

Interview Map

Career Experience

- 1) How long have you worked in political campaigning and for which candidates?
- 2) When and how did you begin working with (*candidate name*)?

Communications Planning

Walk me through how the campaign took shape? What did your early polling suggest?

- How did the campaign decide the prominent issues to promote? A) what were these issues?
- Who did the campaign need to appeal to?

How do you think voters should perceive (*candidate name*)? A) How relevant was gender to this image decision?

How did you anticipate the media/ opponent's reaction to (*candidate name*)?

From your experience, what political communication challenges are unique to female candidates? A) Did you find any of these relevant to (*your candidate*)?

Campaign Actions

What would you have done differently?

Please describe the social media campaign? Who was the target of social media?

Social Media(in-house): graphics, videos

Who was the audience for television? How was that different than social media?

Media Reactions

How do you think journalists defined (*your candidate*)? How accurate was this representation?

How often/ if ever did the campaign feel targeted by journalists/opponent for any reason?

When did the campaign feel it necessary to respond to media stories or criticisms?