Reading Response 10/17: Direct Contact

Emmett Laurie

Candidate: Phil Murphy (D-NJ)

I would have canvassers start knocking on doors about a year before the election, to increase name recognition since Murphy is not well known around New Jersey with no political history. Canvassers at that time should be canvassing to get Murphy’s name recognition up and register voters, as well as contact potential volunteers. I would go through the existing Democratic framework (i.e. Democratic Governor’s Association, county party chairpersons, etc.) to recruit volunteers. I would canvass over the summer during the general election with canvassers focusing on Murphy’s policy standpoints. Over the summer I would also organize events, particularly in lukewarm Democratic areas and college campuses. Having events at campuses can drum up the youth vote as well as gain larger recognition from the media, and events in lukewarm areas can push some voters over the edge. I would organize campaigns on college campuses, with the aid of campus organizations, to create positive social pressure. In late september and throughout October I would send out direct mail to likely voters reminding them to register and vote. I would also host town halls in a few major cities (e.g. New Brunswick, Trenton, etc.) to attract media attention and other earned media. Since name recognition will still probably be suboptimal because of various difficulties with increasing name recognition in New Jersey, I would have a canvassing blitz within the last month encouraging people to vote and emphasizing Murphy’s key issues.