



Democratic National Committee

PLAYBOOK

**A GUIDE FOR COORDINATED
CAMPAIGNS & STATE PARTIES**



CASE STUDIES AND LESSONS LEARNED



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CASE STUDIES

A few examples of the kind of material this process produces.

Josh & Amanda: Not doing the standard script-in-a-chair thing. "[Willow's Box](#)" (:60)

Kaitlyn: A Texas mom found through *relentless* online sourcing. A haunting photo led us to her. "[Little Brother](#)" (:30)

Cedric: Testimonials for rapid response are possible & powerful. We were on air in 72 hours during the "Losers & Suckers" scandal. Build your bank early! "[Sergeant King](#)" (:15)

Hadley: Play with social media trends in political content (e.g., GRWM). "[Options](#)" (:60)

Chris: Found our guy after weeks of looking for an authentic western PA voice. "[Yinzer](#)" (:30)

Geovanny: Be bilingual & microtarget when applicable (e.g., the goal here was to reach young Puerto Rican men in the Philly DMA). "[Geo \(ESP\)](#)" (:15), "[What's Best For Me \(ENG\)](#)" (:15)

Ondrea: One shoot can produce endless content. "[Ondrea's Story](#)" (2:30), "[You Will Be Protected](#)" (:60), "[Scar](#)" (:30), "[Ceasar](#)" (:15), etc.

Tina: Stretch your reach – don't sleep on testimonials for radio. "[Doggone It](#)" (Rural Radio)

CASE STUDIES AND LESSONS LEARNED

HARD-WON LESSONS: WHAT NOT TO DO

1. Don't wait. Start recruiting storytellers early. Scrambling when you need stories is a losing position.

2. Don't shame. Create “permission structures,” don't needlessly bash the other side. An apolitical voice is often your most powerful.

3. Don't over-script. The unscripted, interview-driven approach yields more authentic, more effective content. Every time.

4. Don't skip vetting. Protect the campaign and the person.

5. Don't forget the human. This is vulnerable. Treat people with care. It's right AND it leads to better content.

6. Don't ignore the unscripted moment. A pause, a laugh, a crack in someone's voice — you can't script those. But you can create the right conditions for these moments to happen organically.

7. Don't produce one thing from a shoot. Maximize footage. One shoot = 5–10+ deliverables.

8. Don't chase drama over relatability. The person who feels like your neighbor is often more powerful than the most heart-wrenching story.

9. Don't write off testimonials for rapid response. If your storybank is built, you can deploy real people within days of news breaking.



**GETTING
STARTED**

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YOUR FIRST 30 DAYS

You don't need a massive budget to start.
Here's how to get a program off the ground:

WEEK 1: THE FOUNDATION

- Define your top 3–5 issue buckets based on your campaign's core message
- Write basic casting specs for each bucket
- Set up your storybank (Google Sheets is fine)
- Identify internal contacts who can surface leads

WEEK 2: ACTIVATE

- Brief field, coalitions, comms, and political teams on what to look for
- Create a simple intake system (Slack, email, etc)
- Start sourcing: Facebook groups, local media, partner orgs

WEEK 3: DEVELOP

- Begin pre-interview calls with strongest leads
- Start vetting top candidates
- Draft a brief on most promising storytellers for leadership

WEEK 4: PRODUCE

- Greenlight first shoot(s)
- Build shoot packet (interview questions, scripts, wild lines, shot list)
- Film your first storyteller

ADDITIONAL RESOURCES

We can provide storybank templates, pre-interview checklists, shoot day checklists, and more.

Reach out at: contact@porchlight.media

GETTING STARTED

WORK WITH US

This toolkit gives you the framework to get started. If you want expert support at any stage, that's what we do.

WHAT WE OFFER

- Full storytelling program strategy and design
- Storybanking: finding, vetting, and developing storytellers at scale
- End-to-end production: from pre-interview to final delivery
- (Micro)influencer program development and management
- Training and consulting: we'll teach your team to run it themselves
- Creative direction and platform optimization

GET IN TOUCH

We'd love to hear what you're working on.

Email: contact@porchlight.media

Website: porchlight.media

Vimeo: [Porch Light Media](https://vimeo.com/PorchLightMedia)

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STORIES STRATEGY PRODUCTION

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