



34th LEGISLATIVE DISTRICT NEWS LETTER - June, 2015

Our first snafu on the meeting location. The June meeting was relocated on the fly to Chaco Canyon . Seems the American Legion Hall forgot to open the door. We now have a key. The good news is that we get one free meeting rental (July), and did not have to pay for the June meeting. So your appreciation to Chaco Canyon by stopping and ordering coffee, scone or a meal. They graciously did not charge for the room.

This month's meeting is back at our new home: American Legion Hall located in the West Seattle Triangle, **3618 S.W. Alaska St**, Seattle, WA 98126. To cover the cost, we are **asking for \$5.00 per attendee**. In addition, the tables and chairs need to be set up and taken down. So assistance is appreciated.

Chairman Chuck has blisters, a great sun tan and lots of stories to share of his 472 mile Camino de Santiago (The Way of St. James) in Spain. He will be back in town this weekend and resuming LD34 duties shortly.

South King County PCO Training

I attended the June 20 PCO training. I strongly encourage you attend any future trainings. It is worth the time and drive.

Social Media

I have attached the hand out provided. Here is a short summary of what I learned:

It is no big secret that the Republican Party is lagging the Democrats in social media. The good news is the race is tightening.

- Social media is such a big source of news and information, that we have to get in the game to be a player. For the under 35-demographic, 70% of all new content comes from Facebook or Twitter. Your Friends and 140 characters have surpassed Newsweek, the Wall street Journal, and the Seattle Times.
- The peak hours of Facebook postings are 8AM-10AM, and 4PM-6PM.
- When you do post, limit your quantity to 2-3 per day. Over saturation leads to friends politely ignoring you.
- Start small with your political posts. And try to judge the intended receiver. Ranting, put downs, adversarial posturing only builds a wall not a bridge between you and the reader.
- A great way to make a political post, is attach an article, Tweet, photo or joke that provides clarity of what you believe.
- The biggest phishing scam is to second Friend someone. This is an open invitation to being scammed.
- #WALEG is the Washington legislature Twitter site. This is a general site read by your representatives. It is dominated by left leaning posters. But grossly underused. For all of this

January to June legislative session, only 540 Tweets have been received. Of which 2/3 are left or strong left leaning.

- A Republican Tweet campaign of 1 per week by all PCOs in the state would overwhelm the system. 1 per week!
- The Twitter media universe is becoming the New Media. It has grown by 3X each year from 2011 to today. It provides live news input, on location/ on the ground news. The Huffington Post blogs 2200 out-going “news” Tweets per week.
- Using hashtags (#) as a sorting means to establish your following, or a group you want to follow.
- Use AT symbol (@) for groups with self identifiers.

For political Facebook and Tweets to be effective, some Dos and Don'ts:

- Don't be insulting
- Don't be sarcastic
- Check grammar
- Edit words not punctuation.
- Once you hit # or @, it is forever in the viral cloud. So post no regrets.

Nic Sotelo is paid staff to help anyone in King County with electronic media.

Mining for Data on Social Media

Keith Shipper, 7th CD Chair, Executive Board spoke. He has developed mining sub-routines to identify Republican leading voters based on your self-identified portraits on social media. He is willing to share the program and train PCOs in its use.

Voter Targeting

Arthur Whitten is the KCGOP paid District Director for voter recruitment. He provided some information:

- A live solicitation call costs \$38/ vote.
- Direct mailing and e-mailing have 0% impact on increasing voter turn-out.
- TV ads increase turn out by 0.5%.
- Radio by 0.8%.
- A door to door bellling increases participation by 53%.
- For every 14 doors knocked on, you reap 1 added vote.

The County GOP is set a goal of identifying 100% of Republican voters by conducting PCO walks. It is now at 30%. And insure that those R's vote 100% of the time. We just have to look back at the Dino Rossi election and can understand what just a small change can make.

HELP WANTED

White Center Jubilee Days

During our first meeting, we did a Strategic Planning session. As a group, we identified that to be a committed PCO, we'd be willing to volunteer (2) hours a month toward LD34 activities and causes. We have 2 events where we need your help. We have a booth at the White Center Jubilee Days on July 18th

and 19th. Craig Keller is coordinating. Contact him at Craig@CraigKeller.us. He could use 4 more people to assist. Shifts are in 2-4 hours duration.

Summer Picnic

More details to come, but we are having a Lincoln Park Picnic on Sunday August 23. John Denault needs help preparing for and planning the event. Contact him at johndenault@hotmail.com.

MINUTES of JUNE 2015 MEETING Separate pdf attachment.

AGENDA for JULY 2015 Separate pdf attachment.

CAN YOU BELIEVE IT?

I get a lot of political mail. (Should have not put my money where my political sentiments are?). Anyway one mailing concerns the mentor of Barack Obama and Hillary Clinton: Saul Alinsky. Saul had a socialist agenda to take over the country. But do it in baby steps. Sort of the frog in the frying pan approach. Raise the temperature so slowly that the frog does not realize that he is dinner until it is too late. But I digress. One of Saul's commandments is to divert the crowds attention with right hand, while the left hand steals the wallet. There are a lot of stories in the current news that follow the Alinsky Commandment:

Diversion: Donald Trump's comments about immigrants.

Real issues: Illegals are crowding our schools, hospitals, policing time, criminal justice system, courts and jails. That additional number of people impacts all our infra-structure(i.e., roads, water, sewer, gas, electricity). Somehow all this financial, cultural and social impact gets missed.

Diversion: Greek economy is in trouble. It may pull out of the EU.

Real issue: The Greek economy is 0.3% of the world's economy. They have the ability to be isolated from the world and not really affect the rest of us. Our economy has a real debt of \$18,000,000,000 (will reach \$20T by the time Obama leaves office). And over \$100T in unfunded government liabilities (i.e., Social Security, Medicare, Medicaid, government pensions, VA benefits). Our annual GDP is only \$16T. So if we default, who will pay for us.

Diversion: The media focuses on sound bits, clothes, hair and personal issues of candidates.

Real issue: In any other JOB HIRING, past accomplishments, integrity, follow thru, experience would be key selectors for interviewing or hiring. Guess that is how Barack got elected?

Diversion: Follow what I say.

Real Issue: Hillary can give an (adequate) speech and is very effective about spinning an issue. But what she has done? And most of what she says is contrary to her Walk or even past positions (Talk). Pandering to the audience is the term. Very few on the Democratic side Walks the Talk. Take our Gov. During the last election, "I will not raise taxes". Now it is "Show me the money".

NEWSLETTER EDITOR

Got a story? Interesting point of view? Item for the Schedule? Send them to me by the first week of the month for the next newsletter. c/o Steve Schmidt at steven.alan.schmidt@comcast.net

LD34 CREED:

All that is necessary for the triumph of evil is that good men do nothing."

Edmund Burke, Irish orator, philosopher, & politician (1729 - 1797)