair should be the face/voice of the public message. (See Media Relations Primer, Appendix B)

Disparate spokespeople and disparate messages (based on someone’s notion of what makes a good sound bite) should be avoided, in order to heighten the impact of our communications strategy.

Frequency x Consistency = Impact

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Behind-the-scenes contact by the UDP Chair and Democratic Party officer holders and/or communication staff is highly desirable, particularly when reporters are “trolling” for the sensational quote or may be looking for dissension. Keeping folks in the loop will help avoid individual spokespeople from being caught off-guard by the news media.

ISSUES / LEGISLATIVE PRIORITIES

In elections in which Utah Democrats have been successful, constituents have responded enthusiastically to the following issues: shoring up the economy and creating jobs, supporting the military in the war against terrorism, improving public education, opposing nuclear weapons testing, opposing siting high level nuclear waste, or bringing in “hotter” levels of nuclear waste, improving access to health care, holding people and institutions accountable for wrongdoing. (Others may test well, based on evolving developments, i.e. shoring up Social Security, nonpartisan commissions for redistricting, raising the minimum wage.)

Research would show how Utahns presently feel about the “change” issue, i.e. is Utah on the right track/wrong track.

Messages on issues need to be positive, hopeful, grounded in common sense and illustrate how “Candidate Jane Doe cares about me and is trying to do good things for my community”.

COMMUNICATIONS TARGETS

Every communications outreach from the Utah Democratic Party Chair must accomplish at least one, if not all three, of the following:

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VISIBILITY

- Daily (or as needed) news distribution to SLC major media; rural Utah daily media
- Weekly (or as needed) contact with statewide and local radio stations and weekly newspapers; business periodicals
- Web site
- Other – national news media, newsletters, periodicals

CREDIBILITY

- Cares about Utahns
- Delivers for Utahns
- Looks for ways to work cooperatively with all sides to get things done

VIABILITY

- Utah Democrats have something to offer that makes life better in my neighborhood/community/state.

INSERT NOTES ON LOGOS, ETHOS, PATHOS

Earned media, particularly television, must center on the relevance to people's lives as determined by editors and reporters. It must be hopeful, strike an emotional chord, be succinct and be delivered in a Utah voice. Communications from the Utah Democratic Party chair will not work if they feature national outsider's language/context, no matter how cleverly local colloquialisms are inserted. Especially in the rural part of the state, the Utah Democratic Party chair must be a "regular person," someone who seems to have something in common with the audience and someone who cares about what affects people's daily lives.

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TARGET AUDIENCES

We are building relationships between the Utah Democratic Party chair/candidates and constituents, UDP Chair/candidates and community leaders, UDP chair/candidates and the news media. Building relationships is undertaken at various levels, but should focus on strengthening the connection at the most accessible level.

REMEMBER: Different audiences may see the same message differently—even interpret the same words differently. Soliciting feedback from local community members about a proposed message is a good idea.

The Chair's priority audiences include:

- Donors, active and potential
- Democratic/Independent base
- Moderate Republicans and Independents (“Matheson Republicans”)
- Liberal/Moderate LDS
- Voters 45-59
- The business community (Chamber of Commerce)
- Residents in Salt Lake, Wasatch, Summit, Weber, Carbon, Emery, Washington, and Iron counties.

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INSERT NOTES ON MESSAGE, INFLUENCERS, CHANNEL, INFLUENCERS, AUDIENCE

COMMUNICATIONS CHANNELS

There are several primary vehicles through which we will communicate the Utah Democratic Party Chair's message and build the brand of the Utah Democratic Party—broadcast media (radio and television), print, specialty press, direct mail and the Internet.

A. TELEVISION – news medium of choice for over 85% of our target audience. Only through television can one message event be broadcast to the entire state, something no other medium offers. We can facilitate TV coverage by:

- Creating newsworthy events in the district
- Alerting TV to our perspective in important political events
- Cultivating broadcast reporters who cover politics
- Appearing as a frequent guest on political and community affairs talks shows
- Going “live” whenever possible to help TV with its demand for immediacy

B. RADIO – most flexible medium for arranging on-the-spot interviews, regardless of the UDP Chair's location. Interviews often can be done by telephone. Radio audiences are highly segmented in urban areas, but in rural areas, there are fewer stations with a slightly broader reach. Most radio newscasts are syndicated, however, so emphasis should be first with the Salt Lake-based radio market producers, who often feed the stations statewide. We can optimize radio coverage by:

- Monitoring and staying in contact with radio newsrooms
- Always (if feasible) granting requests for interviews, since that spurs more requests
- Appearing as a guest on radio talk and call-in shows
- Going “live” whenever possible to feed “breaking news” requirements
- Encouraging “truthsayers” to communicate on radio talk shows

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C. INTERNET- popular sources of news include online issues of newspapers and magazines; online broadcast pages; Web sites, etc. Blogging is becoming increasingly important as a communication channel.

OUTLETS

SALT LAKE CITY: KSL Radio News, Doug Wright Morning talk show, KCPW (NPR), KUER (U OF U NPR), Metronetworks News (Tom Jordan)

ST. GEORGE: (Las Vegas NPR station reaches St. George)

LOGAN: KUSU (Lee Austin, public affairs), KVNU AM

D. PRINT – Salt Lake Tribune, Deseret Morning News (Salt Lake City, statewide circulation), Associated Press (statewide; looks for stories with national interest), the Spectrum (St. George), Provo Daily Herald (Utah County), Ogden Standard Examiner, Logan Herald, Davis Clipper, and weekly papers such as Richfield Reaper, Moab Times-Independent, Vernal Express, Uinta Basin-Standard, Price Sun Advocate, Emery County Progress, San Juan Record, Salt Lake Enterprise. Coverage by these outlets is our most consistent way of communicating our message on a daily, or at least frequent basis and in the most indepth. Outreach should include:

- News releases
- One-on-one interviews and story pitches to the beat reporters who not only cover politics but also those who cover issues affected by politics
- Telephone interviews
- Editorial board meetings
- Press conferences (or press availability)
- Opinion editorials and/or columns, letters to the editor

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E. SPECIALTY PRESS – magazines, special interest newsletters, college newspapers, ethnic press (Hispanic, Asian-American). Outreach includes interviews, news releases, appearances at events likely to be covered by specialty press writers, guest at Hinckley Institute of Politics, Brigham Young University, Weber State University, Dixie College Forum, and Utah State University.

SETTING OBJECTIVES

Tasks are outlined based on communications objectives that can be achieved daily, over the next one-month, three-month and six-month time frame:

DAILY TASKS

- Monitor primary newspapers, Utah Policy Daily (a news aggregator), Doug Wright talk show on KSL 1160 AM and respond if necessary.
- Update Utah Democrats Web site with a “message from Wayne Holland”
- Clip and file news stories related to politics, public policy

ONE-MONTH TASKS

UPDATE REPORTERS

- Meet one-on-one with Salt Lake political reporters: Deseret Morning News’ Jay Evensen, Bob Bernick, and Lisa Riley Roche; Tribune’s Dan Harrie, Glen Warchol, Sheena McFarland, Rebecca Walsh, Paul Rolly, and Vern Anderson ; Provo Daily Herald’s Joe Pyrah; Ogden Standard Examiner’s Andy Howell; The Spectrum’s Katie Oliveri; Cedar City Daily New’s Ryan Dionne; Dixie Weekly editor; KUTV’s Tanya Vea; KTVX’s Chris Vanocur; KSTU’s Max Roth; KSL’s Rich Piatt; KSL Radio’s Doug Wright.
- Courtesy call to Utah’s AP Bureau, to inquire about best contact methods.
- Phone contact with Tom Jordan, Metronetworks News.
- Call/Meet with Public Affairs Committee at LDS Church.

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Strategic Plan Overview: Role of Communication

page 24, Communication Plan

THREE-MONTH TASKS

- Schedule editorial board visits to KSL Television; Salt Lake Tribune; Deseret News; Provo Daily Herald, Ogden Standard Examiner, St. George Spectrum, Logan Herald. Visits should be made with a specific message goal in mind, but willingness to talk about a range of issues with editorial board members.
- Contact with other news producers such as Laura Jones, KCPW's Mid-day producer; Elaine Clark, KUER's producer; Ted Capener/Ken Verdoia's producers at KUED; Lee Austin, KUSU (Logan); Cliff Donovan, KDXU political show host in St. George.
- Business outlets include Salt Lake Enterprise newspaper (Barbara Rattle is the editor), Utah Business; various trade organizations newsletters
- Berni Davis puts out a monthly Veteran's Newsletter that is widely read. He'll reprint submissions on veteran's issues.

SIX-MONTH TASKS

- Solicit invitations to appear as a speaker at organizations with monthly speaker's bureau opportunities, such as Rotary, Chamber, Kiwanis, Hinkley Institute of Politics, political science forums at USU, Weber State, Salt Lake Community College, Utah Valley State College, BYU.
- Outreach calls to representatives of industry sectors such as medical, hi-tech, higher education, aviation, financial services, manufacturing, tourism.

MEASURING SUCCESS

Results can be tabulated through clipping and videotape services, polling, word-of-mouth, calls, mail and email from constituents, editorials, interest in and attendance at meetings and ultimately the outcome of the next election cycle.

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“You persuade a man only insofar as you can talk his language by speech, gesture, tonality, order, image, attitude, idea, identifying your ways with his.”

– KENNETH BURKE, *A Rhetoric of Motives*

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Appendix A / Media list

Media Contact List with Intelligence

The following is an example of the detailed media contact lists compiled by the Party's director of communications. This was offered to campaigns of presidential candidates who stopped in Utah this summer and fall.

MEDIA, ISSUES MEMO FOR SEN. JOHN EDWARDS' VISIT TO SALT LAKE CITY

OVERVIEW

News in Utah and the Intermountain West is covered primarily by staff reporters of the Salt Lake Tribune and the Deseret Morning News. Both newspapers are based in Salt Lake City, whose residents tend to be more liberal than the rest of Utah. The newspapers' circulations are roughly 135,000 and 75,000 respectively. The Tribune employs about 60 full-time reporters and the Morning News about 45. The papers circulate primarily along a relatively densely populated, 100-mile urban corridor along the Wasatch Front – from south of Ogden in the north to south of Provo.

The newspapers compete aggressively and should be considered “flagships” of Utah journalism. Both newspapers hire aggressive, experienced, and professional journalists who can be expected to ask critical questions. Most are receptive to messages of progressive activists.

SUGGESTED PRE-EVENT PRESS OPPORTUNITY (possibly May 28)

Conference call with primary print reporters. The Salt Lake Tribune (Matt Canham), Deseret Morning News (Lisa Riley Roche), Ogden Standard Examiner (Scott Schwebke), Provo Daily Herald (Don Meyers), and Salt Lake City Weekly (Holly Mullen).

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BACKGROUND OF PRIMARY PRINT REPORTERS

UPDATE THIS

Don Meyers is responsible for the editorial page of the Provo Daily Herald. Provo is home to Brigham Young University and located in Utah County, one of the most conservative counties in the United States. Meyers recently solicited “pro” and “con” opinion pieces related to Vice President Cheney’s commencement address at BYU. One of the pieces was published under the byline of Utah Democratic Party Chair.

Contact: (801) 344-2544, dmeyers@heraldextra.com

Supervising editor: Randy Wright, 344-2913, rwright@heraldextra.com

Holly Mullen recently left a job as a metro columnist for the Salt Lake Tribune. She is currently the editor of a weekly alternative newspaper. During the 1980s and 90s, she wrote for an alternative newspaper in Dallas. She has celebrity status in Salt Lake City as an unabashed liberal and feminist. She frequently writes about national issues and presidential politics. She is married to Ted Wilson, a prominent Democrat in Utah who teaches at the University of Utah.

Contact: (801) 575-7003, hmullen@slweekly.com

Matt Canham is an award-winning government reporter for The Salt Lake Tribune. He and his editor, Dan Harrie, take seriously their role as government “watchdogs.” He is aggressive and can be expected to ask questions that could result in stories with a national impact. He has been at the Tribune for about five years. Canham is a graduate of the University of Utah.

Contact: (801) 257-8728, mcanham@sltrib.com

Supervising editor: Dan Harrie, (801) 257-8793, dharrie@sltrib.com

Lisa Riley Roche covers and state and national politics for the Deseret Morning News, which is owned by The Church of Jesus Christ of Latter-day Saints. Riley Roche is not a member of the church. She has written extensively on Mitt Romney during the past year or so. Riley Roche covered the Salt Lake Olympics, traveling the world beginning with the early bids during '90s, later uncovering the scandal, and post-games economic development.

Contact: (801) 237-2178, lisa@desnews.com

Supervising editor: Bob Bernick, (801) 237-2111, bbjr@desnews.com

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Appendix A / Media List

RADIO INTERVIEWS

- KCPW

Bryan Schott, cell (801) 205-2740, bschott@kcpw.org

Lara Jones, cell (801) 633-5927, ljones@kcpw.org

Julie Rose, cell (801) 891-1176, jrose@kcpw.org

- KUER

Doug Fabrizio, (801) 581-5015, dfabrizio@kuer.org

- Metro News Networks

Tom Jordan, (801) 281-6754, tom_jordan@metronetworks.com

- * KSL

Doug Wright, doug.wright@ksl.com

Michael Castner, michael.castner@ksl.com,

Ethan Millard, ethan.millard@ksl.com, (801) 759-4093

- RADIO NOTES

A large number of voters and activists who would consider themselves progressive listen to KUER and KCPW. The two stations are local NPR affiliates and produce community-oriented news and features.

Metro News Networks provides local news content for most of the national radio chains like Clear Channel. KSL provides talk radio and has the largest audience in the state. The station is owned by The Church of Jesus Christ of Latter-day Saints.

- Background of primary radio reporters

Bryan Schott is a former executive director of the Utah Democratic Party.

Lara Jones, Julie Rose, Doug Fabrizio, and Tom Jordan are all professional journalists who will be friendly but could ask some tough questions.

Doug Wright, who started in radio in his teens as a disc jockey, has the highest ratings of any talk radio host in the Utah market. Wright is a local personality who likes to be liked, and generally asks softball questions. He is a moderate Republican, who briefly sought the GOP nomination for Congress in 2006 against Democratic Congressman Jim Matheson.

Michael Castner and Ethan Millard host an evening talk program designed to attract younger

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listeners. The program is moderate politically with a gentle, blogger-type of personality. The hosts like to have fun but in a mainstream, family-friendly way. They save their outrage for incompetence and financial irresponsibility.

Television interviews

- KSL (NBC)

Richard Piatt, (801) 575-5600, richard.piatt@ksl.com

News director: Con Psarras, (801) 575-5600, con.psarras@ksl.com

- KTVX (ABC)

Chris Vanocur, (801) 975-4401, cvanocur@abc4.tv

News director: John Fischer, jfischer@abc4.tv

- KUTV (CBS)

Brian Mullahy, (801) 973-3030, bmullahy@kutv2.com

Rod Decker, (801) 973-3030, rdecker@kutv2.co

News director: Steve Charlier, (801) 973-3030, scharlier@kutv2.com

- KSTU

Max Roth, (801) 536-1313, mroth@fox13.com

News director: Renai Bodley, rbodley@fox13.com

TELEVISION NOTES

KSL, Ch. 5, is the leader in television news in Utah. It is owned by Bonneville Communications, a subsidiary of The Church of Jesus Christ of Latter-day Saints. All of the television reporters are friendly and professional and cover politics and public affairs as their specialty. Like most broadcast journalist nowadays, they are “generalists.” They are less likely to have developed extensive sources or in-depth background compared to their counterparts in print journalism.

Richard Piatt covers state and local government. Chris Vanocur is the son of Sander Vanocur, the 1960s- and '70s-era national television reporter who was on Richard Nixon's enemies list

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Appendix A / Media List

and has done some production work for the DNC.

- Vanocur and Rod Decker host half-hour Sunday interview programs. Vanocur tapes his program; Decker usually invites live call-in.
- Brian Mullahy is a weekend anchor and political reporter whose politics are heavily influenced by Catholic social justice issues that Sen. Edwards has been working on.

LOCAL ISSUES

1. Reporters will likely ask about abortion and gay rights. Sen. Edwards' fund raiser coincides with a three-day Gay Pride weekend in downtown Salt Lake City. Organizers expect upwards of 40,000 participants from all over the Western United States. Both issues are thorny with many Democrats in Utah. Superficially at least, the issues don't seem to line up with "Mormon-values."

2. Issues related to Mitt Romney, Al Sharpton, and the LDS Church: Mitt Romney's Mormon faith has raised concerns regarding his ability to be elected. The issue is similar to the one raised in 1960 with John F. Kennedy and the possible influence of the Catholic Church on the presidency. Because much of what comprises LDS doctrine falls outside of and wholly rejects Christian traditions that have developed over the past 2,000 years, many right-wing Christian evangelicals characterize Mormons as members of a cult. Yet the Romney campaign continues to pander to that group.

Meanwhile, Romney recently charged that the Rev. Al Sharpton made "bigoted" remarks toward the members of the LDS Church during a debate with Christopher Hitchens, a sort of professional atheist. In the wake of Sharpton's role in the Don Imus brouhaha, Sharpton's comments attracted national attention and he recently traveled to Salt Lake City as an act of contrition. Interestingly, Sharpton, an activist who has spent considerable time and energy helping African-Americans gain full acceptance into American society, did not publicly question the church regarding its historical exclusion of African-Americans. Until 1978, African-American men were prevented from being fully integrated into the church. As a result, a newspaper account of his visit included comments from a black heckler who said, "They've

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snowed you. They're all racists." The lesson for Sen. Edwards: The nationwide depth and breadth of the influence of The Church of Jesus Christ of Latter-day Saints should not be minimized. Sharpton's visit demonstrates that power. Historically, prominent politicians – both Republican and Democrat - visiting Utah have paid courtesy visits to church leaders.

Reference to Mormons as Christians is a sensitive issue. Church leaders specifically asked members of the news media to stop referring to the church as Mormon or the LDS Church, but to use its full name "The Church of Jesus Christ of Latter-Day Saints." Church leaders want to emphasize their belief in Christ. The media – including outlets owned by the church - have not widely complied. The full name is too long and cumbersome and many editors believe it amounts to church PR. Usually, the church-owned media use the full name on first reference in an article and then refer to it as the LDS Church.

3. On the war with Iraq, Congressman Jim Matheson, Utah's only statewide Democratic office holder, has opposed a timeline for withdrawal. He did call for Donald Rumsfeld to resign at a fairly early point and has opposed the "surge." Matheson tries to play up the GOP record on funding for veterans programs and the Walter Reed Hospital.

4. Sen. Edwards may be asked about Western lands issues and water reclamation. Answers should include seeking local input. The biggest complaint about the Clinton administration is its failure to consult with Utahns about the designation of the Grand Staircase National Monument. Another issue is nuclear testing and storage. Most Utahns feel betrayed by the federal government and its assurance of safety during the Cold War nuclear testing. We call ourselves "Downwinders." It is widely believe that Democratic Congressman Jim Matheson's father, the former Gov. Scott Matheson (1977-1985) died from a cancer caused by nuclear fallout. Consequently, Utahns are also opposed to the Yucca Mountain nuclear waste repository which would have wasted transported through the State of Utah. Utahns fully believe that storage on-site or reprocessing are far better options.

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Appendix A / Media List

5. The Legislature passed a school voucher program in the most recent 2007 general session. Every Democrat in the State Legislature voted against it. The Utah Education Association and the Utah PTA spearheaded a petition drive to place the law on the ballot as a referendum. It will be on the 2007 November election ballot. Again, any answer should include that it is a state issue best left to the voters of Utah. However, an additional statement of opposition would likely be welcome. Some 96 percent of all Utah children attend public schools (also referred to as neighborhood schools by those opposed to private school vouchers).

6. There may be questions about the DC Votes Act, which would give the District of Columbia a seat in the United States House of Representatives and at the same time provide another that would likely go to Utah. Utah narrowly lost out on an additional seat in the House in 2001 reapportionment. Most Utahns see that loss as due to either problems related to statistical sampling by the Census Bureau or to Utahns serving overseas as missionaries for the Church of Jesus Christ of Latter-Day Saints and, as a result, not counted.



Appendix B

Media Relations Primer

ADAPTED FROM: Gonring, Matthew P. (1996). Global and Local Media Relations. In C.L. Caywood The Handbook of Strategic Public Relations and Integrated Communications. New York: McGraw Hill.

The media influence with the general public is particularly strong, since most people rely heavily on the media for their information. However, there are no guarantees. The media retain their influence because they shape and control what information is disseminated, when, and in what form.

DIFFERENCES IN MEDIA NEEDS AND APPROACHES

- **DAILY NEWSPAPERS** structure their newsrooms around beats, assignment desks, and sections. They cover breaking news and features and need access to quotable sources, back ground information, and visuals. Usually on tight deadlines, editors of daily newspapers must weed through hundreds of press releases and are looking for the few that break through the clutter.
- **WEEKLY NEWSPAPERS** operate with limited editorial staff. They generally take a feature or local focus. Many weekly newspapers demand a local focus and will not use information with out it.
- **REGIONAL/NATIONAL MAGAZINES** have varied resources, depending on the extent of their circulations and advertising revenues. Their editorial staffs are frequently dedicated to a specific subject focus or regional coverage.

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- **SPECIAL INTEREST PUBLICATIONS** target niche audiences, such as ethnic and religious groups, collectors and other groups with distinct lifestyle or interests.
- **NEWSLETTERS** usually specialize in one subject area and tend to take a more detailed, in-depth approach. They generally assume previous knowledge of the subject.

What approach is the journalist taking or could be persuaded to take? Match your message to the approach.

- **HARD OR BREAKING NEWS** – Reports facts and balances them
- **FORWARD SPIN** – Looks ahead or analyzes future impact; used in features
- **POINT OF VIEW** – Draws a conclusion based on research
- **CONSUMER INTEREST** – Carries particular interest to buyers of products and services; uses surveys and research to provide information that the average shopper can use
- **OPINION** – Represents reporter's or publication's view on a subject, supported by rationale and ideas
- **ENTERTAINMENT** – Has novel or even sensational appeal and is favored by TV and tabloid media
- **PROFILES** – Take in-depth look at interesting personalities
- **INTROSPECTIVE ANALYSIS** – Examines a subject through the eyes of an individual
- **HISTORICAL** – Describes what has occurred before and its influence on today's events
- **TENSION** – Uses controversy or opposing viewpoints, often played up by reporters

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Appendix B / Media Primer

THREE APPROACHES: Reactive, Proactive, or Interactive

(General guidelines when the media come calling)

REACTIVE

- Always avoid immediate comment and off-the-cuff remarks
- Keep a file of issues likely to receive media attention
- Understand deadlines
- Always be available and return calls promptly
- Be curious and ask questions
- Place yourself in the reporter's shoes
- Provide balance or know where to get it
- Know what background information is helpful
- Keep records of to whom you talked and what you said
- Never lie

PROACTIVE

- Do you know the message you want to deliver?
- Are your messages clear, concise, and straightforward?
- Which media do you want to reach in priority order?
- Which reporter/editor should you reach?
- What are the newsworthy elements to your message?
- How should you package or sell your item?
- Who are the key third parties, and what will they say?
- Have you listened for signs that reporters are busy or uninterested?
- Do they understand you will go elsewhere if they are uninterested?

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INTERACTIVE

(media interest and subsequent coverage that evolve from positive, ongoing interactions)

- Discuss issues other than news that may be of interest.
- Be a source; make yourself available for comment as an expert in your field.
- Always think in terms of needs and deadlines; a few minutes of advance notice may make you a hero.
- Converse in depth on timely news topics and industry trends.
- Talk about other publications and reporters and how they approach different issues.
- On articles they have written, be complimentary, not thankful. Reporters do not want to be accused of being a mouthpiece.
- Call to talk about relevant news and to keep in touch.
- Look for legitimate non-news reasons to interact with the news media.
- Avoid asking favors; only make suggestions.
- Adjust your message and conversation according to the reporter's time constraints and level of interest.

EVEN DEEPER

- Understanding of what news is (relevant, timely, interesting, dramatic appeal, etc.).
- Knowledge of third-party experts in the field for referral.
- Familiarity developed by being well read on events that shape your organization.
- Knowledge of each reporter's reputation and track record.
- Understanding of how particular news media outlets have covered news.
- Interpersonal skills.
- Relationships built over a professional lifetime.

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SPECIFIC TACTICS TO EXECUTE A MEDIA-RELATIONS STRATEGY

- **Bylined articles (authored by your organization's "expert")**
- **Community calendar listings**
- **Computer or CD disks**
- **E-mail**
- **Fact sheets (supplement news releases)**
- **Faxes (make sure they are welcomed)**
- **Features**
- **Fillers**
- **Letters to the editor**
- **Media advisory (for press invitations and very timely items)**
- **Media kits**
- **Op-ed pieces**
- **Phone calls**
- **Photos**
- **Pitch letters**
- **Press conferences (your reason must be very newsworthy)**
- **Press releases (must be carefully targeted)**
- **Talk and interview shows**

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