



VCC White Paper

2020 Presidential Primary Campaign Concept

DINER TALK

(A Rolling Virtual Townhall)

THE CHALLENGE: With today's high speed campaigns it is difficult for The Candidate to build a reputation of being readily accessible to ALL voters across the country. An image of broad voter engagement across all primary contests is essential for the Candidate, but occasional efforts like big town hall sessions don't deliver a drumbeat of engagement. Logistics and money get in the way.

AN ANSWER: A voter-engaging drumbeat of daily or weekly virtual town halls is possible, regardless of the Candidate's location. From the closest diner or other consistent type of location, the Candidate can engage with voters anywhere through high quality (and mediated) smartphone origination that's mixed into a live program for broadcast-quality distribution via cable, stations, or the web. Add the ability to include not just individual voters, but video clips, charts, and stills, all from anywhere with a decent WiFi or 4G connection.

HOW THIS WORKS: The Video Call Center (VCC) helps create live smartphone based audience participation shows with broadcast reliability to organizations like TLC, Discovery, Fox Regional Sports, Major League Baseball, and local TV stations. On the air daily, VCC's approach is augmented with host or producer driven automated production techniques to eliminate control rooms. The Candidate could be in Iowa in January and be fielding live video caller questions from voters not just in Iowa, but also New Hampshire, Nevada, South Carolina, California, Alabama, and all the other March 3rd states.

If desired, callers can be screened remotely by campaign staffs and actually put on air by the Candidate her/himself, thereby increasing the sense of one-to-one engagement. An audio/video profanity delay is available.