

Beat: News

HILLARY CLINTON READY TO START PRESIDENTIAL CAMPAIGN

ANNOUNCEMENT EXPECTED FROM SOCIAL MEDIA

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USPA NEWS - Hillary Clinton is poised to formally launch her second presidential bid today, with a different approach from 2008 aimed at convincing voters through small-group settings that she has ideas for helping the middle class and the skills to govern.

The long-awaited announcement is expected to come from a video shared via social media, according to the Associated Press, before Clinton makes her pitch in Iowa and New Hampshire living rooms.

Her declaration will end deafening speculation and two years of less-than-subtle preparation: giving speeches, promoting the causes of the Clinton family's charitable foundation, and assembling a staff for the 2016 race.

Clinton enters the campaign as the overwhelming favorite to capture the Democratic nomination with a significant lead over all her potential rivals in polls. Her credentials are deep, from her service as secretary of State in President Obama's first term to eight years as a U.S. senator representing New York.

Those close to Clinton say she will run a different campaign than in 2008, when she won 17.5 million votes in the Democratic primary against then-senator Barack Obama. That campaign reminded voters of both Clintons at their best "" the ability to inspire female voters "" and worst "" Bill Clinton's unbridled comments that belittled then-senator Barack Obama.

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