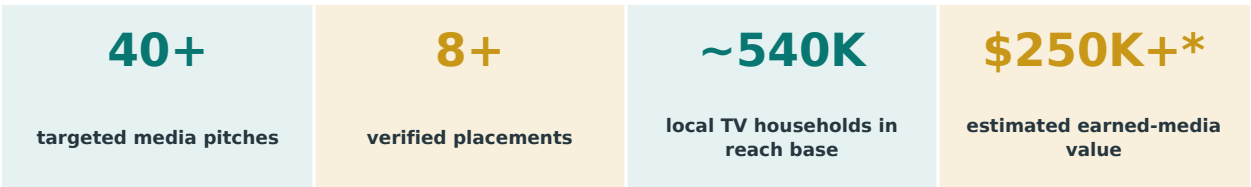


When the Schedule Changed, the Story Could Not

A zero-budget, volunteer rapid-response campaign that protected awareness of Mississippi presidential campaign stops during a fast-moving national cancellation narrative.



Rapid response meant verifying the itinerary, correcting the record and giving every newsroom the same usable facts before the cancellation narrative hardened.

Element	Public case-study detail
Campaign	FLAME Rally / Let Her Speak Mississippi campaign stops
Primary dates	August 7-8, 2020
Role	Volunteer event coordinator and sole media liaison

Executive Summary

In August 2020, national reporting about Libertarian presidential nominee Dr. Jo Jorgensen's bat-bite treatment triggered a cancellation narrative around planned campaign appearances. Mississippi organizers needed immediate clarification that the local schedule remained active and that media should continue covering the Jackson and Hattiesburg stops.

Katherine De'Na Parker served as volunteer event coordinator and sole media liaison for the Mississippi effort. With no paid media budget, she verified current details, produced multiple press-release versions, issued more than 40 targeted pitches, followed up directly with newsrooms and pursued correction of inaccurate coverage. The campaign produced at least eight verified placements and preserved local visibility during a compressed, rapidly changing news cycle.

Bottom line: The campaign did not have money to buy attention. It used disciplined verification, speed, newsroom relationships and message consistency to keep accurate Mississippi event information in circulation.

Campaign at a Glance

0	4	3	1
paid-media budget	press-release versions	local TV reach inputs	documented correction

Campaign Overview

Element	Public case-study detail
Campaign	FLAME Rally / Let Her Speak Mississippi campaign stops
Principal	Dr. Jo Jorgensen, 2020 Libertarian presidential nominee
Communications lead	Katherine De'Na Parker - volunteer event coordinator and sole media liaison
Primary markets	Jackson and Hattiesburg, Mississippi, with statewide outreach
Primary dates	August 7-8, 2020
Evidence base	Pitch records, release versions, coverage archive and election context

Challenge

A national health-related storyline was being interpreted as a broader cancellation, threatening local awareness and newsroom participation. The Mississippi team needed to correct inaccurate assumptions immediately, keep two local markets aligned and avoid conflicting information across press materials, organizer communications and event logistics.

Objectives

- Verify the current Mississippi itinerary before issuing additional public claims.
- Correct the cancellation narrative and preserve local media interest in the scheduled stops.
- Provide newsroom-ready releases and direct follow-up during a compressed news cycle.
- Coordinate consistent information between organizers, events and media contacts.
- Generate meaningful earned coverage without a paid-media budget.

Strategy and Implementation

Workstream	What KD Public Relations did
Rapid verification	Confirmed the current status of Mississippi appearances before updating releases, pitches and newsroom follow-up.
Message control	Prepared four press-release versions as facts and scheduling details changed, keeping the central clarification consistent.
Targeted pitching	Issued more than 40 pitches to television, print and digital contacts serving Jackson, Hattiesburg and statewide audiences.
Direct correction	Followed up with outlets where the cancellation narrative or event details were inaccurate, including a documented Clarion-Ledger correction.
Event coordination	Aligned media-facing details with on-the-ground organizer needs and the Let Her Speak / FLAME rally structure.
Measurement	Tracked pitches, verified placements, outlet reach bases, national amplification and an internal earned-media-value estimate.

Evaluation and Results

40+	8+	~540K	\$250K+*
media pitches	verified placements	TV household reach base	estimated media value

- The documented coverage archive contains at least eight verified media placements generated or preserved during the response window.
- The combined local television household reach base was approximately 540,000: WLBT 315,000, WLOX 125,000 and WDAM 100,000. This is potential market reach, not confirmed unique viewership.
- The campaign gained national context and amplification through TIME and Politico coverage of the broader story.
- A Clarion-Ledger correction helped restore accurate public information in a key statewide outlet.
- Dr. Jorgensen received 8,026 Mississippi votes, or 0.61%. That election figure is context only and is not attributed to the communications campaign.

What This Demonstrates

This case demonstrates rapid-response media relations under severe resource constraints: fact verification, release revision, targeted outreach, correction requests, on-the-ground coordination and ethical separation between communication outputs and electoral outcomes.

Measurement note: The \$250,000+ figure is a prior internal estimate of earned-media value and was not independently audited. Household figures describe outlet market reach bases and must not be read as actual viewers. TIME and Politico are identified as national amplification, not as proof that every national placement resulted directly from KD-PR pitching.

Public-Use and Attribution Notes

This was volunteer/pro-bono campaign work. The case study is presented neutrally to document communications capability, not as a current political endorsement. Candidate, campaign and media names are used only for factual attribution.