

TARGETED
COMMUNICATION AND
TELE-TOWN HALL

Sean Tonner and Patrick Egan
Berlin, November 22, 2010

The Masses

The Individual



Identify. Target.
Personal Contact.

Data

CO - Entire Survey - JeffCovoir

HHREC	First Name	Last Name		
1527061	ELIZABETH	LOBDELL	6222830040	303-979-3483
1527096	MARCUS	McCLOUD	6222830040	303-972-3961
1527136	L	MORGAN	6222830040	303-972-0990
1527149	DIANE	NAZMINIA	6222830040	303-973-6664
1527149	MEHDI	NAZMINIA		303-973-6664
1527157	STEPHANIE	NORMAN		303-933-0330
1527175	Laurie	ORTOLF		
1527220	SCOTT	REISS		
1527223	PATRICIA	REX		
1527223	RONALD	REX		
1527265	RANDEL	SCHULTE		
1527265	TIMOTHY	SCHULTE		
1527270	PHILIP	SECRET		
1527304	JERRY	STAGGS		
1527306	DOROTHY	STANFEL		
1527314	ROBERT	SUEHRSTEDT		
1527363	AMY	WATSON		
1527376	KENDYLE	WILLARDSSEN		
1527384	NANCY	YEAGLEY		
1527468	MARY	BROWN		
1527492	MICHAEL	CARROLL		
1527512	RONDA	COMBES		
	JESSICA	CROCKE		

1. Your Information

Salutation First Name * Middle Last Name * Suffix

Address Address 2

City * State * ZIP *

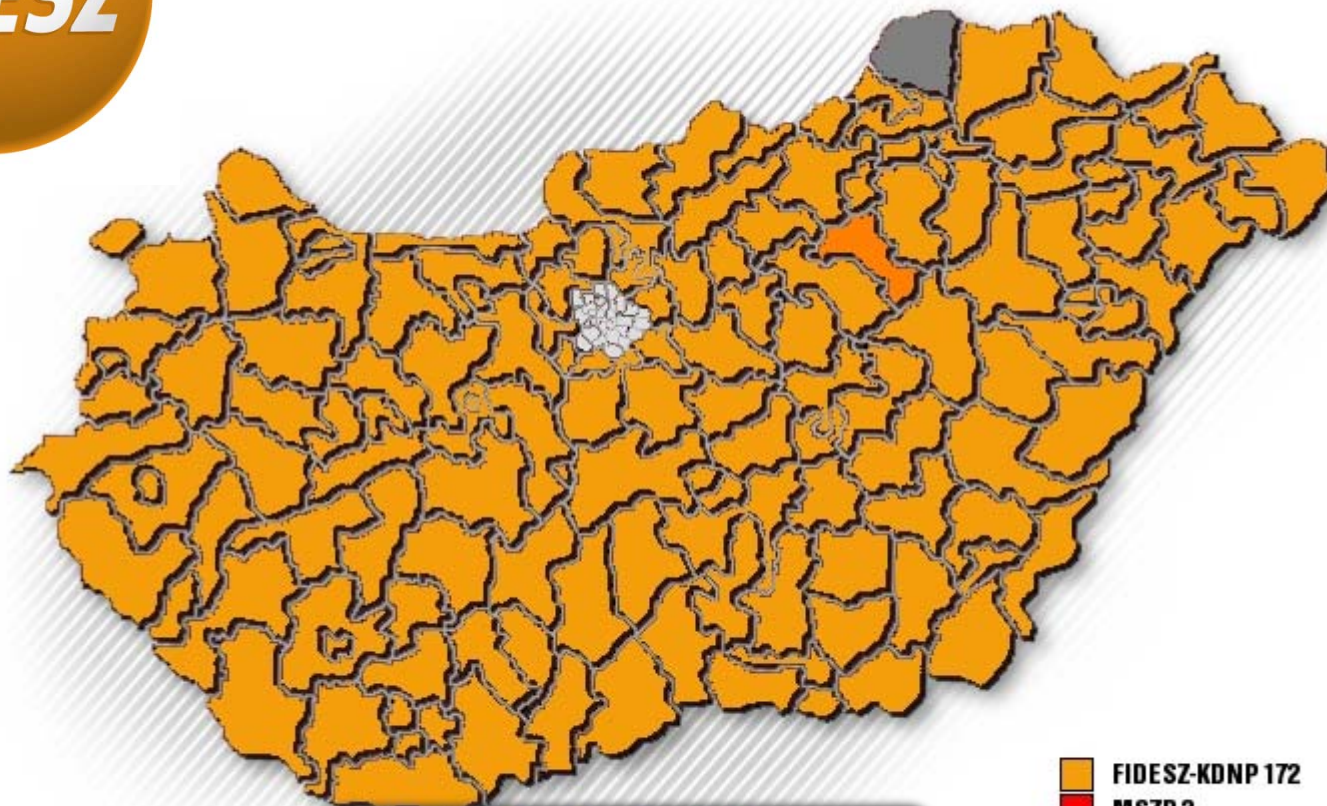
Email Address * Phone * (XXX-XXX-XXXX)

2. Contribution Amount

One Time Recurring Monthly
 \$25 \$100 \$500 Other \$
 \$50 \$250 \$1000

- Additional contributions are in addition to annual membership fee
 - Contributions are not tax-deductible

3. Credit Card Information



2010:
67.88%

-  FIDESZ-KDNP 172
-  MSZP 2
-  Független 1
-  FIDESZ-KDNP-MVMP 1

TELE-TOWN HALL



TELE-TOWN HALL

The technology dials
thousands of households
simultaneously

Creates an enormous
conference call, or

TELE-TOWN HALL

A live “town hall meeting”
with thousands of citizens

...all over the telephone.

TELE-TOWN HALL

Creates a live, personal contact with the voter in his or her home.

It's interactive.

TELE-TOWN HALL

Ask questions. Vote on
polling questions.

...most cost-effective means
of making direct contact with
voters.

A RECENT TELE-TOWN HALL IN EUROPE

Reached more than 15,000
live.

Participation rate of 70%

Average listen time of 13 mins

TELE-TOWN HALL

Europe

Average participation rate:
64%

Nearly 2/3 of those who pick up the phone decide to participate.

Average duration of participation: 7.2 minutes

TELE-TOWN HALL

Here's what they're saying in Europe

“To organize a gathering like this, it's a more direct form of politics, closer to us. To me, it's a completely different style.”

“It's terrific to be able to say what we think directly to the party leader. It makes me truly happy to see that he is really listening to us, that he really pays attention to the party's supporters.”

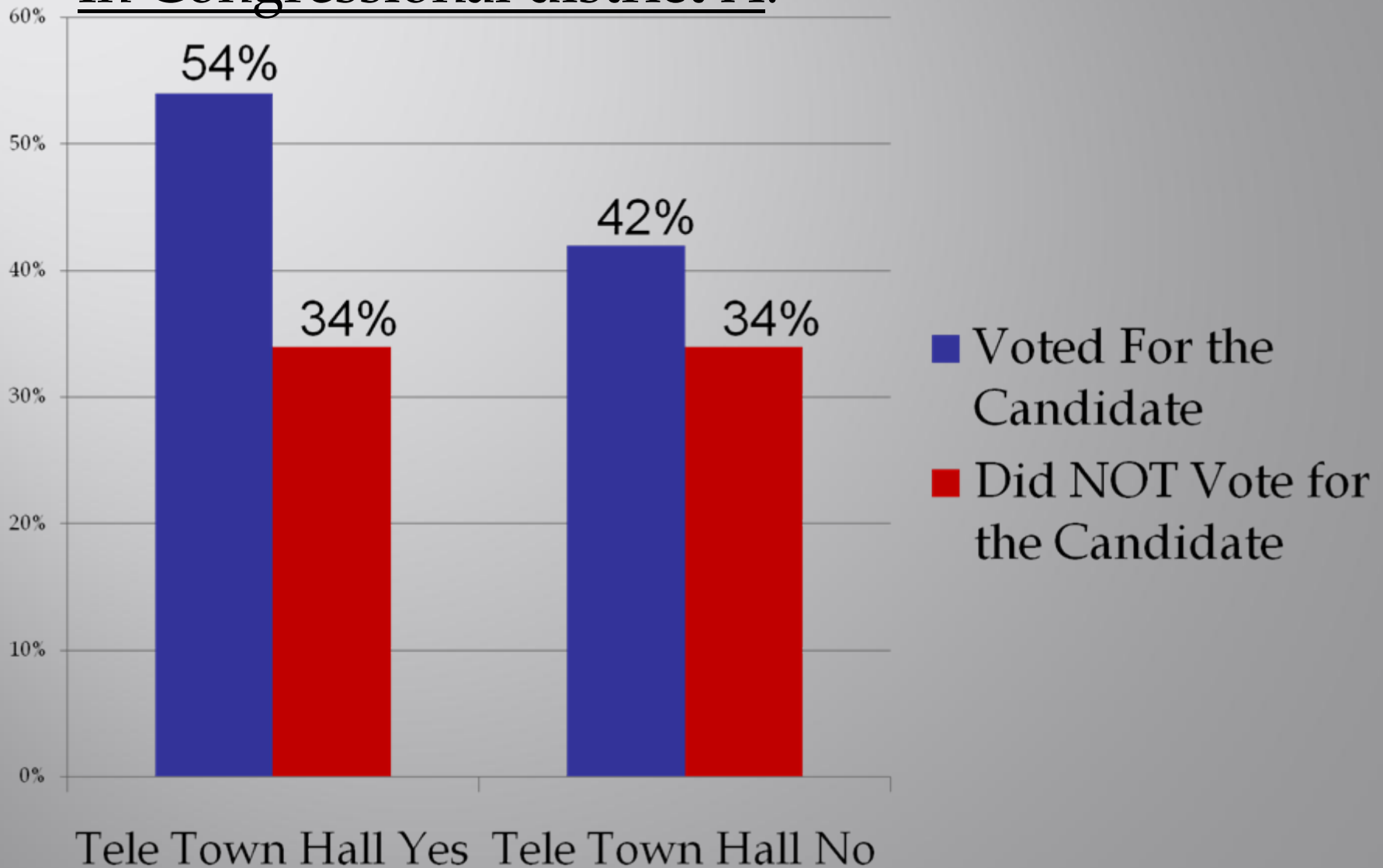
TELE-TOWN HALL

Here's what they're saying in Europe

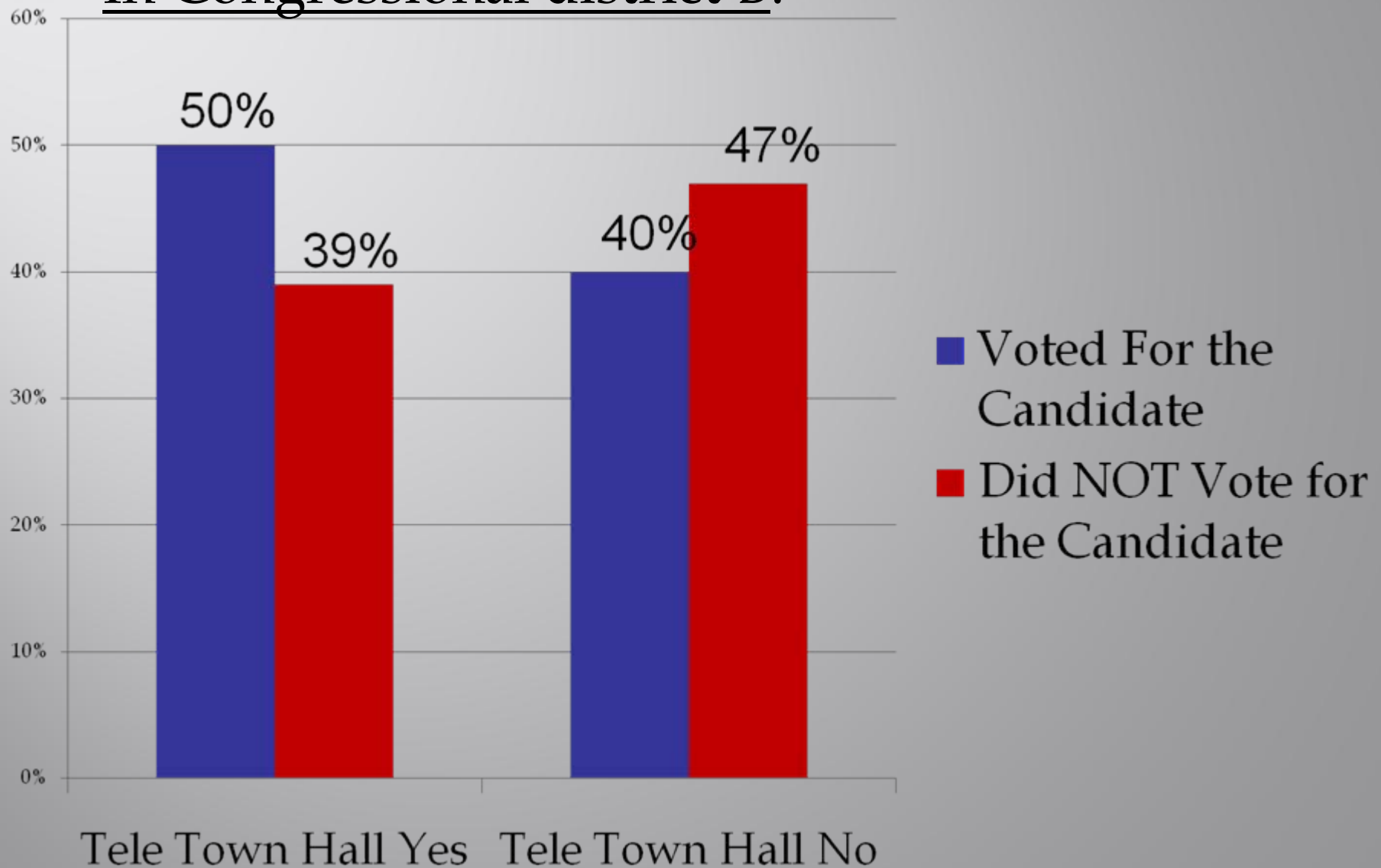
“I was truly touched that the leader called me personally to have a dialogue.”

“What a great thing that an MP called me at home!”

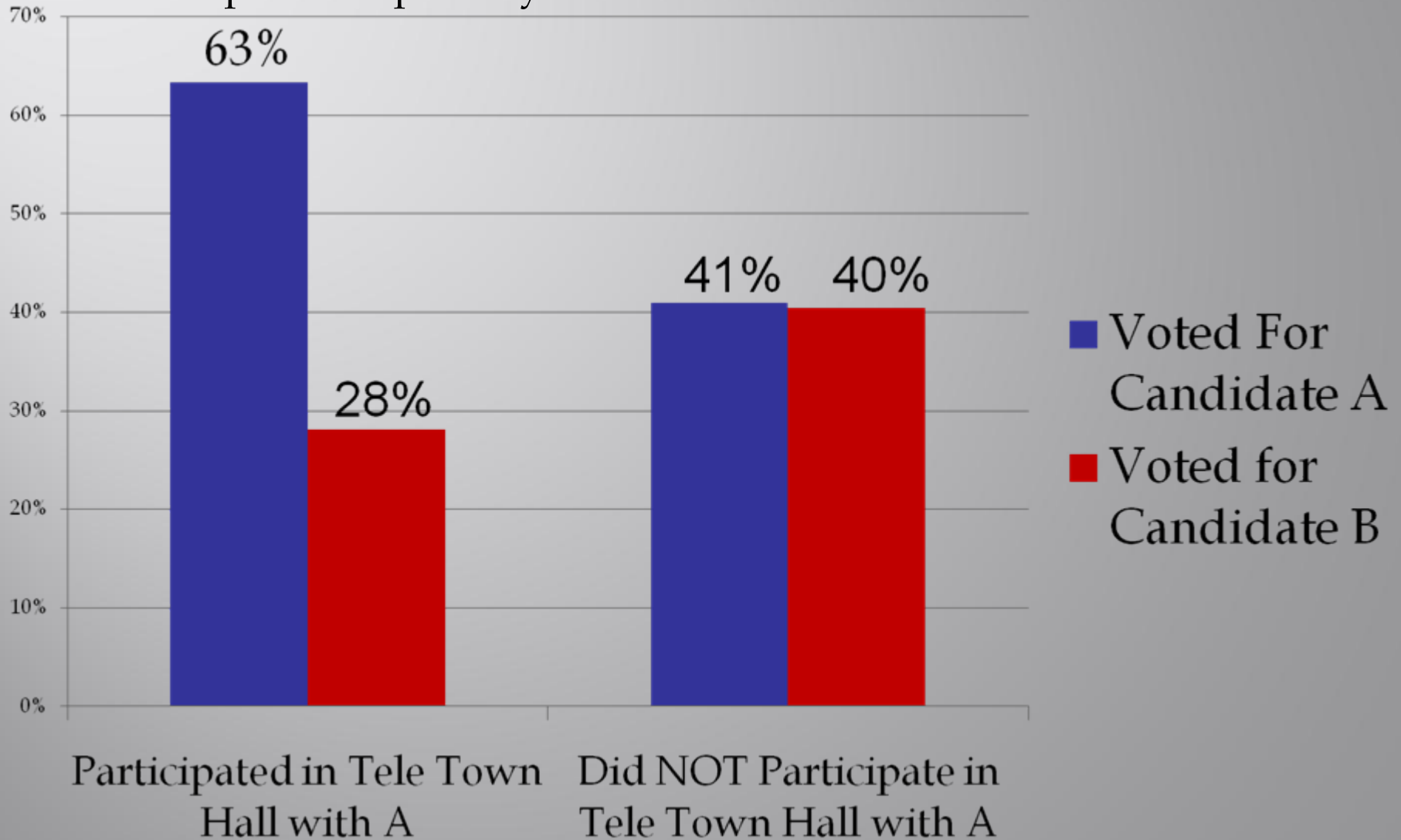
In Congressional district A:



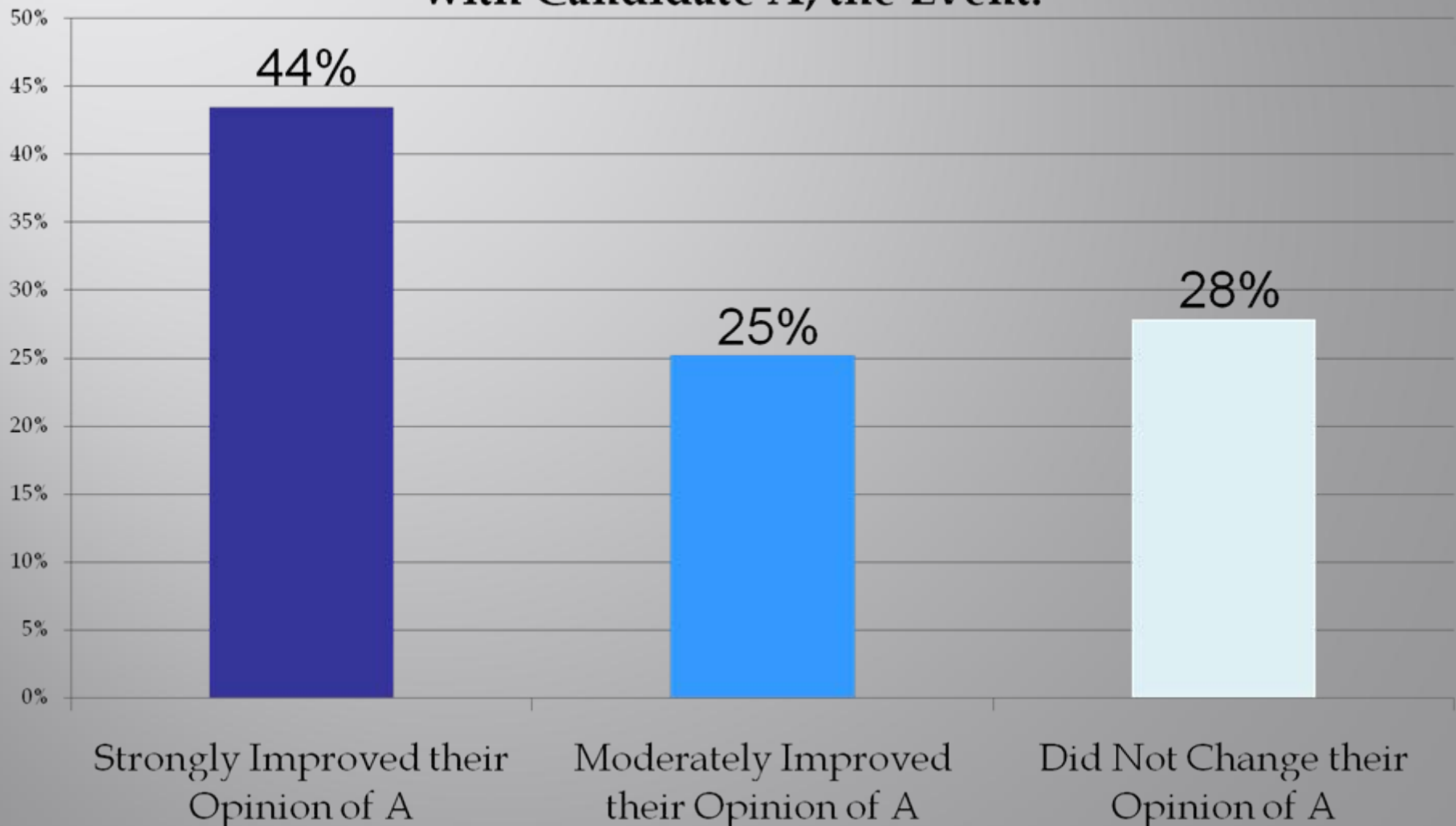
In Congressional district B:



In a Republican primary contest:



Of Those Who Participated in Tele Town Hall with Candidate A, the Event:



FWD  affairs

next@fwdaffairs.com