

Hammond for Assembly

Another Choice

Then There Were Three

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[SHAWANO] Hammond Campaign: Getting Harder To Overlook

Third party and independent candidates sometimes have a hard time getting their foot in the door when it comes to media coverage. Mike Hammond's campaign for the 6th District Assembly seat is no exception. Though he has been an official candidate (registered and declared) for some time, there was little notice taken by traditional media outlets at first.

Social media, such as Facebook, have given the campaign an opportunity that previous campaigns may not have had. "We have had a Facebook page since day one and have linked with several other Facebook pages and online media sources that have given us a base to grow from," says Hammond. Those social media links and contacts have helped lead to attention from local groups such as the local tavern league associations, ABATE motorcycle group, and the Shawano Area Womans Network (SAWN). SAWN organized an Assembly candidate townhall type event in which all candidates were invited to participate. This event got some local media coverage on the radio and in print.

"I have been sending my messages to several different media outlets in the area and they are beginning to take notice, especially the radio stations. I was a guest on the John Muir show on WTAQ Green Bay, I am scheduled to be on Fresh Take with Josh Dukelow on WHBY in Appleton and WTCH Shawano, is possibly doing Assembly candidate interviews before the election."

Hammond's goal has been to get his name and campaign info out to as many voters as possible. "The two party system's way of dealing with third party or independent candidates has been to try to ignore them and hope that they will go away. I'm hoping that I will be hard to ignore once folks know I'm there. A growing media presence seems to back up that hope," says Hammond

The Libertarian Party itself is also growing in the area. There are active affiliates in Marathon county and the Fox Valley area. They have had a presence at various events and fairs where there was none before. Both help spread the word about other political options that voters have been looking for.

“We intend to make "Out of sight, out of mind" an obsolete phrase when it come to third party and independent candidates,” Hammond concluded.

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