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# Jim Renacci for Congress

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Shawna Ferris  
Stephen Perrott  
April 3, 2012  
Dr. Bos

## Campaign Communication Plan

### **Race Overview**

This upcoming year, members of Ohio's 16<sup>th</sup> district will be voting in a somewhat unusual election consisting of two incumbent candidates. This abnormal election has come about due to the redistricting of Ohio, which has eliminated two districts and thus two House seats. Because of this redistricting, Democrat Betty Sutton, a three term House Representative, will be challenging Republican incumbent Jim Renacci for his seat in the 16<sup>th</sup> district. According to the Ohio Daily, "the new 16th includes...43% of Renacci's current district, 24 % of Sutton's and 26% that is currently in [Democrat] Kucinich's district," which has lead many to believe that this could be a close race come November (Ohio Daily 2012).

Ultimately, Republican Jim Renacci totes a considerable amount of public service and business experience, while Democrat Betty Sutton has a strong background in House affairs because of her three terms as a House Representative. Congresswoman Sutton will be campaigning on her dedication to serving the middle class and standing up to big business, while Renacci will be campaigning on his clear political virtues and hands on experience in business recovery and business leadership. The issue stances of both candidates mirror the positions of the respective political parties that they represent.

### **District Demographics**

According to the Ohio Department of Development, the new 16<sup>th</sup> district is comprised of demographically similar counties. As a whole, the 16th district is made up of Stark County, Wayne County, the Canton area, and most of Medina and Ashland counties (Participatory Politics Foundation 2012). Each county is overwhelmingly white and has a relatively low voter turnout, with voting percentages ranging from 48.7% to 51.1% (Ohio Department Development 2012). Additionally, the median household incomes ranges from \$44,999 to \$66,458, making the 16<sup>th</sup> district a relatively middle class area (Ohio Department of Development 2012).

Overall, the majority of individuals in these counties are employed in the private sector, the good-producing and service-producing industries, or the local government (Ohio Department of Development 2012). Stark County's major employers are Timken Co., Alliance Community Hospital, Aultman Hospital, Canton City Schools, Fisher Food Inc, GE Capital, Mercy Medical Center, PCC Airfoils LLC, Republic Engineered Products, Stark County Government, and Wal-Mart Stores (Ohio Department of Development 2012). Wayne County's major employers are Buehler Food Markets Inc, the College of Wooster, Frito-Lay Inc, JM Smucker Co., LuK Inc, the State of Ohio, Will-Burt Co., the Wooster Brush Co., Wooster City Schools, Worthington Ind/Gerstenslager Co., and Wooster Community Hospital (Ohio Department of Development 2012). Medina's major employers are Brunswick City Schools, Discount Drug Mart Inc., Medina City Schools, Medina County Government, Medina General Hospital, MTD Products Inc., Wadsworth City Schools, Wadsworth-Rittman Hospital, and the Westfield Group (Ohio Department of Development 2012). Finally, Ashland's major employers are Ashland City Schools Ashland University, Wil Research Laboratories LLC., Mansfield Plumbing Products

LLC., Pentair Pump Group Inc., Samaritan Regional Health System, the State of Ohio, Step2 Co., and McGraw-Hill Companies (Ohio Department of Development 2012).

### **Strategies and Rationales**

Our strategy for winning the 2012 congressional election is to create an image of Renacci that depicts him as a strong, confident leader who totes exceptional business and financial knowledge, but who is also in touch with the needs of the average Ohio citizen. Through this portrayal, we will be campaigning in a way that carefully considers “the impressions voters have- what they believe to be true or untrue, desirable or undesirable” when it comes to candidates and the political atmosphere as a whole (Trent and Friedeberg 1991, 54). This is because we will focus on traits typically associated with Republican candidates, such as business and finance, while also attempting to emphasize Renacci’s softer side by playing on traits typically associated with democratic candidates, such as “helps people” and “open minded” (West 2004, 8). In order to relay our campaign message to the public, we will use a variation of the fast finish advertising strategy, which starts advertising slowly and gradually increases until the “voters are completely saturated in the week immediately preceding the election” (Trent and Friedenberg 1991, 286). The means through which we will campaign are television advertisements, radio and television appearances, direct mail, door to door campaigning, and social networking. The communication goal of the Renacci campaign is to effectively get out Renacci’s campaign message and platform by reaching all eligible voters in the 16<sup>th</sup> district, keeping in mind the most convenient way to reach each group of voters. Overall, our campaign will focus on emphasizing Renacci’s business and financial experience, basic political virtues, and previous success in office, as well as focusing on his variety of personal and political characteristics, specifically kindness, compassion, and the issues of healthcare and job creation.

The importance of the national economy in election outcomes, coupled with the economic hardships that the United States is currently experiencing, make Renacci’s strong background in business recovery and finance a centerpiece in our campaign strategy. By highlighting Renacci’s success in the business world, we will be able to reflect the congressman’s competence as a job creator and as a candidate who can successfully revive Ohio’s economy. Because of this focus, two main points of emphasis in our campaign will be sustaining and creating local jobs. Specifically, we will stress the Timkin Steel Bearing Company in Canton Ohio, which will provide constituents with a relevant example of how Renacci’s economic plans can benefit their financial well-being (Jim Renacci for Congress 2012). In addition, the significance of our focus on the Timkin Company is its ability to increase local employment, because it currently employs approximately 5,900 people (Ohio Department of Development 2012). Overall, our plan is to have Renacci cite his previous job creation record, which includes the creation of over 1,500 jobs in Northeast Ohio while in office. This will be a focus, because “When candidates emphasize issues on which their records indicated a common interest with respondents, those voters are likely to perceive candidates more favorably” (Sellers 1998, 170). Additionally, we will specifically mention how fighting for a reduced corporate tax would allow Timkin and other local corporations to hire more local employees, instead of sending their factories and local jobs overseas (Jim Renacci For Congress 2012). This will be an important area of focus due to the national political environment, which is concerned with the economy. This is also an important focus, because of the large amount of industry in the 16<sup>th</sup> district, which supports the local economy and provides jobs for the constituents. Furthermore,

this issue aligns nicely with traditional party stereotypes, because Republicans are often seen by the public as “fiscally responsible” (West 2004, 8).

In addition to focusing on Renacci’s business and financial experience, our campaign will also highlight his political virtues of “common sense conservatism, fiscal responsibility and government accountability” (Jim Renacci For Congress 2012). Emphasizing these specific virtues throughout the campaign will demonstrate to the public that Renacci is a reliable politician, who has a strong and consistent foundation on which he bases his political decisions. By demonstrating that Renacci has such a foundation, we can instill confidence in the public and assure them that they are getting what they vote for, an honest man who sticks to and fights for his political values.

Another area of emphasis in our campaign will be highlighting Congressman Renacci’s previous success in office in order to remind the public that he is the representative they want. By emphasizing Renacci’s success, we will be capitalizing on the sense of competency that being an incumbent tends to instill in the public (Trent and Friedenber 1991, 66). His incumbency is a big factor in this election, because research has noted that “incumbents have an advantage on several dimensions: they are likely to be more skillful campaigners, they are likely to have greater campaign resources, and citizens are more familiar with them” (Fridkin and Kenney 2011, 67). However, although this is a distinct advantage, it is also a disadvantage, because Sutton is an incumbent as well and has a longer record to lean on during the election. Due to this dual incumbency, we will have to make a strong effort to remind the public of Renacci’s past success, not only as a house representative, but also as Mayor of Wadsworth.

Along with focusing on Congressman Renacci’s political success, we will also be highlighting his warm personality by emphasizing traits such as caring, considerate, and compassionate. We will focus on these qualities, because scholars have demonstrated that “candidates’ personality traits [strongly] influence overall impressions of the candidates” (Fridkin and Kenney 2011, 72). In addition, these characteristics are important to highlight, because they are often associated with female and democratic candidates, and if ignored could lead uninformed voters to perceive Sutton as more competent and compassionate, especially in the areas of poverty, education, and more liberal issues, such as healthcare (Huddy and Terkildsen 1993, 122). Therefore, in order to avoid losing votes to Congresswomen Sutton, we will portray Renacci as a common family man, which will appeal to the average citizen of the 16<sup>th</sup> district and effectively emphasize his kindness, compassion, and caring personality. We will create a family man image by showing Renacci with his family in at least one segment of his commercial advertisement, and also by highlighting his success in the healthcare industry.

In terms of party identification a focus on these specific personality traits is also important, because Republicans are often negatively stereotyped as wealthy, big business politicians who do not consider middle class families. This is a stereotype that we want to avoid for Renacci, because “the most frequently deployed heuristic in American politics is the political party,” making these stereotypes significant factors to consider in our plan (Hayes 2011, 138). Although we will be promoting business and industry in our campaign, an image of Congressman Renacci as a family man will allow constituents to associate him with the traits of care and consideration, which will create a sense of warmth that will appeal to the public. Additionally, these character traits will demonstrate that he is a well-rounded candidate who is strong and driven, but also kind and knowledgeable about the needs of the district.

The creation of LTC management services, a company that helped nursing homes across the state of Ohio will also be highlighted in our campaign to further promote Renacci’s caring

and compassionate characteristics (Jim Renacci for Congress 2012). By using Renacci's experience in LTC management services, we will also be able to bolster his credibility in the healthcare field, an issue that is usually strongly attributed to Democrats. In addition, we will highlight and attack Betty Sutton's support of the original draft of the Affordable Health Care Act, which will demonstrate her negligible stance on healthcare and further promote our candidate on the issue (The Political Guide 2012).

Overall, by aligning congressman Renacci with traits that are most commonly associated with female candidates and Democrats as a whole, we will be eliminating the tendency of uninformed voters to rely on gender and party characteristics to shape their opinion (Huddy and Terkildsen 1993, 134). This is very important, because citizens often use gender and party "stereotypes to assess the issue competencies and positions of both Democratic and Republican candidates" (Hayes 2011, 136). Therefore, it is essential that Congressman Renacci appears to be a well-rounded candidate by demonstrating his caring, compassionate, and knowledgeable nature. This goal is attainable, because studies have noted that male candidates that portray themselves as "compassion[ate]" can increase their "competence rating" from voters (Huddy and Terkildsen 1993, 132).

### **Means of Communication**

Keeping our four areas of emphasis in mind, we will use door to door campaigning, direct mail, radio and television appearances, social networking, and television advertisements in our strategy to win the 16<sup>th</sup> district.

#### *Door to Door Campaigning*

Door to door campaigning will be used, because studies have demonstrated that "[f]ace-to-face interaction dramatically increases the chance that voters will go to the polls" and that it has a greater influence on voters than other forms of indirect campaign communication, such as phone calls (Gerber and Green 2000, 661). We will utilize volunteers that we enlist from our volunteer recruiting email initiative to accomplish door to door campaigning. The mobilization that occurs will be useful, because there is evidence (Green et al. 2003) that suggests that voter participation increases in communities of various "demographics and levels of economic status" (1093). Therefore, our door to door initiative will reach out to lower income communities in Ohio's 16th district, in order to capture votes that could end up being the difference in what appears to be a highly competitive election. The volunteers will also target areas with large percentages of registered Republicans and Independents, in order to ensure that Congressman Renacci receives voter participation and votes on Election Day.

#### *Direct Mail*

Direct mail will be sent to registered Republicans in the area and will be an asset to our campaign, because it will allow for us to send direct, personalized, and negative messages to constituents. By limiting our attack mail to a Republican audience, we will be able to keep and gain Republican constituents' interest in the election, while also keeping Democrats and Independents on board with Renacci as a moderate Republican, which we will further emphasize in our image based commercials throughout the election. Ultimately, we will be able to keep and gain Republican interest through the use of negative mail, because negative campaign advertisements improve voter memory and information retention, thereby increasing citizens' knowledge about candidates, as well as major campaign issues (Kahn and Kenney 1999, 75).

Overall, we will utilize negative ads in our campaign, because constituents tend to see them as “more memorable than positive ads” (Kahn and Kenney 1999, 75), and because they will help us to link Sutton “with unsavory groups or causes” (Iyvengar and McGrady 2007, 149), thereby making Renacci appear to be a more favorable candidate.

### *Television and Radio Appearances*

Part of our overall communication strategy is to have congressman Renacci appear on two semi-local T.V./radio programs in an attempt to create an informational arena that will push our campaign messages to uninformed constituents. Baum and Jamison (2006) stated that citizens who are generally not interested in politics will only obtain political information if the “benefit of obtaining the information outweighs the cost of the citizen actually tuning into politically oriented media” (948). Therefore, our television appearance strategy intends to encourage the participation of new voters, by specifically attracting uninformed or uninterested eligible voters. Because national T.V. appearances would cover too many United States citizens and would be economically unfeasible, Congressman Rencacci will appear on *All Bets are Off With Bruce Drennan* and *The Ron Ponder Show*. The *All Bets are Off* appearance will be on a Thursday at 5:30pm ET, in order to attract viewers who have made it home from work and radio listeners who are commuting home from work. This plan will succeed, because the show is simulcast on the radio (Fastball Production, 2011). The Thursday time slot will also provide our campaign with free advertising, because Mr. Drennan always promotes his future guests throughout the week that they will be appearing on his show. We believe this plan will make Congressman Renacci look like an average citizen, because he is more than capable of engaging in a sports oriented discussion, due to his ability to reflect on his time as owner and general manager of the Columbus Destroyers arena football team (Renacci for Cogress, 2012). The show will also allow Congressman Renacci to answer Mr. Drennan’s political questions, thereby giving Renacci a free and very public arena to share his platform and campaign messages. In addition, Renacci will be able to take calls from the public and answer their questions, because *All Bets are Off* consists of live call-ins (Fastball Productions, 2011).

*The Ron Ponder Show* regularly covers politics and is a great place for Congressman Renacci to casually respond to political questions. In addition, the show is aired conveniently during most citizens’ lunch break, at 10am ET, giving Renacci a larger audience with which to share his political values (Blogspot, 2012). Ultimately, the plan is to have congressman Renacci speak casually, but also specifically mention Timken Steel Bearing Company, in order to inform the casual consumer of the talk show about a specific piece of his job recovery agenda. This specific mentioning of the Timkin Company and his intentions to directly oppose any Washington plan that will limit the number of local jobs at the Timkin Company will mimic the success that political figures have achieved by mentioning a specific aspect of their political agenda during casual interviews on entertainment based programs (Parkin 2008). This is backed up by a study done by Parkin (2008), which noted that John Kerry’s comments about his intentions to stop investing in the oilfield service provider Halliburton during a David Letterman interview increased consumers’ ability to identify Halliburton (25). As a result of Renacci’s television appearance, consumers will gain a basic knowledge of the job opportunity prospects that the Timkin Company can offer Ohio’s 16<sup>th</sup> District, thereby making it a more salient issue during the election.

### *New Technology and Social Networking*

Our new technology/media plan is broken down into two categories based on the classifications of Nielsen (2010). The study done by Nielsen (2010) classified internet based new media in three categories: “mundane” (e-mail), “emerging” (Facebook and Myspace), and “specialized” (campaign websites) (761). The use of each aspect of internet media will be based on the strengths that each respective campaign tool has. Nielsen (2010) found that e-mails provide a way to mobilize campaign volunteers (763). Due to this, we plan to include the campaign e-mail address on every advertisement and piece of direct mail and will attempt to register all interested constituents’ e-mail addresses. By giving out the campaign e-mail address and by gathering constituents’ e-mails, willing volunteers will be able to have their e-mail addresses placed on a list that will be used by current staffers to send out organizational e-mails. This plan will provide a cost effective way to build a strong group of volunteers, as there will be no significant cost for including an e-mail address in our campaign commercial or on our direct mail. With respect to targeted populations, e-mail will be effective with all eligible voters and social networks will attract citizens thirty years of age and younger (Neilson 2010, 761).

Although social networks are not a good way to recruit significant amounts of campaign volunteers (Nielsen 2010), Carr (2008) noted that social networks do provide a good way for candidates to directly communicate with massive amount of supporters, as well as encourage voting (The New York Times). Congressman Renacci already has *Twitter*, *Facebook*, and *Linked in*, so the main goal of the campaign in respect to social networking is to make sure that the public is aware of these means of communication. Therefore, at the end of our advertisements and direct mail, we will acknowledge these forms of communication. Economically, this strategy will allow the campaign to share its job creation and health care themes at all times, without booking twenty four hour T.V. advertisement time blocks. The social networks will also create a realm of political communication for the younger population (Neilson 2010, 761), and will thus encourage youth participation and interest. In addition, we will air our advertisements on *Youtube*, in order to further enhance message saturation online. Neilson (2010) acknowledges that the Obama campaign of 2008 utilized *Youtube* in an attempt to create “back channel” campaign message dispersal, and our campaign will adopt this technique to save money and spread our message more effectively (764-765).

### *Television Advertisements*

Though we will target specific voting populations with various forms of campaign media, our plan is to reach the entire population of constituents with precise advertisement air times. Our selected air times are based on the findings of Freedman et al. (2004). The study (Freedman et al. 2004) found that the majority of campaign ads aired on local news stations (728). Therefore, it is in our campaign’s best interest to air the advertisement on NEWSNET5, WKYC, OIO, and FOX8 (Scripps T.V. Station Group, 2012). With respect to the specific times that the advertisement will air on these stations, we will first saturate the evening news time slots. In order to be assured that the ad will run during the local news for each of the four respective news stations, the ad will air between the hours of 5pm ET and 8pm ET. By utilizing this time block, the advertisement will air when *FOX8 News at 5* begins (Scripps T.V. Station Group, 2012). The advertisement’s evening air time will extend to 8pm ET, in order to cover the time that the shows *Wheel of Fortune* and *Jeopardy!* air (Scripps T.V. Station Group, 2012). The reason that our campaign advertisement will air during *Wheel of Fortune* and *Jeopardy!* is because Freedman et al.’s (2004) study of general election advertisements found that they (*Wheel*

of *Fortune* and *Jeopardy!*) were the two evening shows that were utilized the most by campaigns, with the exception of evening news, which our campaign advertisement's time block will already cover, due to its start time of 5pm ET (728).

The additional advertisement time block that our campaign will purchase is from 7am ET to 10am ET. The reason for the purchasing of this time block is to air our ad during the morning, when the two shows that are most frequently targeted by general election campaign advertisements air (Freedman et al. 2004, 728; Scripps T.V. Station Group, 2012). The two shows that our campaign will target during morning viewing hours are *Today* and *Good Morning America* (Freedman et al. 2004, 728). Our morning time block will also cover local morning news, because *FOX8 News in the Morning* and *FOX8 News at 8* also air during this time slot (Scripps T.V. Station Group, 2012). By focusing the campaign advertisements' air times to the previously stated time slots, Congressman Renacci's name and agenda will be publicized during times where a large number of constituents are watching and when other campaign advertisements are also airing. This will ensure that Congressman Renacci's name and agenda are not overshadowed by the competition's advertisements, because our campaign advertisements will likely be airing at the same time.

### **Press Interaction**

Interaction with the press will be limited to paid newspaper advertisements. Mondak (1995) demonstrated that removing local newspapers from a population in 1992 did not have a negative effect on citizens' knowledge levels of the Presidential or Senate elections of 1992 (526). Therefore, it is in the campaigns best interest to merely place an advertisement in the newspaper during the final month of the campaign, in order to meet our "fast finish" strategy and not waste our limited money on press conferences. If the press decides to follow other campaign events, then it is considered free coverage and we will not oppose. Additionally, Ridout and Smith (2008) found that newspapers dedicate their attention to negative advertisements significantly more than positive advertisements (603-604). Therefore, focusing on content and advertisements that will receive newspaper attention would conflict with our plan to keep attack strategies away from registered Democrats and unregistered voters. Overall, we plan to portray Congressman Renacci as a competent, but compassionate candidate who does not get flustered or engage in harsh conflict.

### **Mobilization**

We will mobilize the eligible voters in the 16<sup>th</sup> district by keeping them informed about Renacci, his platform, and the race as a whole. We believe this is the most effective tactic, because there is "a sizeable and statistically significant causal effect of being informed on the propensity to vote" (Lassen 2005, 103). Informing constituents will be accomplished with a variety of strategies. One strategy that will be employed is direct contact with voters. This tactic will be used, because face to face interactions/direct campaigning has a greater effect on voters than indirect campaigning, and has also been shown to increase voter turnout (Gerber and Green 2000, 661). For example, we will utilize door to door campaigning to directly contact voters. In addition, Renacci will make appearances at local stores, the public schools, and important community events to demonstrate that he is an involved community member and to reach out to as many constituents as possible. Along with direct campaigning, will use direct mail to keep or gain specifically Republican interest and to increase Republican turnout at the polls. We believe this will help with turnout and will effectively get more Republicans involved in the race,



because negative ads “can strengthen belief in the importance of voting and stimulate greater involvement in election among some citizens” (Brader 2006, 182).

Another way we will mobilize the public is through yard signs and bumper stickers, which will be distributed from different posts around the district. This gives constituents an easy and free way to participate in the election and to help get their local Congressman reelected. In addition to yard signs and bumper stickers, our campaign will mobilize the youth through social networking, like Facebook and Twitter, in order to give young voters a direct link to Renacci and his campaign. Carr (2008) described how social networks helped President Obama mobilize voters during the 2008 presidential election (The New York Times). The reason, as described by Carr, appeared to be the voter’s ability to utilize a “direct link” to the campaign through social network communication (The New York Times). Due to this finding, we will focus on social networks in our campaign. Furthermore, we will also post the election date frequently on Renacci’s social networking sites in order to remind young voters of Election Day and thereby generate greater turnout at the polls.

### **Gender and the Campaign**

In order to negate any gender stereotypes that could aid Congresswoman Sutton’s campaign, our campaign will portray Congressman Renacci as a politician with both masculine and feminine gender traits. Hayes (2011) provides two stereotypes that our campaign will utilize. The masculine trait is leadership, which will be depicted during our advertisement by focusing on business recovery initiative (Hayes 2011, 143). The feminine trait used by Hayes (2011) is “really cares about people like me” (142-143). This trait will be demonstrated in the advertisement with live video of constituents declaring “Jim really cares about me.” The reason for depicting both masculine and feminine gender traits is because of Hayes’ (2011) finding that voters were not influenced by gender stereotypes in 2006, because the media did not emphasize traditional gender stereotypes (146). With our advertisement, we will not give the media a chance to enhance traditional gender stereotypes and as a result, Congressman Renacci will appear to be a compassionate and competent leader.

### **Budget, limits, and Endorsements**

Congressman Renacci’s campaign committee has already raised \$1,273,260 dollars. However, when the money already spent by the campaign is subtracted by the total money raised by the committee, the amount available for the campaign is \$977,177 dollars (Center for Responsive Politics, 2012). Renacci’s communication budget would be severely limited if the Congressman continued to only spend 1.5% of total money raised by the campaign committee on “media” (Center for Responsive Politics, 2012). Therefore, our strategy is to raise “media” spending to 15%, by reducing campaign expenditures on fundraising by 10% and by cutting future “campaign expenses” by 3.5% (Center for Responsive Politics, 2012). This re-allocation of expenditures would leave the campaign with a budget of approximately \$150,000 dollars. Ultimately, the decreased emphasis on fundraising and increased emphasis on media expenditures is not a significant sacrifice for the remaining months of the campaign, because the committee has already raised a satisfactory amount of money.

The campaign is already endorsed by several significant contributors, including Timkin Company, Suarez Corporation, America’s Future Fund PAC, and others (Center for Responsive Politics, 2012). The inclusion of supporters like the Timkin Company exemplifies private business support for Renacci, which is a common conservative theme. This is an already

affective endorsement plan, because endorsers represent ideologies and serve as indicators of candidate ideology (McDermott, 2006). As a result, conservative minded voters will view Renacci as conservative and support him on Election Day (McDermott 2006, 256), due to “voting cues,” which are ideological links between endorsers and candidates (McDermott 2006, 256). The only additional endorsement that we plan on seeking is from the Ohio Farm Bureau (Center for Responsive Politics, 2012). Our justification for seeking out an endorsement from this PAC is twofold. First, it shows that congressman Renacci is aware of the agriculture industry that is present in Wayne and other counties within the district. Second, the Ohio Farm Bureau consistently backs the Republican Party and will serve as another conservative “voter cue” (McDermott 2006, 256; Center for Responsive Politics, 2012). The America’s Future Fund PAC is the only “leadership PAC” contributing to the campaign, which exemplifies the most significant limit to communication funding, based on the fact that the campaign is congressional and not Presidential (Center for Responsive Politics, 2012). The other limit based on campaign status is that Congressman Renacci is not a popular enough political figure to appear on a late night T.V. shows, like *Letterman*, which is due to his status as a Congressman and not a national figure like the President and therefore limits his ability to gain recognition and spread his campaign message.

### **Direct Mail Plan**

The direct mail that will be distributed to registered Republicans in the district will attack Betty Sutton. The cover of the direct mail will have a picture of congresswoman Sutton walking behind President Obama. The title will say “Follow the Leader, a game Ohio’s 16th District Cannot Play.” The inside will begin with a picture of Congresswoman Sutton frowning and will be followed by her voting record, in respect to the Affordable Healthcare Act and corporate tax increase. The second page on the inside of the direct mail pamphlet will have a picture of Jim Renacci smiling, and will be followed by his voting record in respect to the corporate tax and the Affordable Healthcare Act. The direct link between Congresswoman Sutton, President Obama, and the Democratic stance on corporate tax and the Affordable Healthcare Act will concern Republicans and encourage them to vote. The back of the pamphlet will say “Vote Jim Renacci” and contain references to his campaign website, Linked in account, Facebook account, Twitter account, and the e-mail address for campaign volunteer coordinators. Ultimately, this ad will work to incite fear in voters that voting for Betty Sutton will mean increased government spending and less protection for families in regards to healthcare.

### **Campaign Commercial Plan**

In addition, we will produce a commercial that demonstrates Congressman Renacci’s warm and family oriented characteristics. This ad will be image based and through its airing we hope to instill in the public positive feelings towards Rennaci as an individual. We have decided to do an image based ad, because Newman (1999, 88) described a candidate’s image as “one of the most important marketing tools a politician can use to drive public opinion,” and also as a method that elicits positive emotions from viewers (Newman 1999, 90). Therefore, it is our job to sell Congressman Renacci as a caring candidate. Moreover, Brader noted that positive advertisements increased citizen interest, desire to participate, and also secured voter loyalties (Brader 2006, 13). Overall, this commercial will focus on demonstrating Rennaci’s warmth and his family centered values, in order to portray him as a strong, confident leader who totes exceptional business and financial knowledge, but who is also in touch with the needs of the

average Ohio citizen, because he is an average Ohio citizen. The focus on economic recovery and limiting government health care spending through a moderate and caring image will allow the Renacci Campaign to articulate its pivotal issue stances in a way that will appeal to the constituents of Ohio's 16<sup>th</sup> district as a whole.

The beginning of the commercial will focus on live images. The live images will be of three different citizens of Ohio's 16<sup>th</sup> district completing the phrase, "I am (NAME) a (OCCUPATION) from (TOWN) and Jim cares for me." This quote will work to demonstrate Renacci's compassion to constituents, as supported by Hayes' definition of compassion (2011, 142-143), therefore eliciting positive feelings towards him as an individual. After the live images, four still images of Renacci will be used in our commercial. The first image will be of Renacci going door to door in the 16<sup>th</sup> district in order to meet constituents. While this image is on the screen a voiceover will state, "as a citizen of Ohio's 16<sup>th</sup> district, Jim is committed to you." Next, an image of Renacci visiting a local factory will appear. While this image is being shown, the voiceover will state, "He will fight for your jobs." Following this image, a picture of Renacci with local nurses will appear on the screen, and the voiceover will state, "and your health." Finally, an image of Renacci with his family will close the ad, and the voiceover will announce, "Vote Jim Renacci and let him welcome you into his family." By using these specific pictures and the voiceover, we will be highlighting Renacci's warmth and family oriented nature, while also mentioning two of our main campaign issues, job creation and healthcare reform. Throughout the video, we will use upbeat music, which will draw the audience in and create a positive mindset for our constituents. Overall, the goal of this ad is to introduce the audience to our pivotal campaign issues, as well as introduce Renacci to the citizens of the 16<sup>th</sup> district as a caring and compassionate leader.

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