

Coalition Building



A good message can go unnoticed if it is not delivered by strong and credible voices. MNM helps clients build a chorus of voices that amplifies and enhances key messages. MNM works to find common ground and build trust among essential constituencies, then organizes that energy into targeted action. The result is a new level of impact that persuades the toughest of audiences, helps shape public opinion, secures must-win votes, dominates news cycles and more.

Strength in Numbers

Faced with a deep-pocketed developer determined to overdevelop the open space in their neighborhood, a group of Escondido homeowners needed more than a well-crafted message. They needed strength in numbers. MNM helped the “Keep It Green Escondido” campaign organize a large coalition of residents, neighborhood groups, elected leaders and others in opposition to the development. The group won a citywide referendum vote by 22 points, despite being outspent by a margin greater than 10 to 1.

Developing Third-Party Surrogates

As the NFL and the Chargers began publicly attacking San Diego leaders in 2014, it quickly became clear that city and county officials had to respond with a united message from a broad and diverse group. At the time, MNM was working with Mayor Kevin Faulconer’s Citizens’ Stadium Advisory Group, a coalition of civic leaders including experts in finance, real estate, government, higher education and professional sports. MNM quickly moved to broaden the coalition to include numerous former Chargers players, among others, and worked closely with this new group of surrogates, arming them with key information, daily updates and media training. They quickly stepped in and served as some of the coalition’s best spokespeople.



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