

Advancing Advocacy in the States



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What we'll talk about today...



- ❖ **What advocacy really is**
- ❖ **How you can help change policy and make a difference.**

What is the Public Affairs Council?



- ❖ **Nonpartisan, nonpolitical international association**
- ❖ **Established in 1954**
- ❖ **Seek to advance the field of public affairs – providing 600+ member organizations with education, expertise and best practices**
- ❖ **We cover public affairs management, lobbying, global public affairs, social media and advocacy, corporate social responsibility, campaign finance, grassroots advocacy, crisis communications, coalition and alliance development, and a host of related areas.**



State Government Relations Benchmarking Report

How does your state government relations function stack up against those of your peers?

[LEARN MORE](#)



Upcoming Events



Managing Strategic Coalitions and Alliances

Apr 29

Coalitions are a critical component of a successful advocacy strategy. Join us for a new half-day workshop, led by experts looking to answer the eternal question of what makes for successful partnerships and what lessons can be learned from coalitions that have collapsed.



Membership Orientation

May 14

These sessions review all of the Council's major services, including education and training, information assistance (on subjects ranging from PAC/grassroots to issues management), communications, benchmarking, networking with other public affairs professionals and online services.

Latest News

States React to *McCutcheon v. FEC* and Adjust Aggregate Contribution Limit Rules



Apr 17, 2014

In the wake of the recent *McCutcheon v. FEC* decision, Skadden, Arps, Slate, Meagher & Flom LLP has released additional guidance on how certain states

are reexamining their two-year aggregate contribution limits. The Court's decision did not strike down any state aggregate limits, but opens the door for questions about the constitutionality of those limits.

What Do I Mean by “Government Relations”?



Government relations is a common term for lobbying and communicating with policy makers. **Your association and grassroots network memberships help to:**

- ❖ Protect your interests
- ❖ Spot the most important issues before they become crises
- ❖ Have access to a message that resonates
- ❖ Ensure that lobbying at the state and Federal levels is in direct support of your goals and mission

A Lobbyist is...



- ❖ A person whose job it is to advocate for or against an issue or specific cause.
- ❖ Lobbyists can be employed by interest groups, corporations or organizations with vested interest in certain public policy.
- ❖ Most often a lobbyist advocates positions to public officials and policymakers at multiple levels.

And Grassroots?

Grassroots advocacy is what you can do. You don't have the time to keep an eye on policies or manage relationships with all members of Congress.

But your voice, and the voice of everyone who cares about the safety of drivers nationwide, is very very important.



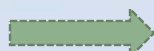
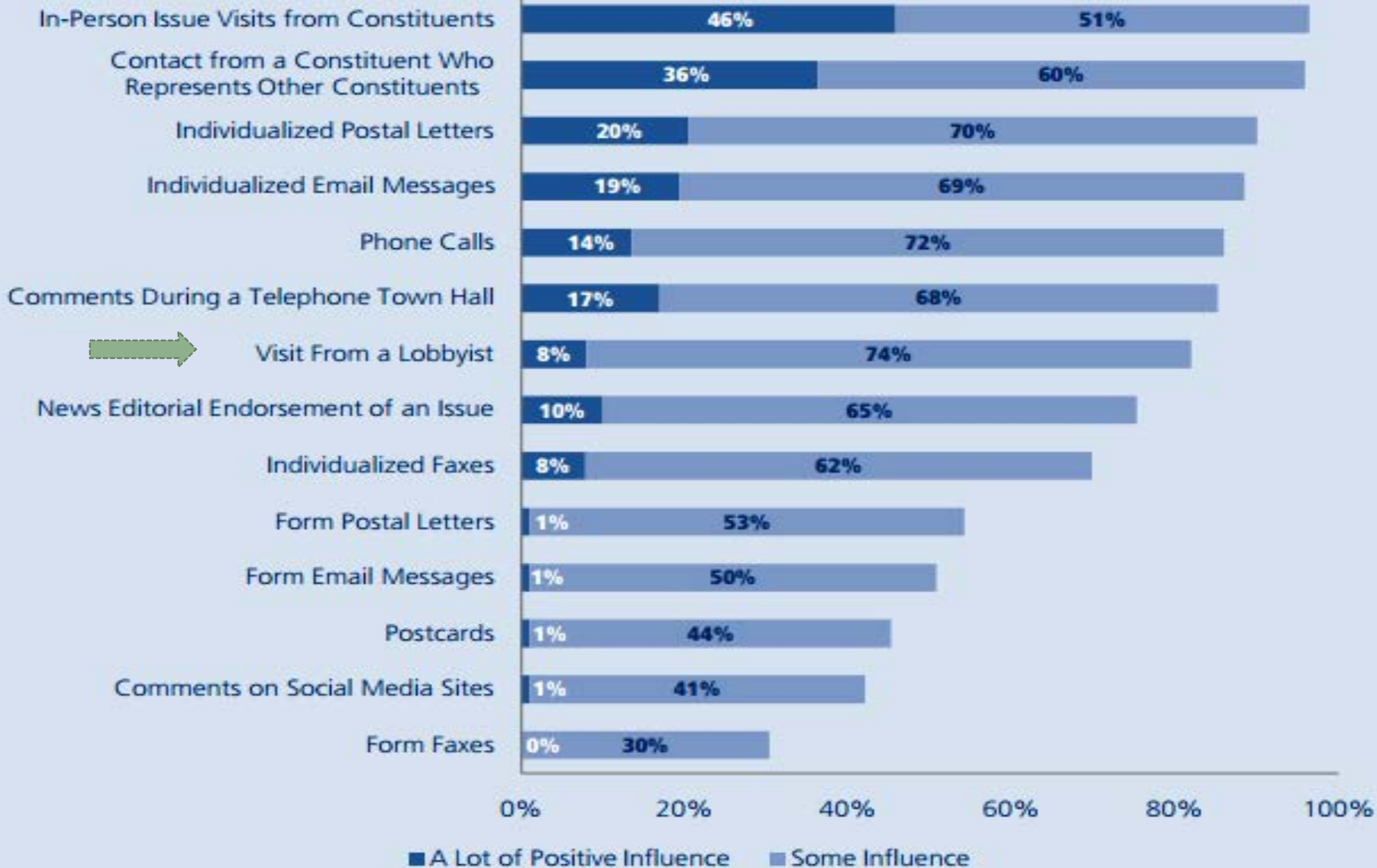
The Value of Citizen Advocacy



Advocacy

**2011 Report from
the Congressional
Management
Foundation
shows...**

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?*



What Capitol Hill is Saying...



- More than one-third of congressional staff (35%) agreed that advocacy campaigns are good for democracy.
- Most staff (90%) agreed – and more than 60% strongly agreed – that responding to constituent communications is a high priority in their offices.
- More than half of the staffers surveyed (53%) agreed that most advocacy campaigns of identical form messages are sent without constituents' knowledge or approval.

“One of our office’s top priorities is maintaining a high quality of dialogue with the people we represent.”

—Senate Correspondence Manager

AAA and Others Can Keep You Informed



<http://newsroom.aaa.com/advocacy/> outlines the policy issues of highest priority.

<http://aaamakingamericastronger.com/> includes valuable information in an advocate-friendly format, including:

- ❖ Issue information
- ❖ Easy ways to take action
- ❖ What transportation issues look like in your state

<http://www.ghsa.org/html/links/issues.html> is the Governors Highway Safety Association, which provides state-level issues of interest.

Each issue-specific organization has its own advocacy network and information on how, and what, to communicate with policymakers. For example, Mothers Against Drunk Driving has an interactive map to help you make an impact.

<http://www.madd.org/get-involved/take-action/>

Having a Proactive Strategy



- ❖ Advocacy is a lot about relationship-building.
- ❖ You want to start a conversation about traffic safety as early as possible.
- ❖ You don't want to wait for safety statistics to get worse, or for a bill you don't like to be introduced, before you meet your state legislators.
- ❖ Find out who will give attention to your issues now, and set up meetings to introduce yourself and your goals.
- ❖ It's always easier to make a new connection when you're not immediately asking for a favor.

HOW OUR LAWS ARE MADE

+ The code of a bill
H. R. 301 [110]
 House Of Representatives # in which bill was received Congressional Session

+ CBO or Congressional Budget office is a non-partisan office charged with checking and creating budget estimates.

CBO must confirm the bill adheres to spending and revenue constraints in most recent budget.

Senator
 Bill
 Introducing Legislation

Budget & Engrssment
 Reconciliation

could fail to pass. A simple majority is required to pass a bill.
 House Vote

could send back to committee
 Vote on each amendment individually.
 House Action

Debate closes
 Committee Rises

Bill read section by section only germane amendments proposed and must include a list of "earmarks".
 Second Reading

Quorum of one hundred required to open debate. Chair determines length of debate.
 Committee of the Whole

Debate & Amend

Put on Calendar

HOUSE OF REPRESENTATIVES
 HOR can approve as amended
 OR
 Request a conference
 Conference

Report
 Includes purpose and justification for bill; explains how it changes existing law; offers a cost estimate for implementation.

Final Reading & Vote
 Vote on final amendments and proposed bill as a whole.

Mark Up
 Edit and revise to reflect hearings.
 could be "tabled".

Meetings
 Public Hearings
 Collect information and testimony from opponents and supporters.

+ HOR has 435 members and 20 standing committees.

+ A Lobbyist is an activist paid by an interest group to promote their position in the legislature. He/She can also work to change public opinion through advertising and other media outlets. **+**

Representative

A State Legislature

The People

Executive Branch

Bill

Like a bill, but less common
 Joint Resolution

Introducing Legislation

Not Legislation
 Con Current Resolution

Regards House Operations
 Simple Resolution

Committee Assignment

Committee Work

+ All legislation involving appropriations must originate in HOR.

+ Extra Information **!** Chance for Failure

Congressional non-partisan with checking budget estimates.

Must confirm the bill's spending and constraints in the budget.

Reconciliation

Budget & Engrssment

Debate & Amend

Put on Calendar

Members committees.

Senator
Bill

Introducing Legislation

Meetings*
Public Hearings*
Mark Up*

Committee Work

Put on Calendar

Debate & Amend

Enrollment

Final Approval or Disapproval

Publication

Law

+ A bill originating in the Senate must go through HOR approval before going to the President.

*See HOR Committee Work section for details

Final Reading & Vote* could fail to pass.

Report* could be "tabled".

+ SEN has 100 members and 16 standing committees.

Bill Called Up Any Senator can call up a bill at the conclusion of morning business.

Senate Action Unlimited debate. Amendments do not have to be germane. Discussion ends when no one seeks to be recognized.

Third Reading Debate ends and presiding chair calls for a vote.

Senate Vote A simple majority is required to pass a bill, but the frequent threat of a filibuster has meant that a super majority is needed more often.

2 Day Wait A senator on the prevailing side or who abstained can call a motion to recommit.

"Congress shall have Power... To make all laws which shall be necessary and proper"
U.S. Constitution Article 1 Section 8

+ **Filibuster:** A Senator or group of Senators deliver speeches and "hold" the floor indefinitely, hoping the prolonged debate will prevent passage of a bill. A filibuster can only be ended if a motion to end it is carried by 60 votes (a super majority).

+ **A Reconciliation bill** is part of the budget process and allows Congress to make changes in law to conform with budget levels set in the budget resolution. It has become an alternative way to pass contentious legislation in the Senate because it only requires a simple majority to pass.⁵

OR
Request a conference
HOR can approve as amended

Conference

could fail to reach a compromise

+ Each conference committee must report to their respective chambers and both HOR and SEN must pass a report before the bill goes to the President.

Amended Back to HOR
Unamended

HOUSE OF **R**EPRESENTATIVES

THE **S**ENATE

THE **P**RESIDENT

Report Includes purpose and justification for bill; explains how it changes existing law; offers a cost estimate for implementation.

Final Reading & Vote Vote on final amendments and proposed bill as a whole. could fail to pass.

Mark Up Edit and revise to reflect hearings. could be "tabled".

Collect information and testimony from opponents and supporters.

either chamber could reject conference report

could be "tabled".

+ The President has ten days to sign a bill into law or veto it OR the bill automatically becomes a law. Congress can override with a 2/3 majority.

+ **A Pocket Veto** occurs when the President fails to sign a bill into law AND Congress adjourns BEFORE ten days expire. President could reject.

LEGEND

- +** Extra Information
- 👤** Chance for Failure
- 🗣️** Lobbying Opportunity
- ➡️** Path of Bill

Messaging



White papers and advocacy strategies can be lengthy and may include confidential information.

Messages used for advocacy should be...

- ❖ **Concise**

- ❖ **Factually laden** – with a focus on economic impact and key statistics relevant to the policymaker’s agenda and constituency

- ❖ **Story-driven** – as much as you can, use an opportunity to meet with a legislator to tell your story. A human-element, demonstrating that their constituency is being impacted, will resonate with policymakers.

- ❖ **Usable as a leave-behind.** Ideally, your industry’s position can end up being relayed verbatim on the House or Senate floor, or in committee proceedings.

Don't forget...AAA Government Affairs is available to help, and already has all of the messaging you'll need to be successful in these meetings.

Across the Country & At Home



Advocacy at the state level is a little different than on Capitol Hill...

- ❖ **Treat each state like a separate country**
- ❖ **Know the unique laws that apply to lobbying**
- ❖ **Increase awareness of bellwether issues and areas**
- ❖ **Become familiar with legislative schedules, processes, local customs or find someone at AAA who is**
- ❖ **Work with state and Federal level government relations teams (if they're separate) to make sure you're sending the right message**

Questions?



**CONTACT ME:
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