



Consumer
Technology
Association™

Communicating Technology Issues to Policymakers and Press

Presented by

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Consumer Technology Association

Discussion Topics

Discussion Topics



WHY YOU



**POLICYMAKER
LANDSCAPE**



MEDIA LANDSCAPE



**EFFECTIVE
COMMUNICATIONS**

Why You

Why You

- Expertise matters
- Building relationships
- Make progress

*“If you are not at the table,
you are on the menu.”*



Polycymaker Landscape

Polymaker Landscape

| Chamber | Current | Mid-term Projection |
|-------------|------------|-------------------------------|
| House | Democratic | Republican |
| Senate | Democratic | Toss-up |
| White House | Democratic | Democratic, personnel changes |

Media Landscape

Mass Media



Hill Media

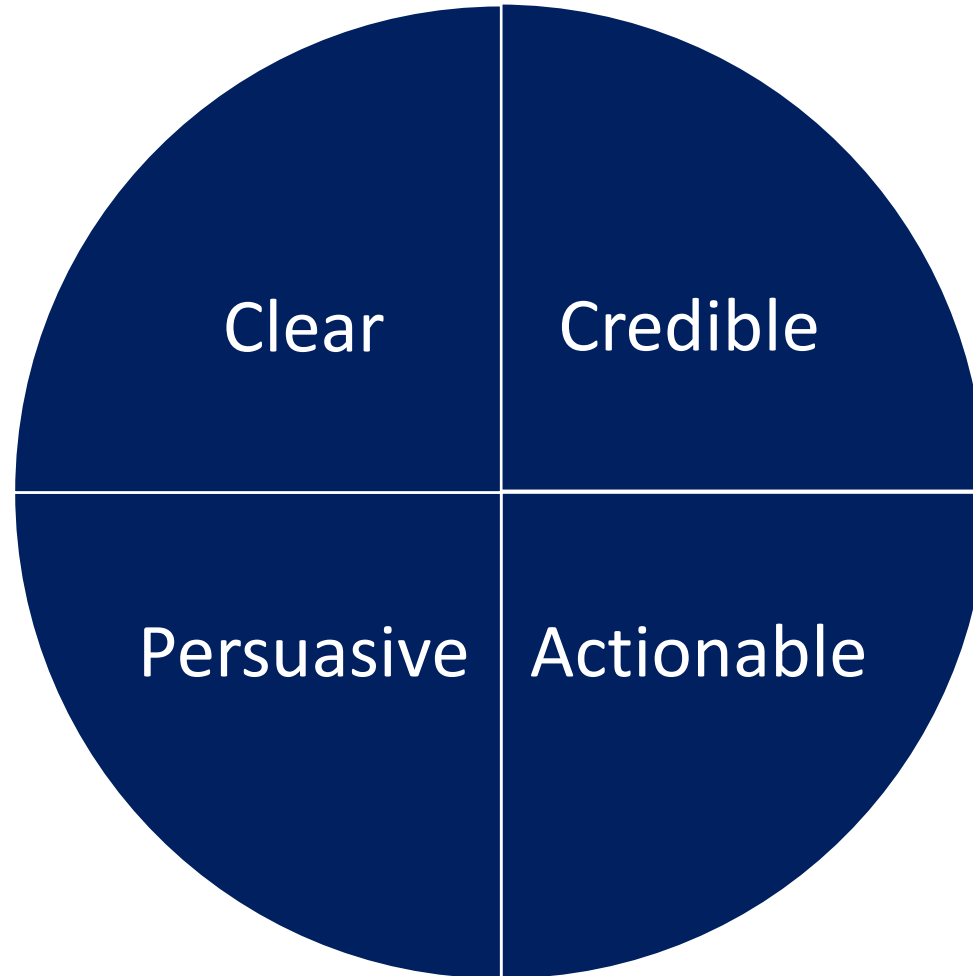
POLITICO



AXIOS

Effective Communications: Policymakers & Press

What Makes a Message Effective?



Delivering the Message

EXPERT

Background
Support
Conclusions

POLICYMAKER

Bottom-Line
So What?
Support

Policymakers

| Who | Tactic(s) |
|--------------------------------|---|
| Member of Congress | Concise messages, topline request, why it should matter to him/her |
| Staff Representative | Concise messages, proof points, why it should matter to his/her boss, one-page leave behind |
| District Office Representative | Concise messages, district specific proof points, economic impact to district, follow-up email |
| Administration official | Regulatory impact to business/economy/consumers, one-page brief, follow-up email, staff contact(s) |
| Media | Earned: Target beat reporters/media outlets, focus on in-district and inside the beltway, concise pitch and messages, consider opinion pieces. Paid: Print/digital ads. |

Media

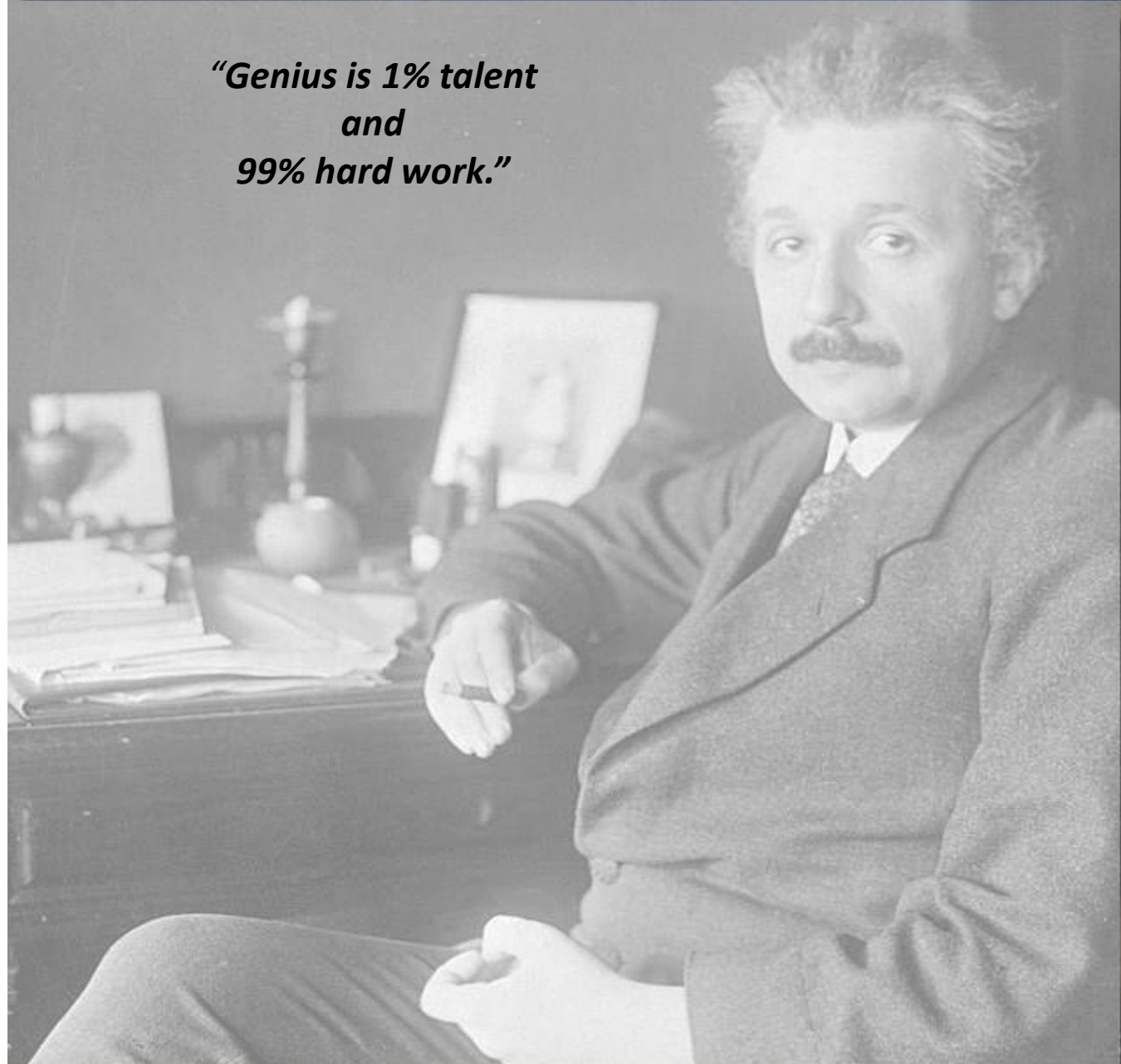
- A story
- Accurate information
- Clear, concise statements
- Colorful details
- Human drama
- Timely responses
- Secret/Non-public information



Pro Tips

- What's your objective?
- Who are you trying to reach?
- What does success look like?
- Draft talking points
- Identify tough questions
- Practice

*“Genius is 1% talent
and
99% hard work.”*



Thank You!

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