



COMMUNICATIONS DIRECTOR REPORT

# #NewCounterculture Initiative

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ISSUED 13 JANUARY 2019 / 7:45 PM

# PREFACE FROM THE DIRECTOR

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## Greetings,

During the last several election cycles, the Republican Party has increasingly lost ground in the youth vote. This can be attributed to many factors, though it is my opinion that a major part has to do with lack of outreach, insufficient targeted marketing, and failure to address the leftist domination of the media and political wordplay.

Tied hand-in-hand with the idea of shifting the Overton window (the idea of political influence on vocabulary and thus culture) away from leftist monopolization, the Communications strategy presented in this report would seek to rebrand youth conservatism, officially, as the new US counterculture via a flurry of graphics, videos, spotlight stories, articles, etc. This has been an unspoken thought or goal of ours for a while now, but I think it's time to legitimately act on it. Younger audiences tend to favor the ideas of standing up and fighting back against the status quo (rebellious youth, so to speak), and we can seize upon this as an opportunity to promote conservatism as that avenue, especially in the dominantly leftist California climate.

I'd like to thank you for considering this report, and I'm excited for what this initiative will accomplish.

## Sincerely,

A handwritten signature in black ink, appearing to read "Dylan Martin", with a long horizontal flourish extending to the right.

**DYLAN MARTIN**

COMMUNICATIONS DIRECTOR, California College Republicans

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# I. GRAPHICS

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## REBRANDING YOUTH OUTREACH



Figure 1: Mock-up/Testing graphic for Republicans at UCSD

The California College Republicans (CCR) branding in 2009 and 2014 were largely lacking in personality and identifiability. The Executive Board thus commissioned the then Public Relations Committee, now Marketing Committee, to re-examine our logo/ brand and recommend to the board a replacement. The proposed, and now current, logo was ratified by the Executive Board and implemented on February 18, 2018. Updating CCR's look to something bold and modern - something more identifiable with our market segment - led to unprecedented social media reach (upwards of 4,000 reach per week) and follower increase of 1500+ over the 2018-2019 term. Clearly, attempting to meet the needs of our market segment has rewarded us with positive growth.

Taking these lessons, #NewCounterculture seeks to expand upon goals of making conservatism enticing to a new generation by appealing to their aesthetic inclinations and urge to fight against the status quo. #NewCounterculture will include a slew of modern graphics advertising the GOP as the new counterculture to make moderate to conservative youth more interested in getting involved with our party.

## II. VIDEO

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### CRAFTING THE BRAND

<https://www.youtube.com/watch?v=QNnb7RpQGe8>

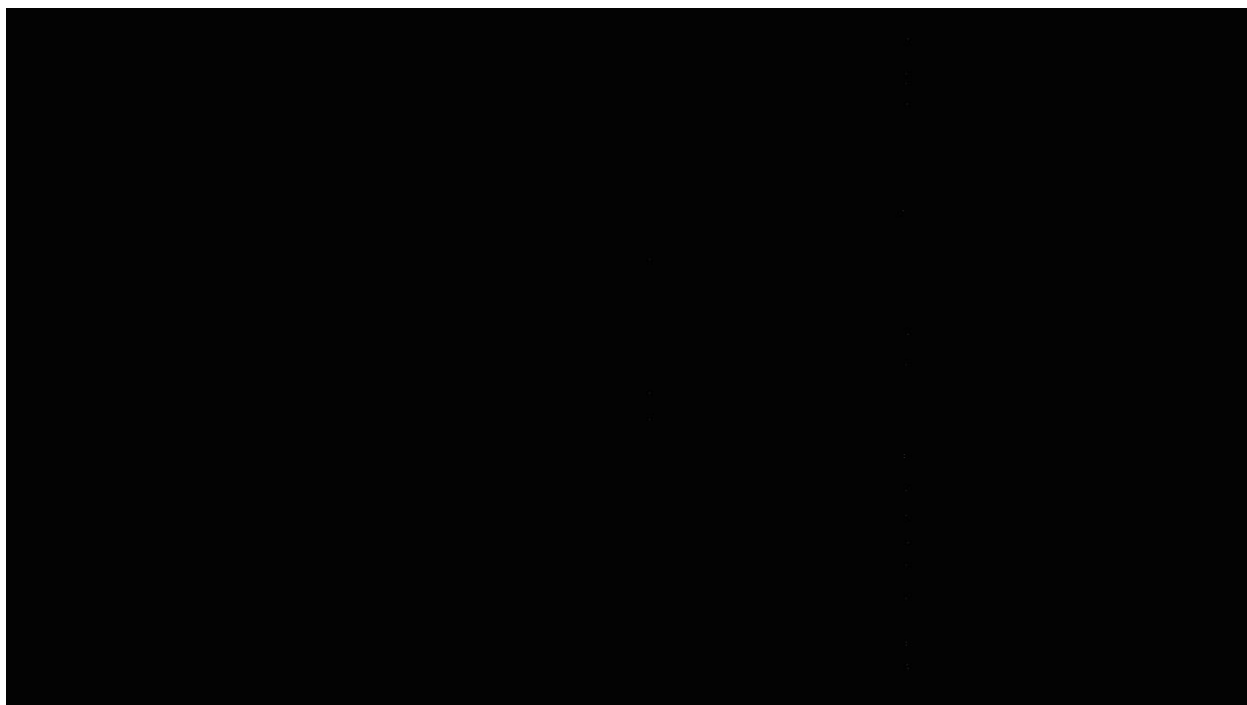


Figure 2: Link to #NewCounterculture prototype video for Republicans at UCSD and simplified .gif version of the video.

The #NewCounterculture Initiative, in addition to graphics, will include a slew of video ads, typically more engaging on social media, to reinforce the campaign's goals and messaging.

## III. SPOTLIGHT STORIES

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### WIDER VISION

As part of the #NewCounterculture program, young conservative activists will be spotlighted in graphics with a brief quote of why they are conservative. This integral part of the initiative provides substance and character to the campaign.

## IV. APPAREL

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### MASS APPEAL

As an expanded effort, similar to MAGA hats, it is my recommendation to explore “Part of the #NewCounterculture” apparel options. I estimate wristbands and hats would be popular with market segments age 18-24 and 50+. Wristbands, cheap to print, could be great giveaways or easily profitable if bought in large quantities and sold for around \$.75 - \$1.00 each. Apparel like this could potentially have mass appeal outside of California. In fact, providing for example, Shawn Steel, with a #NewCounterculture hat to gift to President Trump the next time he welcomes him to California could make the movement boom in popularity. But, again, that is just hypothetical. However, either way, I believe it’s worthy to explore.

## V. CLOSING & APPROVAL FOR RELEASE

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### CLOSING

The Communications Office pledges that the details of this report are true and fair to the best of its knowledge. We hope the information provided herein has been useful.

So Signed:

Dylan Martin, Director

### APPROVAL FOR RELEASE

Report is adopted and recommended to the Executive Committee.

APPROVED.

A handwritten signature in black ink, appearing to read 'Dylan Martin', with a horizontal line extending to the right from the end of the signature.

**DYLAN MARTIN**

COMMUNICATIONS DIRECTOR, California College Republicans