

North Carolina Families First, Conservation Votes PAC, and Progress NC Action are partnering on an effort to inform North Carolinians about the threat to public education posed by the candidacies of Mark Robinson for Governor and Michele Morrow for Superintendent. The campaign will include:

- Six flights of mail to a 525k household universe of unaffiliated and Republican-leaning voters from Sept 20 to Oct 15.
- Seven week programmatic video and display and Meta advertising campaign to the universe defined above and to the zip codes where those targets over-index, as well as YouTube advertising to people who consume parenting and news content.
- Eight week CTV/OTT digital communication via voter targeted matched list and direct to platform video to statewide persuadable audience. Video will run on all available streaming platforms (Hulu, Roku, YouTube TV, etc.).

The effort is unlikely to be able to communicate with Democratic voters who might not know much about Mo Green or feel compelled to vote all the way down the ballot after voting in the presidential and gubernatorial elections.