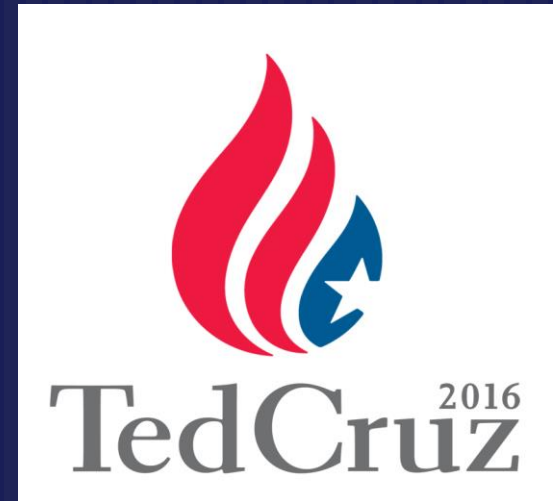


COMMUNICATIONS DIRECTOR

ALICE STEWART



Well said...

“I have been underestimated for decades. I have done very well that way.”

-Helmut Kohl



Cruz campaign



March 23, 2015

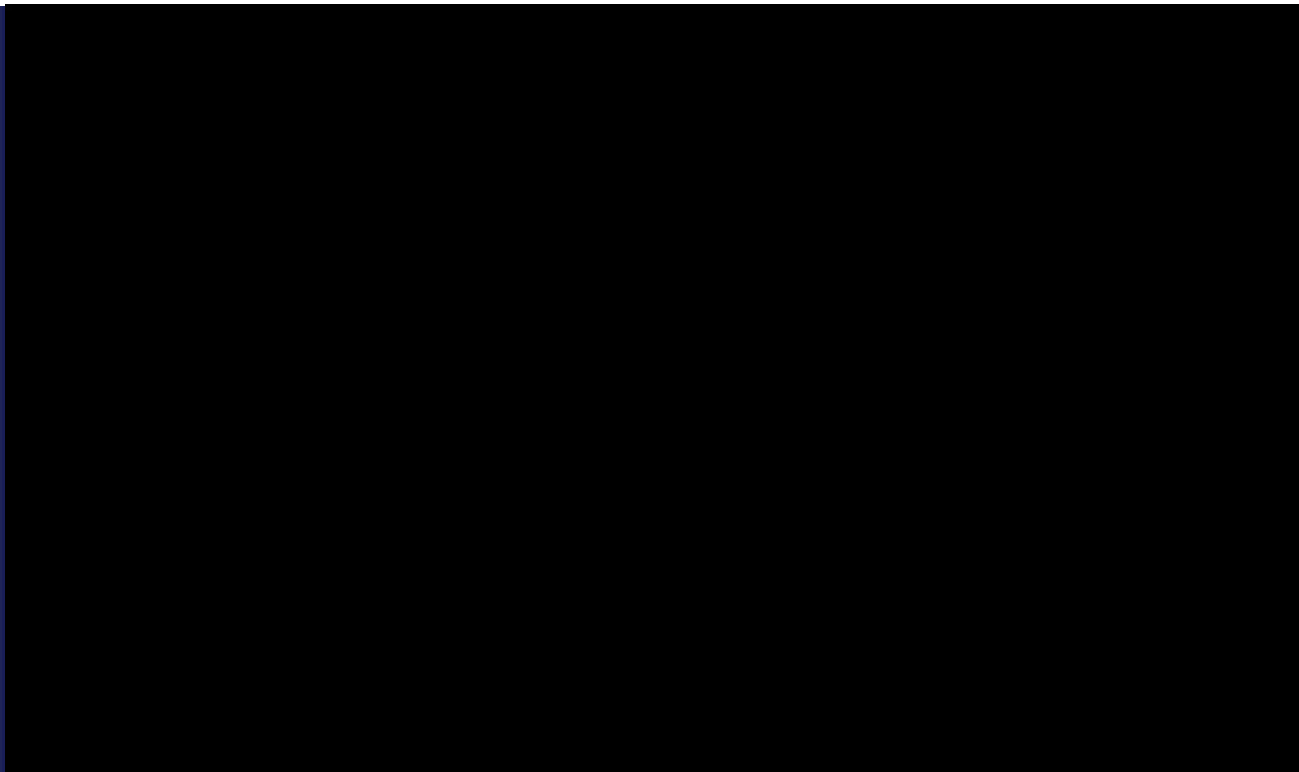


May 3, 2016

Keys to Communication

- Message
- Media
- Markets
- Methods

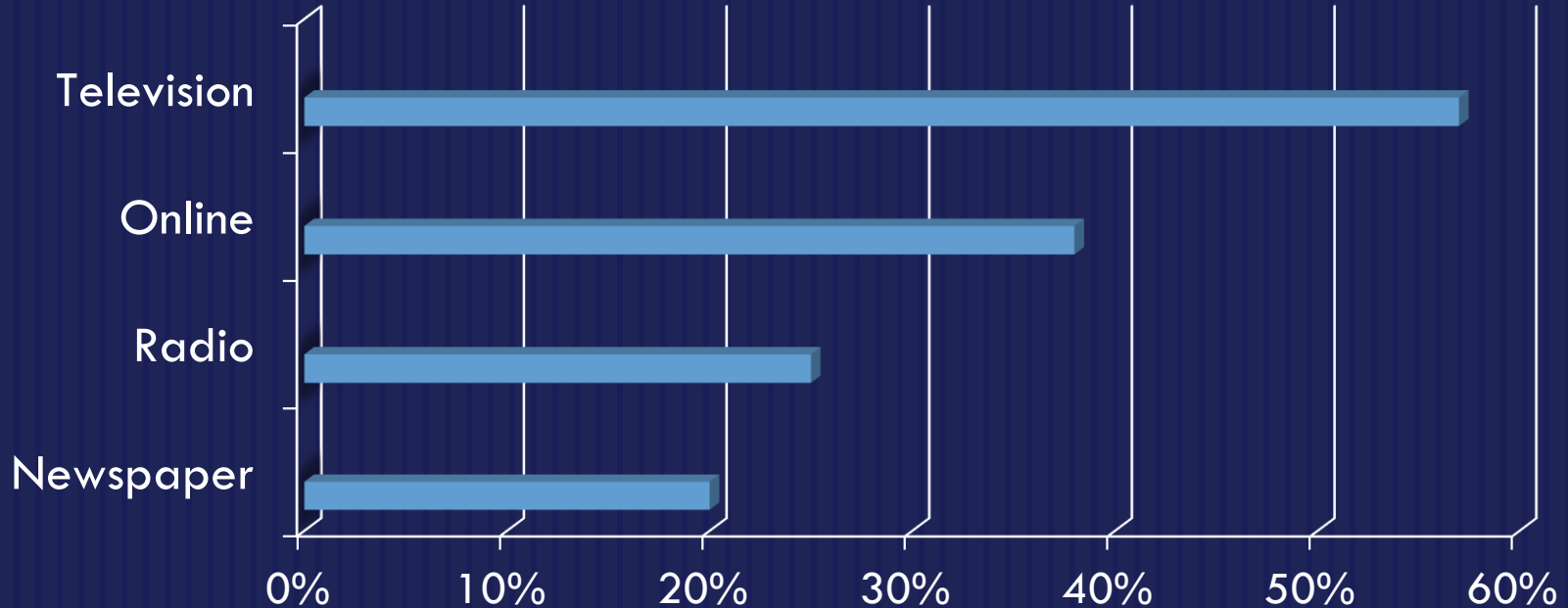
Message: Trusted



Cruz for President Message

- Trusted
- Jobs
- Freedom
- Security

Media: Where do people get their news?



Media Markets



National

Vs.

Local





“All politics is local.”

-Former Speaker of the House Tip O’Neill

Local TV coverage: Erie, PA



Methods of Communication

- Public events
- Gaggles
- Embeds
- Social media
- Rapid Response

Social media: Ted Cruz Facebook


- Over 1,300,000,000 impressions
- Over 2,500,000 comments on posts
- Over 26,000,000 likes of posts
- Over 3,500,000 shares of posts

Social media: Ted Cruz Twitter

- Over 560,000,000 impressions
- Over 14,500,000 engagements
- Over 1,600,000 Retweets
- Over 2,200,000 Likes

Method: Keys to Rapid Response Success

- Respond rapidly
- Address actual nature
- Pivot to the positive
- Don't let lies..... Lie

A photograph of Melania Trump lying on a large, light-colored fur rug. She is wearing a strapless, light-colored dress and has her hair styled in long, wavy blonde locks. She is looking directly at the camera with a neutral expression. The background is dark and out of focus.

MEET MELANIA TRUMP. YOUR NEXT FIRST LADY.

OR, YOU COULD SUPPORT TED CRUZ ON TUESDAY.

Paid for by Make America Awesome. Not authorized by any candidate or candidate committee.



Donald J. Trump 
@realDonaldTrump

 Follow

"@Don_Vito_08: "A picture is worth a thousand words"
@realDonaldTrump #LyingTed #NeverCruz @MELANIATRUMP
pic.twitter.com/5bvVEwMVF8"

8:55 PM - 23 Mar 2016

  9,205  22,984



Ted Cruz 
@tedcruz



 Follow

Donald, real men don't attack women. Your wife is lovely, and Heidi is the love of my life.

 Twitter

Response to Heidi picture





Donald J. Trump ✓

@realDonaldTrump




Following

Ted Cruz was born in Canada and was a Canadian citizen until 15 months ago. Lawsuits have just been filed with more to follow. I told you so

© Donald Trump /Twitter

Rapid Response: Birth Certificate


DIVISION OF VITAL STATISTICS DEPARTMENT OF HEALTH EDMONTON

Certificate of Birth

This is to Certify that the particulars of the undernoted birth which is on record in this Department are as follows:

Name RAFAEL EDWARD CRUZ Sex Male

Date of Birth 22nd December 1970 Place of Birth Calgary, Alberta
(Day) (Month) (Year)

Name of Father Rafael Bienvenido Cruz His Birthplace Matanzas, Cuba


Name of Mother Eleanor Elizabeth Wilson Her Birthplace Wilmington, Delaware, U.S.A.

Occupation of Father Geophysical Consultant

Registered at Calgary on 31st December 1970 Record No. 70-08-032264
(City) (Day) (Month) (Year)

Given under my hand and seal of the Director of Edmonton, this

Twenty-first day of January 1971


J. Colville
DIRECTOR



332834



Ted Cruz @tedcruz · Jan 5

My response to @realDonaldTrump calling into question my natural-born citizenship?
m.youtube.com/watch?v=t4ZGKI...



Fonzie Jumps the Shark on Happy Days (Episode...  



Fonzie Jumps the Shark on Happy Days (Episode 5.3) 1977

Ever hear someone say that a tv show "jumped the shark", implying that they've created an outrageous episode to try and win back viewers? Wonder where it



Cruz responds to JFK lie



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