



**IDCCA**  
**August**  
**2016**  
**Newsletter**

**Issue #8**

NEWS FROM AROUND THE ASSOCIATION

IN THIS ISSUE



## President's Message

By: Doug House, President IDCCA  
 Chairman, Rock Island County Democratic Party

I just came from the Democratic National Convention in Philadelphia. The Wells Fargo Arena was filled with energy and excitement. We all knew as you do that the convention went very well and as reflected in the National polling our message of compassion and tolerance resonated as did the plans of our nominee Hillary Clinton to move our country forward.

It is extremely important that we now execute our grass roots door to door and neighbor to neighbor effort. It is ok for us to look at the polls but don't believe them. Don't think for a second this is a wave election or that this election is the same as we have seen before. We have never seen an election like this before. It's different because voters are apathetic for both party's candidates. Polling shows that 70% of the voters are unhappy with the direction of our country. Many young and middle aged voters feel they have been left out of the recovery. So even while we have a very popular President Obama and an incredible Presi-

dential Nominee in Hillary Clinton, we have voters who want change and still are not enthusiastically supporting her.

All of this is cause to work harder and not take this election for granted. We should also make sure we work hard so that every down ballot Democrat wins. No candidate should be left behind in this election. It would be unfortunate if Hillary Clinton wins big and we lose our supermajorities in the Illinois House and Senate.

In either case the voters are not going to come out on their own and, as Precinct Committeemen and County Chairs, it is our charge that we identify, persuade and get these voters out on Election Day. This is no time to coast, we must put our foot on the gas and push through this election to ensure that we get all that we can out of it!

Doug House  
 President

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**Precinct Committeeman Recruiting**  
 We are recruiting Democratic Precinct Committeeman statewide to assist with the grassroots effort to build the Democratic Party in Illinois. If you are interested in being a part of this grassroots effort, please email [dan@ildcca.org](mailto:dan@ildcca.org) with your name, address, phone, email, county and precinct. Your County Democratic Party Chairman will contact you immediately!

The Illinois Democratic County Chairman's Association is a state wide, grassroots Democratic political organization. It is made up of the elected Democratic County Chairman in all 102 counties in Illinois. The mission of the IDCCA is to help elect Democrats in each county while continuing to grow the Democratic Party in the State of Illinois. Rock Island County Chairman Doug House is the President of the Illinois Democratic County Chairman's Association.

Paid for by the Illinois Democratic County Chairman's Association. A copy of our report is (or will be) available for purchase from the Illinois State Board of Elections, Springfield IL

## July Training Report

By IDCCA Executive Director Dan Kovats

July was a very productive month for Precinct Committeemen training. Several County Parties held their own training throughout the state. The IDCCA conducted two Precinct Committeemen Trainings that were hosted by the Will County and Kane County Democratic Parties. The IDCCA also assisted with Votebuilder training hosted by the Kankakee County Democratic Party.

The Precinct Committeemen training were widely attended in both Will and Kane Counties. We had close to 50 Precinct Committeemen attending both trainings. A special thanks to Carpenters Local 174 in Joliet and the Painters District Council #30 in Aurora for allowing us to hold the trainings there.

The Votebuilder training in Kankakee County had close to 20 Precinct Committeemen attend on a stormy evening. Thank you to Kankakee Community College for allowing us to host an interactive training with Votebuilder.

Thank you to Will County Chairman Scott Pyles, Kane County Chairman Mark Guethle and Kankakee County Chairman John Willard for facilitating these trainings. Thank you to Steve Drucker of "Democracy Now: Talk it or Lose it" and to Deputy Majority Leader Lou Lang for presenting.

In the coming months, several trainings are being planned throughout the state. We are finalizing details on trainings in Charleston, Bloomington, Rockford, Peoria and Carbondale. The dates, times and locations of these trainings will be announced on our Facebook and Twitter.

If your County Party is interested in hosting a Precinct Committeemen training, please contact me immediately so that we can begin planning.



## The Democratic National Convention: A Women's Perspective

By Doris Turner

"You may write me down in history, with your bitter, twisted lies, you may trod me in the very dirt, but still, like dust, I rise". As Senator Cory Booker brought those words of Maya Angelou to life for the delegates to the 2016 Democratic National Convention, my eyes welled up with tears and my soul began to rise because I was reminded of the significance of Philadelphia, what this week would have meant to my mother, what it means to me, and what it will mean for my granddaughters.

Every election is important, and has far reaching ramifications whether it is to elect the local school board, the city council, congressman, senator, or the President of the United States, and we should treat it as such. However, there are those elections of historical proportions that are forever etched in our minds. The election of President Barack Obama eight years ago was one of those moments. My mother had always been a strong Bill Clinton supporter, but fell head over heels in love with Barack Obama and was excited and filled with pride as she cast her vote for him and watched as he was sworn in as our 44th President. My mother never thought she would live to see an African American President, and I am excited that she lived to witness this historical event.

As I sat on the floor of the Wells Fargo Center, I saw the footprints of that historic election. The delegates who joined me from across the country were truly representative of the United States. It was the most diverse gathering of delegates ever assembled; however, the diversity did not end there. The convention speakers, convention conveners, platform committee, and entertainment all embraced and showcased that diversity. It was not a "show" choreographed for television. It was a Democratic Family Reunion; our opportunity to come together, enjoy and celebrate each other and our accomplishments over the past eight years, and formally nominate our candidate for President of the United States, Hillary Rodham Clinton!

Yes, Barack Obama's election was historical, but somehow the nomination of Hillary Clinton was different. The two were worthy adversaries in 2008, and fought hard for the nomination. But no matter how smart, organized, or financed she was – the man won the prize. Close, but not close enough. 18 million cracks

in that last glass ceiling, but that glass ceiling was still intact. In 1972, Shirley Chisholm excited me and other African American women when she became the first major-party African American candidate for President of the United States, and the first woman to run for the Democratic Party's presidential nomination, but that excitement was shortlived. This year, 2016, would be a different story and I had a front row seat! I was witnessing history! When I spoke with Hillary Clinton on her first visit to Springfield I shared with her that I was on the ballot as a Clinton delegate, and she wished me well. When she returned I proudly informed her that I won and would be in Philadelphia, and she was almost as excited as I. The connectivity between us was very real for me, and I carried that with me to the convention floor.



"Just like moons and like suns, with the certainty of tides, Just like hopes springing high, Still I'll rise". As I witnessed the roll-call, and saw the culmination of years of work, dreams, disappointments, and finally victory, I became even more hopeful for the future - the future of my country, my future, and the future of my grandchildren. As women we were no longer a footnote of history, we were front and center; we were no longer the adjectives of the sentence, we were the subject; we had arrived. I, and all of the other women in the United States, had a champion at the highest level of government who understood our concerns and fears, who had literally walked in our shoes, who needed no explanation because she understood what it meant to be a woman; what it meant to raise a family and hold down a job. I was more hopeful than ever regarding the direction of the country on issues such as gun violence, alternative education, women's rights, and the economy and its effect on the middle class.

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I had a true advocate for women and families, childcare and pre-school, equal pay, women's health and reproductive rights, and paid family leave. Hopeful that while there are tough policy decisions that must be made, they will be made in a compassionate and fair manner, and hopeful knowing with certainty that she shares a commitment to ensuring equity for communities of color. On that night the glass ceiling was literally shattered on stage, and I was hopeful knowing that we have that champion and we will rise together!

"You may shoot me with your words, You may cut me with your eyes, You may kill me with your hatefulness, But still, like air, I'll rise."

The entire four days of the convention were an inspirational awakening for me; much akin to a spiritual revival. My heart was uplifted; I was filled with pride; and my soul was soaring. As Hillary Clinton accepted the nomination my mind took me back to the forty years of "harassment" that she has endured. Endured without becoming bitter; endured without giving in or giving up; and endured always moving forward and becoming ever more victorious along the way. It requires a special constitution to arrive at this moment still hopeful and willing to stay in the arena. I remember the saying – "You can't keep a good man down", well she has proven that you certainly cannot keep a good woman down. As African Americans we have made great strides. As women we have made great strides. Together as Americans we are walking into the manifestation of our hopes and dreams. I walked out of the Wells Fargo Center on Thursday night excited about the future and the America that my grandchildren will come to know; excited about my nominee and the President she will become; and most excited about the small role that I played in all of it. Stronger together – WE rise!

"Leaving behind nights of terror and fear I rise; Into a daybreak that's wondrously clear I rise; Bringing the gifts that my ancestors gave, I am the dream and the hope of the slave. I rise. I rise. I rise."

Doris Turner is the Chairwoman of the Sangamon County Democratic Party and Springfield Ward 3 Alderwoman



## Training Democratic Activists

By Steve Drucker

As I watched the Democratic National Convention in Philadelphia I was filled with a sense of pride and inspiration. I was proud of our Country and proud of our Democratic Party. Listening to President Obama and Secretary Clinton speak renewed my passion and commitment to the Democratic Party. I am ready now, more than ever, to do my part to help us reach and persuade voters to get Democrats elected throughout Illinois.

For two years I have been providing training to different County Parties and organizations throughout Illinois. Recently I have partnered with the Illinois Democratic County Chairmen's Association to be a presenter during their Precinct Leader Training. My training is meant to enhance previous Precinct Leader training. We know that we have to knock doors, register voters and get yard signs out. When we are knocking on doors, what do we say and how we say it can make the world of difference in getting that Democrat to show up to vote.

The Republican Party has a sense of arrogance that they are the patriotic party. They believe that if you are not a member of the Republican Party that you somehow love this country less. We have let the general public believe this myth for too long. Now we are facing the electoral challenge of a lifetime with Donald Trump and Bruce Rauner. It is crucial that we not only start knocking on doors as "We the

People" but to show voters that the Democratic Party is, by far, the more patriotic Party.

First Lady Michelle Obama had one of the greatest Conventions speeches I have ever heard. One line stuck with me from her speech. "When they go low, we go high!" It brought the Convention to their feet. I swear I could hear the roar of the delegates all the way in my home in Mercer County and in my bones. This simple statement is the core of my training. We Precinct Leaders need to understand and empathize with voters. Only then we can persuade them to our cause or candidates.

"Democracy Now: Talk it or Lose it" training focuses on understanding, empathizing, persuading voters without argument and connecting from the heart. Learning and using these skills will help everyone from a grizzled political veteran to a newly appointed Precinct Leader. Once you are able to put these skills into practice I am positive that you will see an increase in Democratic votes in your precinct.

I am hopeful that each of you is interested in learning more about this training and how it can impact your County Party. Any County Chair that would be interested in scheduling a training session should contact me at [democracynow.tioli@gmail.com](mailto:democracynow.tioli@gmail.com). I will also be active in the upcoming IDCCA Precinct Leader trainings.

I hope that you will join me.



Want to stay up to date on Democratic fundraisers, events and meetings throughout the state? Check out [www.ildcca.org/events](http://www.ildcca.org/events)



## Hillary For Illinois

By Greg Bales

It's a surreal time to be in politics, indeed.

Hillary Clinton just made history by accepting the Democratic party's nomination for President, while the other side of the aisle offers a caricature instilling fear and presenting America as weak and in decline.

Make no mistake: Donald Trump is not a serious man. But he is running a decidedly serious campaign, one replete with racialized prophecies of doom and gloom should he not occupy the Oval Office come January, 2017.

As Democrats—and, to be quite frank, as Americans—we have an obligation to do everything in our power to ensure that Trump never steps foot inside the gates of 1600 Pennsylvania Ave. And our work must begin here, in Hillary's home state, with decisive, concerted, and consistent action until the last poll closes on November 8. Hillary Clinton knows that we are stronger together – America is at its best when we work together to solve our biggest challenges – and we are going to take that message all the way to the White House.

For those of you who don't know me, my name is Greg Bales, and I'm currently taking leave from Sen. Dick Durbin's office to serve as Secretary Clinton's Illinois State Director. Sean Rapelyea, who has been with Mayor Emanuel's Office of Legislative Counsel and Government Affairs since 2011, will be working alongside me for the duration of the campaign as our state's Political Director. As we approach these crucial final three months before Election Day, we'd like to give you all an update on how our campaign organization is taking shape.

We start this campaign in Illinois with a lot

of advantages, but a lot of work to do from now until Election Day. In the interest of efficiency, we've already brought additional staff on board to build out an early operation in Hillary's home state.

We are building a strong grassroots campaign in Illinois that will defeat Donald Trump in November. We plan to work for every voter and with our coordinated campaign to elect Democrats up and down the ballot across Illinois. We are looking into sharing proprietary information like our crucial voter data collected during the primary and in elections before, and with a robust digital and social media program in the state, this information could have a wide ranging impact on local races. And we are looking into sharing tangible resources like office space, volunteer shifts, and events. These are moves that will help both our campaign and those down-ballot to ensure that Democrats come out ahead in November and for elections to come.

There are many ways for you to get involved in our operation here in state. Pretty soon we're going to start opening offices and hosting events with surrogates that we'd love for you to join. Have a big network of friends and colleagues that want to get involved? What about joining our grassroots fundraising program and hosting a low-dollar events throughout the state? We can help get you a fun surrogate, and it is a great way to be involved without having to make a huge financial investment. We've seen the power of small dollar donations: they add up. Just take a look at Barack Obama or Bernie Sanders.

And of course, we'll be coordinating intermittent events to keep local press abreast of campaign developments, to spread out our organizing capacity and bring new supporters into the Illinois Democratic fold.

If your county can host volunteers at an office or some other volunteer location, please let us know. Contact me, Greg

Bales, at 312-890-2176 or by email at [gbales@hillaryclinton.com](mailto:gbales@hillaryclinton.com)

We hope you will join our campaign, because we need your help. Together, we can keep the White House in Democratic control, win back the Senate by electing down ballot campaigns, and elect more Democrats from Illinois to the United States House of Representatives.

Onward!

Greg Bales is the Illinois State Director, Hillary for America



## Countywide Candidates and Paid Media

By Tim Roseberry

Let's face it, times are changing and so are the methods of reaching voters. The last decade has seen the explosion of social media as an integral messaging tool for candidates on all levels. But as important as Facebook, Twitter and Instagram have become, they remain subscriber based, which means you're usually communicating with the already converted. Today, a well-rounded media strategy, including radio and television, can still be vitally important to any campaign, especially countywide candidates.

I know, radio and TV can be expensive, but you don't necessarily need to amass Scrooge McDuck amounts of money to have an effective broadcast strategy. When it comes to targeting and reach, radio and TV are still two of the most powerful mediums you can use to reach voters.

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### Broadcast TV

Not every campaign can raise the amount of money it takes to place an extended run of advertising on network stations. But, few mediums can match the power of a well-produced thirty-second commercial airing on the local newscast for the last few weeks of a campaign. Its impact is two-fold.

First, local news audiences are generally older, better informed, and they vote. They also tend to be routine oriented, meaning they'll usually watch the same news program at the same time night after night which assures you repeated viewings of your message, and in advertising, it's all about repetition.

Secondly, in politics, perception is everything and a strong broadcast presence sends a powerful message to donors and opponents alike that your campaign is serious about winning.

The drawback is supply and demand. You're competing for a finite amount of time to reach a coveted viewership against other candidates, often well-funded federal candidates. As the election draws closer, the availability of time becomes scarcer and broadcast stations adjust their prices accordingly, sometimes doubling prices. Because of FCC rules federal candidates wanting your airtime can even bump you entirely from your schedule.

### Cable TV

What was once considered an afterthought in campaigns, cable television advertising has come a long way in the last few decades, thanks, in large part, to unmatched targetability in viewers tastes and location.

Much like a mail program, cable allows you to choose your target by zip code, thus narrowing your audience by geographic boundaries.

For every demographic, for every taste there seems to be a cable channel for it.

Want to reach educated women over the age of 50 with a median income of \$47,000 who owns her home? Lifetime Channel. Need to speak to 40+ middle class men? ESPN. And the list goes on. Cable lets you fit your message to the demographic you want to reach.

Cable has long been considered a cost alternative to broadcast television due to its relatively lower cost per spot. Much like radio, this creates an opportunity to run your message many times a day on a channel, creating desired repetition. Costs can rise exponentially due to having to advertise on so many channels to meet all of your chosen demographics.

But don't forget, cable is everywhere. It's in the doctor's office, the gym, and the bar on the corner. It's a constant presence even when the sound is down.

### Radio

The survival of terrestrial radio has depended on local stations returning to their roots and becoming, well...more local, and local content is great for county-wide candidates.

Local talk radio programming is on the rise because it creates interest in the issues that are important to our communities. Local music stations promote local causes and charities and most local sports radio stations air local high school contests throughout their region. Hey, it almost seems as if high school football season was created to coincide with the fall campaign season.

Again, demographics are everything and radio can fit your needs. Country music is the number one format across the nation and therefore the most desired demo for advertisers. Country fans are patriotic, cross all income strata, are fiercely brand loyal, and they vote. Country even subdivides into narrower genres such as Classic and New Country.

Adult Contemporary is big with the much desired demo of women aged 25 - 54. It attracts both professional and blue collar. They are family oriented and tend to vote. Again the genre breaks down into sub groups such as Soft, Modern, Hot and Urban Adult Contemporary.

Talk radio listeners are well informed, issue oriented and tend to have a stake in the local community. They definitely vote. The national shows tend to be partisan Republican, but don't let that prevent you from advertising on local shows and newscasts. A clever or controversial :60 ad might be just the thing to spur conversation about your campaign across all media.

Aside from being the top three radio categories for political advertisers, they all offer ample opportunity to reach listeners during their daily commutes. Look for rates in morning and afternoon drive time and don't forget to repeat.

### Conclusion

Again, broadcast advertising is only one part of a well-rounded media strategy that should include print, web and social media as well as free and earned media. Be sure to employ a circular approach to all these mediums. If you produce a TV ad, upload it to your webpage and Facebook. On your TV ad, put your web address and Twitter. It all works together.

Tim Roseberry is the Director of Communications for LiUNA Midwest Region