

Outline
NABE 2003 Annual Meeting Program
Lobbying and Communications: Working Together to Achieve Results

1. Governance role (approval of legislative positions)

Issue identification
Approval of Section and Association positions

2. Identification of key audiences

Legislature
Executive
Judicial
Association Members
Opinion leaders
Policy makers
News Media (on selected issues)
General public

3. Communications vehicles

Newsletter
News releases
Editorial board meetings
Letters to the editor
Op-ed pieces
Web site
Section liaisons
Bar magazine

4. Role of Communications Department

Draft articles
Write and send news releases
Liaison with editorial boards, editors, reporters
Pitch story ideas to illustrate the issue
Develop and place articles on web site
Help with grass roots communications

5. Role of Legislative Department

Monitor key issues
Communicate constantly with Executive Director and Officers
Keep Communications Department in the loop
Identify issues requiring internal/external communication

Plan external communication with Communications Department
Select best vehicles for generating support/opposition

6. Volunteer roles

Contacts with key legislators
Support at public hearings (attend, testify)
Grass roots

7. Keys to success

Early issues identification
Planning/anticipating problems and developing solutions
Frequent contact between lobbyist/communications director
Flexibility (things change in a hurry)
Pro-active when appropriate
Reactive when appropriate
Keep officers informed
Accessibility to the media

Final Message: Legislative staff and communications staff roles should be clearly defined and delineated. Each staff should do what it does best and the two department should work closely together.

Case studies (Connecticut's experience with Section 1115 Medicaid Waiver)

Question-and-answer