

Planning, Revising

Ryan Blackburn | *Weekly Report 2/12 - 2/18*

Looking to adjust my expectations for the application on my Final Product, I worked this week to compare the plans I have for Empower Frisco with the conclusive results of campaigns similar to it. With past advocacy campaigns reaching larger audiences on more specific topics, I had to analyze the results of these campaigns broadly, interpreting its success to that of a smaller campaign, localizing and understanding the information at hand more easily. From the time spent analyzing my work this week, I am excited to continue improving the structure of the campaign.

Hoping to understand what I can physically accomplish or make possible with Empower Frisco, I had worked this week to compare my projections to past campaigns, as well as work with Mrs. Brigadier to understand how to incorporate actual campaign tricks to further the effects of the campaign. I found that, in comparison, Empower Frisco, with its locally-based roots and goal, should find number-based expectations to help encourage participation in local politics, similar to how professional political campaigns keep track of numbers of voters via polls that were swayed by their efforts. I hope to incorporate this finding as I continue throughout planning for my Final Product, and am excited to work on figuring out a reasonable expectation of exposure.

For the future, I am hopeful I can continue improving the organization of Empower Frisco by incorporating this analysis on the information displayed on the campaign and to constituents; it may be beneficial to display this number in an attempt to help sway others to participate in moving closer towards a desired end.