



California Ethics Project

CALIFORNIA ETHICS SUMMIT BRAINSTORMING NOTES

Thursday, July 30, 2009

Why and What: Group Exercise

A discussion of the different types of programs and brainstorming regarding the free and paid mediums available in each community and how to use those most effectively.

Free Mediums

1. Collateral piggy-backing
2. Partnerships
3. Farmers Market
4. Community Events
5. Facebook/Twitter
6. Social Media (2.0)
7. Welcome Wagon
8. Friday School Packet
9. Tag Line Postage Meter
10. Open House
11. Community Outreach
12. Voicemail Message
13. After Hours Message
14. Email
15. Article Internal/External
Newsletter
16. P.S.A
17. Press Releases
18. Writing Editorials
19. Reader Border
20. Community Partners –
Business/Associations (Chamber)
21. City Cable
22. City Webpage
23. Bulletin Boards
24. City Agenda
25. Rubber Stamp
26. Personal Advertising
27. VBM (Vote by Mail) Drop-Off
28. Candy Jar
29. Parking Program
30. Email Tag Line
31. City School Partnerships/Awards
32. Block Leader
33. Neighborhood Block Groups
34. Voter Registration/ROV Partnerships
35. Mock Elections
36. Small Business Sponsorships
37. Community Training
38. Community Forums/Debates
39. Televisive where possible
40. School/Community Liaison Group
41. P.T.A.
42. Board/Commissions/Committees
43. Presentations at City Council Meetings
44. City Facilities and Libraries
45. Computer Monitor Banner

Paid Mediums

1. Direct Mail
2. TV
3. Newspapers
4. Radio
5. Utility Bills
6. Internet
7. Banners
8. Billboards
9. Collateral Partnerships
10. Cable Advertising
11. Movie Theatre Trailers
12. Bus/Bench Advertising
13. Paid Booths
14. Wrap City Vehicle/Building
15. Sign Twirlers
16. Birthday Cards – Individual Outreach
17. Welcome Wagon
18. US Postal Service Partnership
19. Charity Event Partnership
20. On-Hold Messaging
21. Chamber of Commerce
22. Parade Float

Messaging and Mediums – Group Exercise

How to formulate the messaging surrounding an outreach campaign and compose appropriate collateral material. Group exercise brainstorming names of programs, main messages for use and composing a piece of collateral material.

Community Values

- | | |
|-------------------|-------------------------|
| 1. Safety | 11. Well Rounded |
| 2. Equality | 12. Hard Working |
| 3. Transparency | 13. Environmental Ethic |
| 4. Honesty | 14. Tolerance |
| 5. Communication | 15. Integrity |
| 6. Loyalty | 16. Sensible |
| 7. Accessibility | 17. Open Government |
| 8. Fair/Impartial | 18. Leadership |
| 9. Family | 19. Responsible |
| 10. Moral | 20. Religion/Faith |

Venues in Community

- | | |
|-----------------------|-------------------|
| 1. Events | 9. Parades |
| 2. Schools | 10. Youth Sports |
| 3. Downtown/Old Town | 11. Santana Row |
| 4. Malls | 12. Sports Arenas |
| 5. Parks | 13. University |
| 6. Historic Districts | 14. Parks |
| 7. Library | 15. Beach |
| 8. Family Festival | 16. Concerts |

Civic Values As It Relates To Elections

- | | |
|-------------------|--------------------|
| 1. Involvement | 6. Mutual Respect |
| 2. Accuracy | 7. Local Control |
| 3. Independence | 8. Good Government |
| 4. Communications | 9. Accountability |
| 5. Transparency | 10. Accessibility |

Tools and Avenues for Information

- | | |
|--------------------------------------|--|
| 1. 460/Campaign Disclosure Info | 14. Mail Disclaimer |
| 2. Candidate Statements | 15. Types of Direct Mail – Slate, Individual and Candidate |
| 3. Conflict of Interest | 16. Resource List/Web List |
| 4. Incumbent Voting Record – Minutes | 17. Community Workshops |
| 5. History – Community Involvement | 18. Official Endorsements |
| 6. Personal Biography | 19. Sos.ca.gov – Campaign Fines (Cal Access) |
| 7. Legal Record | 20. Google |
| 8. Newspapers | 21. Opensecrets.org, Total Capitol or similar |
| 9. Smartvoter.org | 22. Credible Blogs |
| 10. Community Forums | 23. Facebook – Social Network Sites |
| 11. Website | 24. Better Business Bureau |
| 12. Public Record | |
| 13. Ask Your Neighbor | |