

Liberal Progressive Party Crisis Plan

Final Paper, PR Management

December 7, 2016

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Executive Summary:

With the recent elections in the United Republics of America (URA), came the democratic selection of the Presidential-elect Thomas R. Drumpf, of the Conservative Nationalist Party (CNP). The opposition, the Liberal Progressive Party (LPP) has taken this electoral upset as an organizational crisis involving mismanagement, poor branding, and above all a candidate who did not have the capacity to campaign effectively enough, former Secretary of State Chelsea Hiller. To strengthen and reunite the Liberal Progressive Party moving forward, the LPP must follow the seven Page Principles to rebuild the Party from the ground up by effectively managing their constituents, motivationally rebranding their image and cohesively choosing new candidates to campaign for leadership during the next election cycle.

1. Tell the truth.

To regain the trust of the constituency, ranking members of the Liberal Progressive Party must come together to formulate a cohesive address to the people of the URA. They must, as a united front, admit to their mistakes as a Party and pledge to make positive reform in its mission as an organization. The LPP must publicly acknowledge that Chelsea Hiller did “not [have] a particularly strong public presence. She and her husband have endured a run of investigations. Her campaigns have historically struggled to define a message...And her history of centrist positions on issues like trade and foreign policy became increasingly problematic as the party drifted to the left” (Nagourney, 2016). The LPP must commit to being the Party that represents liberal progressive values and promise to back a more representative and liberal-leaning candidate for future presidential elections.

The people of the URA desperately wanted change and as a candidate Chelsea Hiller did not represent change the way that Thomas Drumpf was able to. The populist sentiment spreading throughout the world enabled Drumpf’s charismatic promises of change, though not specified as to how, to be more impelling to voters than Hiller’s unenthusiastic representation of the status quo. To win elections and lead the country, the LPP must truly embody the ideals they wish to uphold, and through its message it must display its values and ideals and must prove them with action. That is why a candidate more like the LPP presidential candidate Senator Sammy Banders who is more liberal, more progressive, more charismatic, more populist, is needed to motivate and inspire the liberal progressive masses to vote for the LPP candidate on election day and make further grassroots efforts to promote liberal progressivism in URA society in general.

2. Prove it with action.

Public perception is determined 90 percent by what it does and 10 percent by what it says (Page). Therefore, the Liberal Progressives must commit to upholding and promoting policy that addresses the concerns and positions of the liberals and progressives of the URA. In every political, legal and governmental action they take, they must commit to acting in the best interest of the members of their constituency. If they commit to “tuition-free college for *everyone*, single-payer coverage (or the nearest thing to it) for *everyone*, retirement security for *everyone*, and so on — coupled to an anti-corruption message, cricket-bat regulation of Wall Street, all sold by a credible candidate, inspires fervent enthusiasm” (Cooper, 2016). Campaign promises are not enough, current LPP members of Congress must display their commitment by unwaveringly defending liberal progressive legislation and they must establish an environment for new LPP candidates to take back the Congress in the 2018 midterm elections.

3. Listen to stakeholders.

To serve the constituency more effectively it is important to understand what the public wants and needs and truly be advocates for them. Therefore, top decision makers in the LPP and other members must engage a diverse range of citizens in reflexive communication about their wants and needs. Just as a good manager of a company should manage by walking around and interacting with those they manage, LPP members must go out and meet the people, sit down and speak to them in small groups and in one on one conversations. They must form long-term mutually-beneficial relationships with the gatekeepers and thought leaders of the myriad of largely overlooked communities across the nation. They must make regular visits to these communities and have town-hall style discussions with the people and leaders and address their concerns and desires. This must include both the communities of people that usually support the

Party as well as the communities of people who have opposed it. The people of the URA feel as though this nation is in crisis and look to both parties for protection and guidance. The LPP must address the fears and concerns of all citizens and be the vehicle to confront and overcome the current and future crises, by uniting the people against the common threats that face us all. Therefore, every citizen of the URA is a public that the LPP must concern itself with if it wants to produce candidates and new members that can lead the whole nation.

4. Manage for tomorrow.

The LPP must take this upset as a learning tool for crafting new and more effective strategies for political campaigns and governance in the future. They must commit to representing underserved and marginalized communities and rebuild their brand to be the Party of all. They must cohesively manage their members and ensure that they stand up for the rights of the poor, the middle class, women, minorities, LGBT, the elderly, children, people with disabilities, veterans, students and every other group who has been disenfranchised by the system of government in the URA. In a representative democracy what is most important is that the people serving in the government are truly representative of the population they govern. The LPP must commit to supporting qualified and capable members of these politically oppressed groups to run for public office and change the face of the URA government.

These candidates must be from diverse backgrounds and have personal journeys of overcoming adversities that society has presented. They must be bold, honest and real people who are brave enough to share their story with the nation and stand up to represent those who have shared their experiences, and also wish to overcome these obstacles. The media, particularly social media, have played a strong role in this past election and has been a source of

exaggeration, bias and misinformation, focusing on the most outrageous aspect of Drumpf for entertainment sake, rather than engaging in ethical journalism that serves to inform the electorate. The LPP must present candidates that have the vision, charisma and human interest to be newsworthy but that promote positive, responsible and motivational messages that serve as the true role models that the nation is in dire need of.

5. Conduct public relations as if the whole enterprise depends on it.

“No strategy should be implemented without considering its impact on stakeholders. As a management and policymaking function, public relations should encourage the enterprise's decision making, policies and actions to consider its stakeholders' diverse range of views, values, experience, expectations and aspirations” (Page). A democracy is only as good as the relationship that the people who are being represented possess with the members of their government. It is the responsibility of all the members of a democratic government, in either Party and most especially those at the top, to seek out the full spectra of the marketplace of ideas and use that knowledge to shape the decisions and policy they make.

Social media is an incredibly important tool in understanding this overlooked level of public opinion and identifying underserved communities of people who share common interests and have not found other public outlets to make their voices heard. LPP members must gain the trust and friendship of these many communities and build relationships over time that improves understanding, gives these groups agency and facilitates discourse and change. The LPP must never forget why it exists--- to truly represent, to protect the right of and serve the interests of the people of the URA. To do so it must reach out to and motivate the many inspiring leaders in these communities of all kinds, to organize their people and work to serve their own best

interests and produce candidates from their own neighborhood who would best represent them in government.

6. Realize an enterprise's true character is expressed by its people.

The diversification of the range of opinion being considered by policymakers in the LPP is in fact, the greatest tool the Party can use to establish a truly representative and effective government. The most effective strategy for the LPP to become the Party that represents the majority of the nation is to reach out to new communities both rural and urban, encourage grassroots organizing in them and inspire influential members from those communities to run for office and become the new decision-makers and representatives of the LPP. The LPP is only as strong and as its members and the people those members represent. Ensuring that those people include rural blue collar-workers, women of all backgrounds, people of color, young people and people with other diverse backgrounds is the best way to improve and express the inclusive and multicultural character of the LPP.

7. Remain calm, patient and good-humored.

Though the results of this election disappointed and devastated many LPP voters, the Party must assure them that the LPP can be trusted to lead and govern effectively and protect all the citizens of the URA. For many people there is a feeling of impending doom looming from the results of this election and it is important to assure the citizens of the URA that the LPP will continue to stand up for their rights, their safety and their freedom. This country has suffered crisis in the past and the fears of the URA people are very valid and real. However, united as one people that citizenry can overcome these obstacles and face their fears head on. There is no room in government for policies that would oppress any person living in the URA or suppress their

right to participate and be included in the protections and privileges of their government. The LPP must stand for dignity, decency and compassion and inspire hope.

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