2016

OHCV: 2016 Source of News PLACEBO

Working America Placebo Rap

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. We're out today talking with folks in the neighborhood about the future of Ohio. Are you [name]? Great!

QUESTIONS

We are conducting a short survey about the news.

Question 1 (Source of News ID)

When you think about where you get most of your news about all issues form, would you say that it mostly comes from Local TV, Cable TV, Radio, Internet, Print Newspaper, Word of Mouth or someplace else?

[*Record response*: Local TV, Cable TV, Radio, Internet, Print Newspaper, Word of Mouth or someplace else]

Thank you. We will be using this information to better understand how to reach Ohioans on issues of importance.

Question 2 (Email)

Would you like us to keep you informed? If so, let me grab your email address and will send you periodic updates on local issues.

[*Record email address*.]

Have a good night.

2016
OHCV: 2016 Standard Rap
US President: Donald Trump (R) v Hillary Clinton (D)
U.S. Senate: Rob Portman (R) v Ted Strickland (D)

Working America Persuasion Rap

Introduction

Hi, my name is ___ with Working America [if WA or general public]/your union [if union]. We're out today talking with folks in the neighborhood about the future of Ohio. Are you [name]? Great!

QUESTIONS

Question 1 (Issue ID)

First—a quick survey. **When you think about the General Election in November, what is the most urgent priority to be addressed?**

[*Record response*: jobs, economy, public safety, etc.]

Question 2 (Voter ID President)

Thank you. In the election for President, would you vote for Republican Donald Trump or Democrat Hilary Clinton?

[*Record Response:* Trump-R, Clinton-D, Unsure/Undecided, Other]

Question 3 (Voter ID US Senate)

In the election for U.S. Senate Republican Rob Portman faces Democrat Ted Strickland. **If you were going to vote today would you vote for Rob Portman or Ted Strickland?**

[*Record Response*: Portman-R, Strickland-D, Unsure/Undecided]

Hillary Clinton

PERSUASION AND ENDORSEMENTS

Working America is an independent organization that represents a million Ohioans who want an economy that works for working people. We are not part of any political party or campaign and support candidates based on their record.

[IF CLINTON]

Earlier you said that you were supporting Hillary Clinton for President. We are also supporting Clinton for President because of her strong track record on supporting working people.

During her public career, Clinton has been instrumental in [refer to TPs relevant for Issue ID response in Q 1]

Thanks for your support!

Hand over lit. Go to Senate Endorsement.

[IF TRUMP, UNDECIDED or OTHER]

You said earlier that you are [voting for Trump/ Undecided/Other] for President. I understand. How you vote is a personal decision. Working America has done the research on the economy issues and the records of the candidates.

Refer to talking points. Explain relevant issue background and candidate record

So can we count on your vote Hillary Clinton for President?

Do not record response. Go to Senate Endorsement.

Thank you. Have a good night.

Ted Strickland

ENDORSEMENT

Working America has done the research on the candidate's records and found that when comes to fighting to keep Ohio Strong for working families, Ted Strickland has a track record of . . .

[REFRENCE APPROPRIATE TALKING POINT BASED ON ISSUE ID Q1 RESPONSE].

That is why we and millions of other Ohio working people are supporting him to be our next US Senator.

Go to voter engagement

VOTER ENGAGEMENT

You said that [INSERT ISSUE FROM QUESTION 1] was the most important issue to you. The problem is that, regardless of who wins the election, Corporate CEO's, and lobbyists have too much influence in Washington, and our priorities go unmet. The solution is for us to join together and form a group of residents who will hold politicians accountable to make sure we really help Ohio's economy and put working people first.

Question 4 (Email Address)

Let me grab your email address so you can be part of our campaign to address [ISSUE]. We will occasionally send you information to keep you updated and about how to be part of this effort.

[*Record email address*.]

End conversation.

Thank you. Have a good night.