

Ryan Blackburn

Independent Study and Mentorship

Spiece 4B

3 March 2018

Campaign Concepts

Interview Assessment 4

Name of Professional: Mr. Brandon Hawks

Profession/Title: Campaign Advisor

Business/Company name: Pat Fallon for TX Senate Campaign

Date of Interview: 8 March 2018

Prior to the interview with Mr. Hawks, I have worked with other professionals in his campaign, including prior interviewee Mr. Ryan Neil and mentor Mrs. Brigadier; I was interested to transition from the physical aspects of the campaign - including the materials and processes that lead to making contact with constituents - to the more broad and long-term goals of the campaign, an area that Mr. Hawks focuses on in his time with the campaign. As the date of our interview approached, I looked to connect these two aspects of the campaign together, as well as receive critical analysis of final product so far to have it ascend to a more professional

advocacy campaign; indeed, I was excited to relate the experiences I had with the campaign in prior mentor visits to the work Mr. Hawks has done, and looked forward to learning how to apply these same experiences to a private campaign like Empower Frisco.

When conducting the interview, I was most surprised by the volume of examples Mr. Hawks could give with whatever topic or resource we were discussing, and how these pieces of evidence were or were executed well enough to make a collective impact. The most prominent of these examples was his time prior to being on the Pat Fallon for TX Senate campaign, citing times he has campaigned for Texas congressional candidates, and how their run compared in terms of primary tension and how their outreach with constituents decidedly led them to obtain needed results. Even more, Mr. Hawks could explain even further that with varying geographics so different to the Frisco area (in being in more rural locations), many factors are present now that make a campaign much more difficult in connecting with citizens, including a wider area of residents and, simply put, more of constituency to connect with. Just as setbacks exists, so too do benefits - Mr. Hawks relieved me of one of my worries with campaigning when mentioning that people are more densely packed in Frisco, making it easier to reach out when comparing time restraints and volunteering possibilities.

Indeed, this encounter with Mr. Hawks was insurmountably helpful in realizing what aspects of campaigning to include in Empower Frisco - it was clear that appealing to the younger generations through social media was a must, as well as establishing professionalism and connections to more formal, older audiences by partnering and obtaining similar advice from local parties and political organizations (namely the League of Women Voters). While I learned what aspects of campaigning should be included in the making of Empower Frisco, I also

realized the amount of professionalism, drive, and know how campaigning requires, where as we move forward towards November and the midterm elections, I must continue to incorporate new developments and constituents into the program to truly create a more unified identity among those who call Frisco home. With multiple elections soon dominating local and state elections, it was significant for me to realize that commitment to the cause is necessary to create an impact from the cause; dedication, Mr. Hawks said, was the driving factor of the success of any campaign.