

# Facebook as Media Center

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GOAL AND AUDIENC

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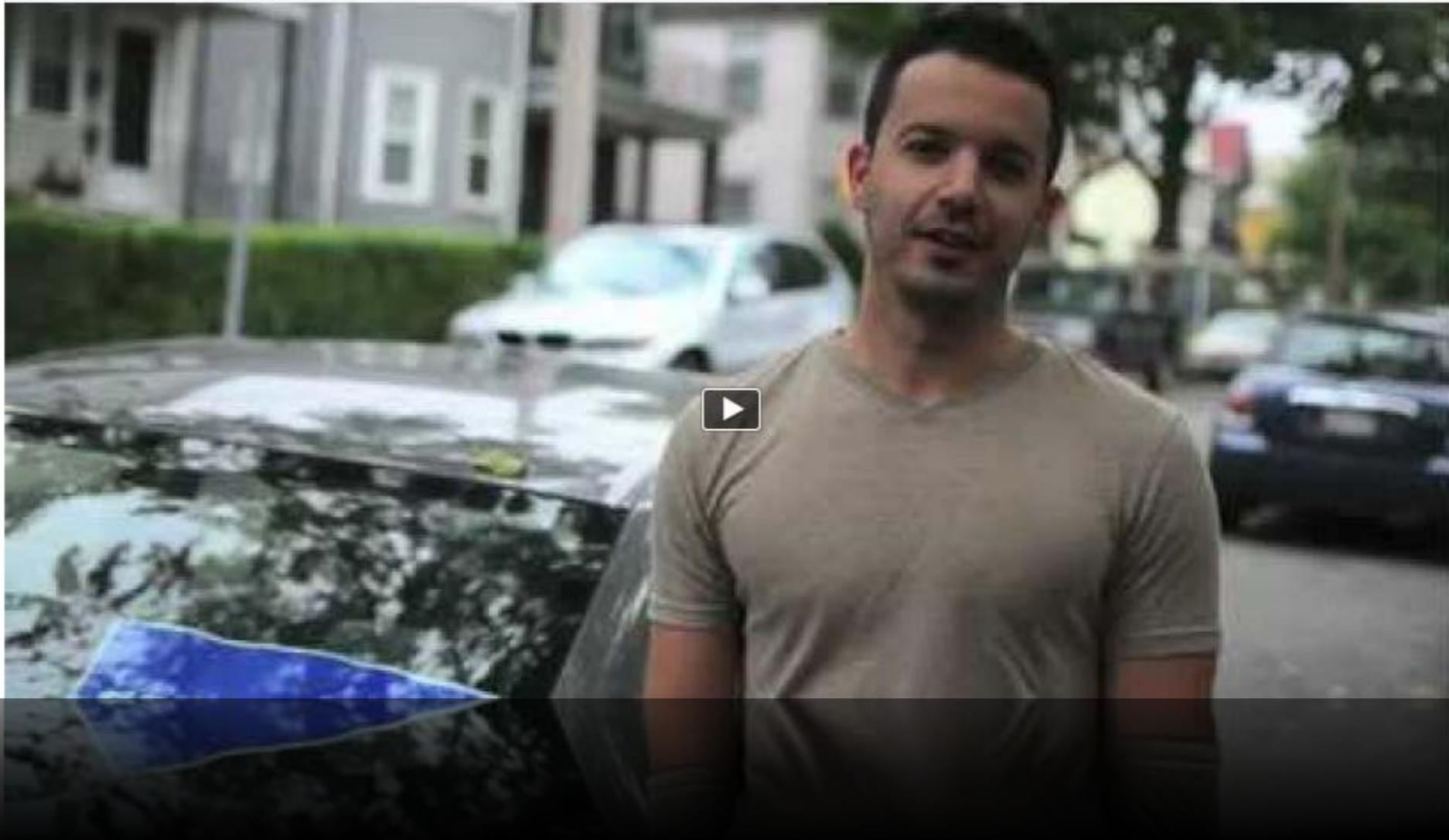
October 9 🌐

It's almost Election Day. We've been there, and we wanted to make sure you knew that we're with you in the final days.

**We've Got Your Back**

[bit.ly](#)

A lot of our staff comes from the campaign world. Every two years, we get a little nostalgic for the campaign life. We know it's not easy, and we want you to...





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October 17 at 12:17pm · 🌐



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Dear Mitt Romney,

We also have binders full of women.

♥, NGP VAN — at NGP VAN.



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# RELEASES

# STORIES

 **NGP VAN** shared a link.  
September 12

**HOLD THE PHONE:** NGP VAN and Revolution Messaging are Joining Forces to Bring 1000s of Democratic and Progressive Campaigns and Organizations Mobile SMS Tools and Fundraising.



**NGP VAN**  
www.ngpvan.com

WASHINGTON, DC - Today, NGP VAN (NGPVAN.com), the nation's leading technology provider to thousands of Democratic and progressive campaigns and organizations

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April 27

Woot! Congrats Torie Osborn for the LA Times story about your use of our Social Organizing tool. <http://bit.ly/vpY3ll>

<http://latimesblogs.latimes.com/california-politics/2012/04/torie-osborn-hopes-to-friend-voters.html>  
latimesblogs.latimes.com

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# Key Takeaways

- \* Goal and audience
- \* Aggressively pursue that goal
  - \* Created opportunities
  - \* Unplanned opportunities
- \* Serve the needs of your audience (the media)
  - \* Make their job easier
  - \* Draw attention to their stories

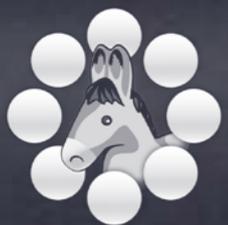
# Questions?

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