



## **Idaho REALTORS® Use NAR Campaign Services to Help Re-Elect Their Tireless Champion to Pocatello City Council**

Early last year when Jim Johnston was appointed to the City Council of Pocatello, Idaho by its new mayor, he was new to political office – but no stranger to public service. In fact, when he ran for election to keep his seat just six months later, polling partly funded by the NATIONAL ASSOCIATION OF REALTORS® found that he had a whopping 84 percent name recognition. The Idaho native had achieved this not only through his 30 years' experience as a leading REALTOR® in Pocatello, but thanks to his dedicated involvement with a seemingly endless list of organizations ranging from the Idaho Chapter of the American Red Cross, to the Grand Teton Council of Boys Scouts of America, to the United Way, to Rotary International, to the Idaho State Civic Symphony [and on,] as well.

“Jim Johnston’s candidacy was not exactly a hard sell to the Idaho RPAC trustees,” laughs John Eaton, the Government Affairs Director of the Idaho Association of REALTORS®, which has a membership of nearly 5,800. “Years ago, Jim single-handedly created the culture of RPAC giving in Idaho, and still brings boundless energy and involvement to the cause. He has been RPAC’s Major Donor Liaison for Idaho, and an NAR Regional Vice President, and a Federal Political Coordinator, in addition to being an RPAC Hall-of-Famer, himself.”

Though Johnston was the natural REALTOR® candidate, the race was not uncontested, and his opponent presented a serious challenge. Eaton and his team, which included a nationally recognized consultant, did some polling. Based on the results, they put together a campaign plan that involved highly targeted promotional outreach, and an extensive get-out-to-vote effort. Then they turned to NAR’s Campaign Services Department and asked them to fund 50 percent of it – and they did.

The Johnston team concentrated its efforts on areas where he was likely to do best, identified through the exacting methods of its consultant’s proprietary system. Sorting through a multitude of statistics, it pinpointed a number of different data fields for each registered voter and pulled out names based on likelihood to favor Johnston. Using direct mail and phone calls, they reached their target audience, including absentee voters. They also personally contacted every REALTOR® within city limits.

“Jim did a great job campaigning, and worked tirelessly – which is just his nature – but it was still a real nail-biter,” says Eaton. “When we went to bed on election night (or when the rest of the world went to bed, that is) Jim was down by 500 votes. By morning, when all the votes had been counted, he had won by 300 – a very slim margin. Our independent expenditure efforts really made a difference



in the outcome of the race. And Jim’s continued hard work on the Council is making progress for Pocatello.”

Pocatello is becoming more business friendly, notes Eaton by way of example. “Take broadband communication, which is essential for economic development anywhere these days. We’ve been trying for five years to get the Pocatello City Council to pave the way for it. Four years in a row, the measure was killed. This year, as a direct result of having a friend on the Council, broadband supporters were able to get Jim and one other member to talk to their colleagues about the benefits, and listen to a presentation by the broadband industry. It was the real turning point, and after five years of effort, the bill was finally passed.”

As a member of the part-time City Council, Jim Johnston is working hard for Pocatello and RPAC, all while maintaining his thriving real estate career – and looking forward to his next election in 2015.

**Keep Pocatello in Good Hands.**

**Vote Jim Johnston for City Council.**

Idaho Association of REALTORS® PAC  
10116 W. Overland Rd.  
Boise, ID 83709

Paid for by the Idaho Association of Realtors® PAC.

**Vote for A Neighbor. Elect A Leader.**

**We've got a good neighbor and a great leader in City Hall. And his name is Jim Johnston.**

If we want to keep Pocatello moving in the right direction, we need local leaders who know how to **balance budgets, make payrolls and help families and job-creators succeed.**

As a REALTOR® and business leader for over 30 years, Jim did all those things right here in Pocatello. And as our City Councilman, Jim has promoted policies to make Pocatello a place where homeowners, families and job-creators can thrive on **lower tax rates, sensible governing and better infrastructure.**

*Remember to vote on Tuesday, November 8th.*

**Vote Jim Johnston for Pocatello City Council.**

**Right On Track For Pocatello**

- » A REALTOR® and hometown small business leader in Pocatello for over 30 years
- » Voted to reduce property tax rates to their lowest rate since 1996 <sup>1</sup>
- » Working to speed up necessary infrastructure jobs like the Cheyenne Connector project <sup>2</sup>

**SOURCES:**  
[1] Pocatello FY12 Budget Digest, 2011  
[2] US Bureau of Labor Statistics, 2011

