

# Case Study

## Goal

Using earned media to defeat a sitting U.S. Senator in a contested GOP Primary

## Communications Strategy

Earned media efforts (syndicated radio bookings & TV appearances, LTE & op-ed placements)

## Analysis

For many insurgent campaigns, the power of earned media is often overlooked and underutilized.

PRC has successfully harnessed the power of the press to help little-known candidates slay giants for years – including helping an upstart statewide official defeat a sitting U.S. Senator in the Republican primary in 2012.

Katie, as the point person for the campaign's national earned media efforts, was able to arrange for a number of high-profile interviews with:

- Syndicated conservative talk radio hours like Hugh Hewitt, Lars Larson, and Mark Levin;
- Multiple TV appearances on Fox News.

Katie was also able to assist with the placement of several op-ed pieces and LTEs both in-state and in DC/NYC-area publications.

## Conclusion

Not only did these efforts help boost the candidate's name recognition, but they played a significant role in driving up fundraising for the campaign – ultimately giving him the crucial funds he needed to oust his opponent in the primary.