Communicating Technology Issues to Policymakers and Press

Presented by
Melissa Harrison
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.”
Policymaker Landscape
# Policymaker Landscape

<table>
<thead>
<tr>
<th>Chamber</th>
<th>Current</th>
<th>Mid-term Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>House</td>
<td>Democratic</td>
<td>Republican</td>
</tr>
<tr>
<td>Senate</td>
<td>Democratic</td>
<td>Toss-up</td>
</tr>
<tr>
<td>White House</td>
<td>Democratic</td>
<td>Democratic, personnel changes</td>
</tr>
</tbody>
</table>

© 2022 CTA®
Media Landscape
Mass Media
Hill Media

POLITICO

PUNCHBOWL NEWS

AXIOS
Effective Communications: Policymakers & Press
What Makes a Message Effective?

- Clear
- Credible
- Persuasive
- Actionable
Delivering the Message

EXPERT

Background
Support
Conclusions

POLICYMAKER

Bottom-Line
So What?
Support

So What?
# Policymakers

<table>
<thead>
<tr>
<th>Who</th>
<th>Tactic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member of Congress</td>
<td>Concise messages, topline request, why it should matter to him/her</td>
</tr>
<tr>
<td>Staff Representative</td>
<td>Concise messages, proof points, why it should matter to his/her boss, one-page leave behind</td>
</tr>
<tr>
<td>District Office Representative</td>
<td>Concise messages, district specific proof points, economic impact to district, follow-up email</td>
</tr>
<tr>
<td>Administration official</td>
<td>Regulatory impact to business/economy/consumers, one-page brief, follow-up email, staff contact(s)</td>
</tr>
<tr>
<td>Media</td>
<td>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.</td>
</tr>
</tbody>
</table>
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!

Presented by
Melissa Harrison
Consumer Technology Association
mharrison@cta.tech