

### **Social Media Booster: Targeted Campaign**

Pay a little money to the social media companies, and they'll allow you to target your news story to selected demographics.

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### **Advanced Social Media Booster: Bot-Nets**

You were approached by this foreign party who offered to use massive networks of automated social media users to boost a news story of your choice, in return for access to your public opinion data.

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### Newspaper Booster: Leak

It's worth keeping journalists as personal contacts. That way, you can leak a story to a newspaper, and have it start without an obvious connection to the government.

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### Advanced Newspaper Booster: Catch and Kill

When there's a negative story you don't want to spread, a friendly publisher can pay a key source for an exclusive - then never publish it. You just need to cover the cost of the story, and a little extra for your friends. The President isn't short of money, after all.

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### **Broadcast Booster: A Friend of the Show**

The People's most popular breakfast news show is generally supportive of The President. Giving them early access to a new story would be likely to result in positive coverage from a friendly perspective before the rest of the media picks up on it.

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### **Advanced Broadcast Booster: Buying the Network**

There are lots of small local TV and Radio shows all over The Country. Many of them are owned by billionaire John St. Clair, who wants access to The President to promote his own agendas. That could be arranged, and our news story could be pushed to the whole network.

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