

Ryan Blackburn

Independent Study and Mentorship

Evan Speice

2 February 2018

Partisan Alignment - Purposeful Campaigning

Mentor Visit Assessment 3

Mrs. Dody Brigadier

Director of Constituent Outreach

Pat Fallon for Texas Senate Campaign Headquarters, 2416 N. Griffith Drive, Prosper TX 75034

1 February 2018

3:30 - 4:30

Assessment:

As part of my experience at the Pat Fallon for TX Senate Campaign Headquarters this past mentor visit, I hoped to be able to look more into the specific purpose of moves made in the campaign season as they relate to contact with constituents. With primary elections approaching in March, a central focus of my time spent at their office hoped to analyze what actions and mediums are most efficient for promoting the nomination of Mr. Pat Fallon in the primaries. With this goal in mind, I was surprised to learn more about not only this process within the domain of normal campaign procedures, but also about constituent focus in Denton as a whole.

At the campaign headquarters, I began my mentor visit by first understanding the differences in approach campaigns tend to take towards primary elections compared to general elections. Mrs. Brigadier, as well as other campaign staff such as Manager Mr. Ryan Neil and Mr. Brandon Hawks, helped by discussing the various aspects of the campaign they headed that dealt specifically with promoting primary election turnout. A particular point I found particular interest in was the polarity of active party members in Denton, and how campaigns, as a whole, look to appeal to the majority of voters in the area. Because most voters in the primaries tend to be more extreme in their beliefs, the campaign culture usually works to complement that by offering little leniency in terms of political stances, rather displaying to their constituency their candidate is dedicated to shared values. This idea fascinated me, and has propelled me to gear my final product campaign even more towards more moderate voters, as this detail helped demonstrate the polarity primary elections experience, and how, often times, they go unnoticed by those not active in a specific party. Thus, I am more compelled after experiencing the campaign mindset to encourage further participation in these elections.

From the visit, I was able to clearly establish certain aspects of the ‘campaign ideology’ that looks to focus in on what constituents are expected to vote in elections; this leads me to analyze further what I hope to accomplish in relation to my final product: what will of-age voters think or expect of the campaign? Would any bias or partisan influence be assumed by citizens, and what are steps to address that? As I continue the development of Empower Frisco, I have understood the importance of maintaining a sense of professionalism, while also ensuring your message gets across; because of this, I am confident that resolving these issues will magnify the impact of the campaign. I hope to accomplish this addressment by consistently iterating the

central goal of the project -- that of higher voter turnout and political awareness -- and ensuring that any relationship with local parties are maintained as nonpartisan and simply advocating for the cause. As we move closer to early voting and the day of the primaries, I hope to continue learning more about how the campaign directs their attention, and what they look to brand themselves as for moderate voters in the general election.