



Public Affairs Boot Camp

Corporate & Association Public Affairs

December 3, 2024

PREPARED FOR





OUR SERVICES & CAPABILITIES



**Strategic Counsel
& Management**



**Communications
& Issue Advocacy**



**Research &
Analysis**



**Media Relations &
Monitoring**



**External Relations
& Activation**



**Digital & Creative
Services**



AGENDA

1

Traits of Modern “Best in Class” Public Affairs Teams

2

New Tactics from the 2024 Elections

3

Q&A

“Best In Class” Public Affairs Teams



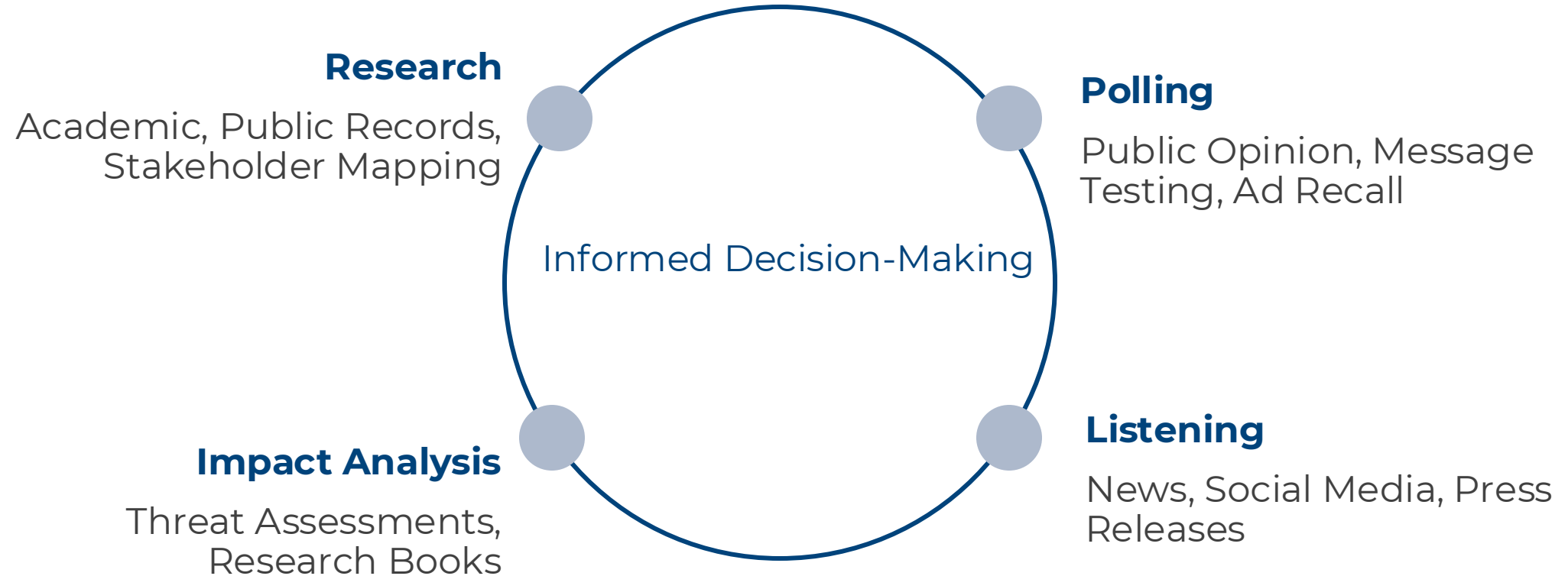
ATTRIBUTES

1. Ability to Forecast and Identify Trends
2. Develops Winning Goals and Strategies
3. Crafts Strong Narratives
4. Knows What is Newsworthy
5. Effective Communicator
6. Engages CEO and Senior Leaders
7. Effectively Utilizes Internal and External Resources
8. Measures and Optimizes Campaigns





FORECAST AND IDENTIFY TRENDS





BUILDS WINNING GOALS & STRATEGIES

1

What type of battles are you facing?

Reputational
Legislative
Regulatory
Legal
Federal vs. State

2

Who is the opposition? Who are your supporters?

Messaging
Funding
Priorities

3

Where can you drive influence? Are you being realistic?

Online
In-person
Through allies



CRAFTS A STRONG NARRATIVE





KNOWS WHAT IS NEWSWORTHY

What Reporters Want

- New and/or exclusive information
- Relevant information, data or reader perspective
- On the record quotes
- Counterintuitive stories
- Timely and concise communications

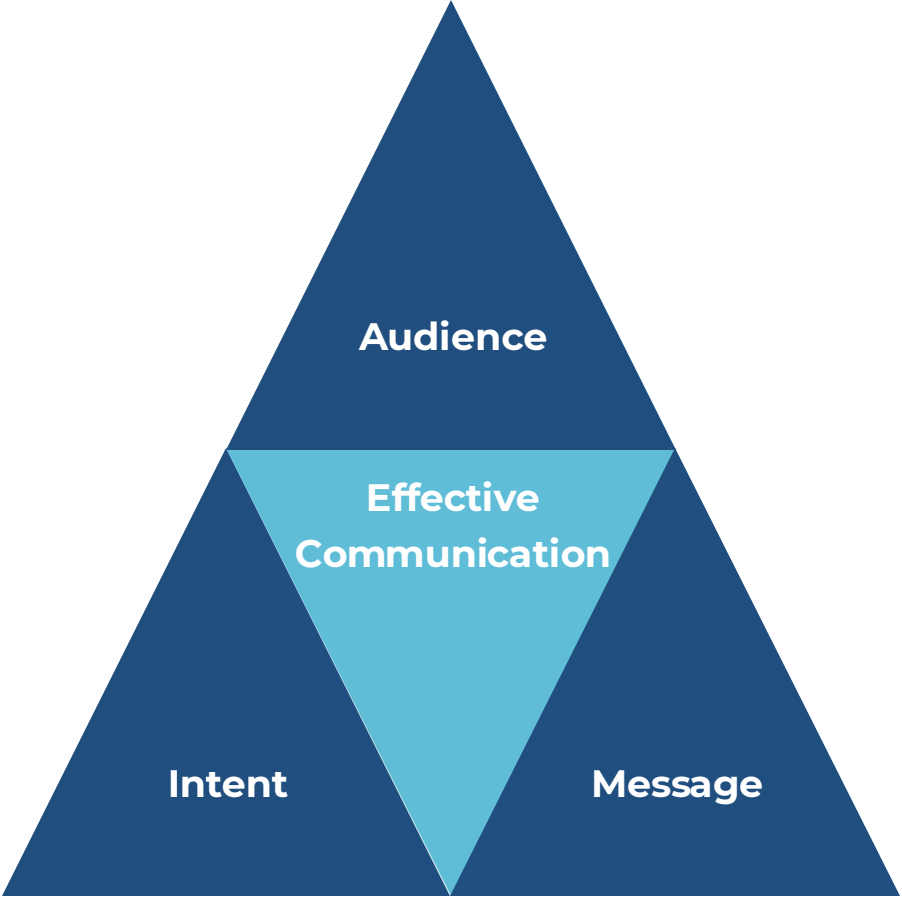
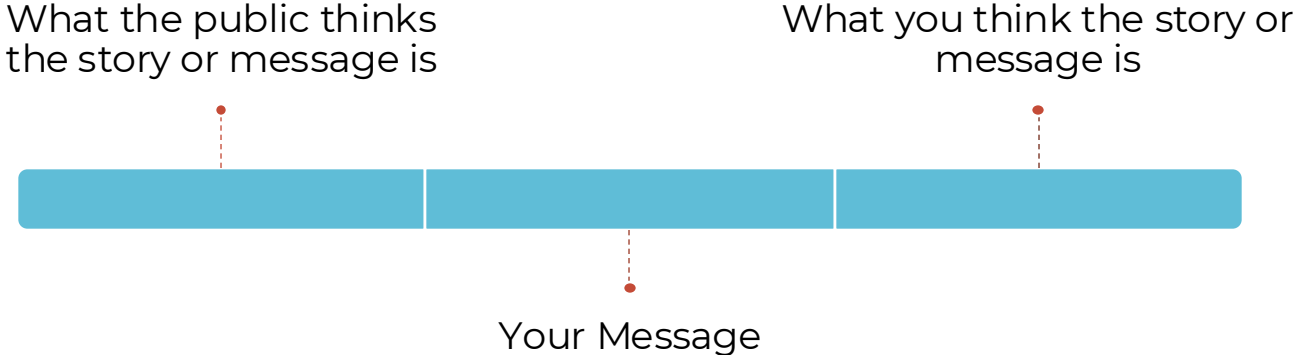
What Communicators Want

- Coverage of industry priorities/viewpoint
- Third party validation
- Trust and credibility
- Amplification and a megaphone
- Content that can be repurposed



EFFECTIVE COMMUNICATOR

Meet Them Where They Are





ENGAGES SENIOR LEADERS

What this looks like in practice:

- Do they understand public affairs and the threats facing your organization?
- Will they make time for media training, tough Q&A, etc.?
- Do they support your PAC, or are they politically active?
- Can they make timely decisions?





UTILIZES ALL RESOURCES



Research and Listening

- Message Testing
- Competitor/Threat Analysis /Social Listening
- Messaging Architecture
- News Clips/ Share of Voice



Rapid Response

- Press Release/Statements
- Off-the-Record Conversations
- Op-Ed/Open Letter



Content Development & Planning

- Newsroom & Editorial Framework
- Fact Sheets/ Explainer Videos
- Social Content
- Thought Leadership Content
- Industry and Policy Events



Targeted Communications Campaigns

- Reporter Roundtables/ Backgrounders
- Digital and Public Affairs Campaign
- Third-Party Voices
- Grasstops/Grassroots



MEASURES AND OPTIMIZES

What does this look like?

- **Brand Management:** gains in awareness, understanding, and favorability.
- **Media Relations:** reporters engaged, earned media generated, quality of placements, etc.
- **External Relations:** quantitative/qualitative measurements for third-party validation including improvements in ratings, rankings and business lists.
- **Digital Engagement:** reach and frequency of messaging, website/social media analytics, etc.
- **Government Relations:** conditioning/changes in the legislative and regulatory environments, increased positioning brand surveys.



2024 Election Tactics



LEARNINGS FOR PA PROFESSIONALS

1

Importance of Earned and Non-Traditional Media

50 million views on Joe Rogan's podcast vs 6 million on 60 Minutes
One-in-five Americans regularly get news from influencers on social media

2

Interest and Behavior Over Demographic Targeting

Contextual and search advertising
2000s-style microtargeting is dying

3

Connected TV (CTV) and Streaming Dominates

LinkedIn CTV
43.5 hours of video content consumed each week



Discussion and Questions

PACE. PRECISION. PERSPECTIVE.



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THANK YOU

