



# **NO LABELS**

## **National Convention**

Communication Strategy

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## SWOT ANALYSIS

Established in 2009, No Labels was founded to create a united front against partisanship in United States politics. No Labels intends to solve America's problems using common sense. With the 2024 Presidential Election less than a year away, No Labels hopes to introduce the Unity Ticket nominees at their upcoming National Convention in Dallas. This SWOT analysis will provide the framework for No Labels' messaging and communication strategy by discussing their strengths, weaknesses, opportunities, and threats.

### Strengths

- No Labels is led by politicians and leaders from all sides of the political spectrum. Their National Chairs include former Democratic Senator Joe Lieberman, former Republican Maryland Governor Larry Hogan, African-American activist Dr. Benjamin F. Chavis, and former Republican North Carolina Governor Pat McCrory.
- As a 501(c)3 nonprofit, No Labels raised over \$21 million in FY 2022, doubling its annual revenue from FY 2021. (Schwartz, 2023).
- No Labels was responsible for establishing the House Problem Solvers Caucus, a bipartisan caucus dedicated to finding common ground in public policy.

### Weaknesses

- Since No Labels has only been in existence since 2009, the organization will be challenged by having a relatively smaller base of delegates than more established political parties such as the Democratic and Republican Parties.
- No Labels is only expected to have 2000 delegates in attendance, compared to the 3795 delegates pledged to attend the Democratic National Convention and the 2472 delegates pledged to attend the Republican National Convention.

### Opportunities

- 58% of the current electorate do not support Donald Trump or Joe Biden in the 2024 Presidential Election.
- As of October 2023, No Labels has successfully gained ballot access for a third-party presidential candidate in 12 states: Alaska, Arizona, Arkansas, Colorado, Florida, Hawaii, Mississippi, Nevada, North Carolina, Oregon, South Dakota, and Utah (Koretski, 2023). Five of these states are frequently labeled as "swing states."
- According to an NBC poll from September 2023, an unnamed No Labels candidate received 5% of the vote in a three-way matchup between Biden and Trump (Koretski, 2023).

### Threats

- Critics claim that a No Labels' "third party" candidate could hamper Joe Biden's chances of re-election or bolster Donald Trump's share of the vote.
- News recently broke regarding Texas businessman Harlan Crow donating \$5000 to No Labels' Super PAC, Citizens to Save Our Republic (Schwartz, 2023). Given the recent scandals involving Crow and Supreme Court Justice Clarence Thomas, this donation could hamper No Labels' messaging of being nonpartisan.

## GOALS AND OBJECTIVES

### Goals

No Labels hopes to serve as a viable, common-sense alternative to America's two mainstream political parties. Therefore, the main goal of this campaign is to bolster No Labels as an organization that unites voters of all stripes.

To maintain No Labels' credibility as a pragmatic, problem-solving political movement, this organization needs to focus on creating a genuine, transparent, and nonpartisan dialogue with voters about the direction of the country.

The ultimate goal of No Labels is to become a competitive alternative to the Democratic and Republican Parties in time for the 2024 Election, which is considered to be one of the most unprecedented in history.

### Objectives

As we attempt to reach the goals listed above, the following objectives will be measured and evaluated:

1. Increase No Labels' positive **national broadcast** coverage by 25% between November 2023 and April 2024.
2. Increase No Labels' positive **local broadcast** coverage by 25% between November 2023 and April 2024.
3. Increase No Labels' positive **social media engagement** by 20% between November 2023 and April 2024.
4. Increase No Labels' positive **national print** coverage by 25% between November 2023 and April 2024.
5. Increase No Labels' positive **local print** coverage by 25% between November 2023 and April 2024.

## **STRATEGY, TARGET AUDIENCES, MESSAGING, AND TACTICS**

### **Strategy**

The main strategy for No Labels' media campaign leading up to the April 2024 National Convention should be to convince voters that there is a viable and practical alternative to voting in the current two-party system. By mobilizing America's common sense majority, No Labels can stand as a competitive option in the 2024 election and beyond.

### **Target Audiences**

We aim to reach the following target audiences for this campaign:

1. Americans of voting age unsatisfied with the current two-party system.
2. Political media outlets and journalists.
3. Civic engagement organizations.

### **Messaging**

The following central messages will encompass our campaign:

1. There is a viable and pragmatic alternative to the dysfunctional two-party system.
2. No Labels represents America's common sense majority.
3. At our National Convention, No Labels will introduce a slate of independent nominees for the Unity Ticket.

### **Tactics**

Our integrated communications campaign will leverage four distinct communication channels:

- Local and national print media.
- Local and national broadcast media.
- Social media and online videos.
- Podcasts.

We will implement the following tactics with the channels listed above:

- Proactive media pitching and press releases (see below).
- Strategic op-eds and features in national outlets (i.e. The Washington Post).
- Organic social media engagement.
- Paid social media advertising.
- Satellite interviews with No Labels leadership and local/state candidates.
- Interviews for political and election podcasts (The NPR Podcast, FiveThirtyEight Politics, The Chuck Toddcast, etc.).

## **MEASUREMENT AND EVALUATION**

### **Metrics**

Throughout our campaign, the following key performance indicators (KPIs) will be measured and evaluated:

1. Media impressions.
2. Unique views per month (UVPM) for individual articles.
3. Message pull-through in earned coverage (print, broadcast, and podcasts).
4. Social media engagement levels.
5. Sentiment tracking.

### **Tools**

The following tools will be used to measure the results of our campaign:

1. Muck Rack for media impressions and UVPM.
2. Hootsuite, Google Analytics, and Meta Business Suite for social media engagement.
3. Meltwater for sentiment tracking.

## **SAMPLE PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **NO LABELS TO HOST FIRST NATIONAL CONVENTION IN DALLAS**

*No Labels' Leadership To Announce Independent Unity Ticket Candidates*

DALLAS - No Labels, a nonpartisan organization dedicated to uniting Americans across the political spectrum with practical solutions, will host its first national convention on April 14-15 at Southern Methodist University in Dallas, Texas.

The convention will culminate with the introduction of No Labels' hand-picked independent Unity Ticket nominees for President and Vice President. Through a transparent, democratic selection process, 2000 delegates will select the candidates to represent the common sense majority in the 2024 election.

"This convention represents a crucial milestone for No Labels and its mission to create a united front against our dysfunctional two-party system," Margaret White, co-executive director of No Labels. "The American electorate needs pragmatic leadership that prioritizes problem-solving over partisanship."

"Voters want a fresh, pragmatic alternative to the status quo," said former Sen. Joe Lieberman (I-Conn.), who also serves as No Labels National Co-Chair. "As we gear up for a Biden vs. Trump rematch, this convention will demonstrate the solidarity of America's common sense majority."

As of October 2023, No Labels has successfully gained ballot access for a third-party presidential candidate in 12 states: Alaska, Arizona, Arkansas, Colorado, Florida, Hawaii, Mississippi, Nevada, North Carolina, Oregon, South Dakota and Utah.

###

## SAMPLE MEDIA PITCH

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Subject: Nonpartisan Group No Labels To Host Historic National Convention

Dear Ms. Muturi and Ms. Hong,

I am reaching out to discuss an exciting political event that would interest your NPR Politics Podcast listeners.

No Labels, a nonpartisan political organization, is set to host an unprecedented national convention April 14-15 in Dallas. The event will welcome 2,000 delegates and culminate in the introduction of No Labels' nonpartisan Unity Ticket nominees for President and Vice President.

Given the dysfunction and division of our current two-party system, this could be a revolutionary moment in American politics. No Labels aims to represent the commonsense majority of voters seeking practical solutions in public policy.

I welcome the opportunity to provide further details or schedule an interview with the No Labels leadership. Please let me know if you would like any talking points or visual assets.

Best regards,

David McKibbin