

Communications for Public Affairs: What You Say and How You Say it Matters More Than Ever

June 11, 2014

Communications in Public Affairs

- Grassroots Efforts
- Government Relations
- Media Relations
- Internal Communications
- Issues Management
- Executive Preparation

Internal Structure

- Public Affairs & Communications
- Some Natural Synergies
 - Crisis Communications
 - Brand Management
 - Reputation Management
- Marketing Department

Traditional Media

- Still moves the needle
- Work with Communications Dept.
 - Know who is point person for media
 - On the record statements
- Unified messaging

Amazon Lobbying Example

Amazon's 1,200-job project in jeopardy

Online retailer could ditch Lexington plans if not given tax break

BY TIM FLACH AND JOHN O'CONNOR

tflach@thestate.com/joconnor@thestate.com March 31, 2011



WATCHING WASHINGTON AND THE WORLD
McClatchyDC

HOME POLITICS NATION WORLD SPECIAL PROJECTS CARTOONS

National > Economy

Amazon packing after South Carolina tax vote

BY TIM FLACH

The State (Columbia, S.C.) April 28, 2011



Amazon all but told South Carolina goodbye Wednesday after the online retailer lost a legislative showdown on a sales tax collection exemption it wants to open a distribution center that would bring 1,249 jobs to the Midlands.

Company officials immediately halted plans to equip and staff the one million-square-foot building under construction at I-77 and 12th Street near Cayce.

"As a result of today's unfortunate House vote, we've canceled \$52 million in procurement contracts and removed all South Carolina fulfillment center job postings from our (Web) site," said Paul Misener, Amazon vice president for global public policy.

Public Affairs
Council

TechFlash
Your Technology News Source

Sponsored by:

Apr 28, 2011, 12:31pm PDT

ECOMMERCE

Amazon to take away 1,249 jobs in S.C. over sales tax beef (Video)



Greg Lamm

Member FDIC

MEET A BANK

timesfreepress.com

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sites: right2know mobile community obits biz experts edge chattanooga now get out chatter ideal h

home » latest news » amazon stopping south carolina ...

published Thursday, April 28th, 2011

Amazon stopping South Carolina project, report says

by Staff Report

[view bio »](#)

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Online retailer Amazon is stopping a proposed project to build a giant distribution center in South Carolina after state legislators rejected a sales tax collection exemption, according to the Charleston Regional Business Journal.

The Internet retailer, which is building two similar centers in Southeast Tennessee, is stopping the Lexington, S.C., project following a 71-47 rejection of a sales tax collection exemption by the S.C. House of Representatives on Wednesday, said House Ways and Means Committee Chairman Dan Cooper.

The Associated Press quoted Amazon Vice President Paul Misener as saying that the company "canceled \$52 million in procurement contracts and removed all South Carolina fulfillment center job postings from our site."



Amazon Jobs for SC

681 likes

Community

Help support bringing Amazon.com's 1,249 jobs to South Carolina.

About - Suggest an Edit

Post Photo / Video

Write something on this Page...

 Amazon Jobs for SC shared a link.
August 11, 2011

Doing business with Amazon Fulfillment Services Buys
www.lexingtonsc.org

To support the business operations of Amazon Fulfillment Services the South Carolina fulfillment center buys many products and services each year that falls into four major categories.

Amazon Yes!

Lexington County Leaders to Hold Press Conference Encouraging Legislators to Support Amazon Jobs

WHAT: The Lexington County Republican Party along with Midlands business and political leaders will hold a press conference encouraging the General Assembly to take the necessary steps to bring Amazon to South

Carola and ensure the nearly 1,250 full-time jobs they intend to locate in the Midlands.

WHEN: Press Conference will be held **Tuesday May 17, 2011 at 11:00 am.** Comments will begin at 11:30 am.

Amazon fight continues in Lexington County, SC

Posted on May 17, 2011 by admin

**Republicans, Democrats join to support Amazon
Chamber members invited to join fight at Statehouse Wednesday**



In a spirited display of unity, local Democrats and Republicans stood together this morning to support a state sales tax collection exemption for Amazon.com. Flanked by the entire Lexington County Council and dozens of business, civic and government leaders, the rally drew more than 200 people to the Statehouse in Columbia.

"This is not a partisan issue. This is not a midlands issue. This is a State of South Carolina and a keeping-our-word issue," Sen. Nikki Setzler told a cheering crowd. "We're here because Amazon chose Lexington County in South Carolina. This is a national fight brought into our borders not of our choosing."

the Statehouse.

Council, members of the
ss the Midlands,
business owners who all

House OKs Amazon deal

BY CLIF LEBLANC, CLEBLANC@THESTATE.COM

May 18, 2011



After a dramatic turnaround Wednesday night, the House, the battle to win a prize incentive to lure Amazon.com moved to the state Senate, where the online retailer's support has not been tested.

A 97-20 tally — aided by 49 legislators, mostly Republicans, who switched sides — handed the Seattle-based corporation a shot at receiving a five-year exemption from collecting state sales tax on each purchase by South Carolina shoppers. Last month, the House refused to grant the incentive by a 47 vote, which halted the project.

The vote came after Amazon sweetened the offer Tuesday night with an additional 100 jobs and \$35 million more in investment. Rep. Kenny Bingham, R-Lexington, became the House point man in the high-stakes battle.

Senate puts Amazon bill on fast track

May 24, 2011

Amazon Gains Upper Hand in South Carolina Tax Break Battle

By Matt McKillop, Special to Stateline

A war among giant retailers that animated South Carolina politics the past few months has tipped in the direction of one of the most aggressive competitors: Amazon.com.

In mid-May, the South Carolina House reversed itself and voted for a tax break aimed at attracting an Amazon distribution center in the town of Cayce, in Lexington County, just outside Columbia. It would come in the form of a five-year exemption to the company from collecting sales tax on merchandise that passes through the center and goes out to South Carolina customers. State officials estimate the break will cost the state treasury \$10 to 15 million.

The vote was a significant defeat for Wal-Mart, Best Buy, Home Depot, Target and other brick-and-mortar sellers who complained that their online rival was being given an unfair advantage. Much of the political leadership in the state still sympathizes with the critics. That includes Republican Governor Nikki Haley, who has repeatedly argued that such exemptions are poor tax policy and discriminate not only against the big stores but against small independently owned businesses.

"Don't ask us to give you sales tax relief when we're not giving it to the bookstore down the street; or we're not giving it to the other stores on the other side of town," Haley said to Amazon at one point. "It's just not a level playing field."

Ironically, it was Haley's political mentor, former Governor Mark Sanford, who pushed the deal forward in the first place. Just before he left office at the end of last year, Sanford signed off on the exemption, which was to come on top of the provision of a business site valued at \$5 million, reduced property taxes and a 10-year \$3,250 tax credit for each job created.

A cost-benefit analysis completed by the South Carolina Commerce Department projected that Amazon will

Amazon an exemption

dar. Typically the bill, House added an

means the Senate

00 new jobs, including

Amazon.com posts S.C. jobs: Hiring cranks up after bill becomes law, ending uncertainty over incentives

BY SEANNA ADCOX Associated Press

Jun 9 2011 12:01 am Mar 23 5:13 pm

Working at Amazon
If you're interested in
opening this fall
The company plans to
exceed \$33,000,

Amazon says it exceeded hiring goal early

BY TIM FLACH

flach@thestate.com December 6, 2013



COLUMBIA -- Amazon
South Carolina opened
giving the company
became law without

COLUMBIA, SC — Online retailer Amazon says it has surpassed a requirement of 2,000 full-time employees by Dec. 31.

The Seattle-based company has exceeded that goal at its centers near Cayce and in the Upstate, spokeswoman Kelly Cheeseman said Thursday without specifying the size of the current payroll.

That goal was accomplished in late summer, Midlands political and business leaders say.

"They are rocking and rolling," Lexington County Council chairman Bill Banning said.

A guarantee of 2,000 workers at the end of this year was part of a deal made by the Legislature in 2011 as part of a package of incentives given to Amazon.

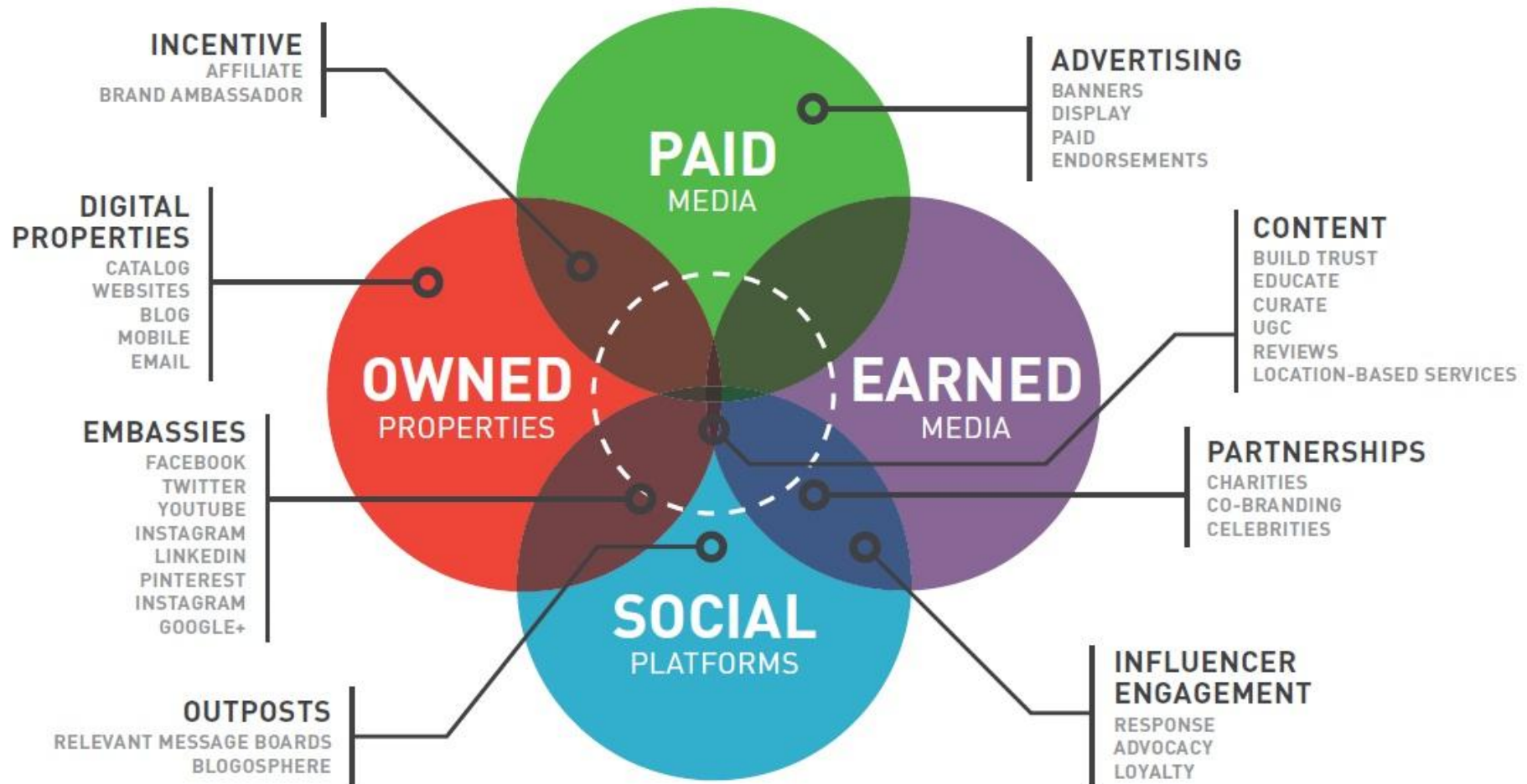


Digital Advocacy

- **ENGAGE:** Build your audience across multiple channels.
- **EDUCATE:** Provide valuable information and insights
- **ACTIVATE:** Call to Action: Calls, Letters, LTE's, Op-Eds, Intercepts

Website. Blogs. Social Media. Email.

Where Does Social Fit?





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS

150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**
NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**

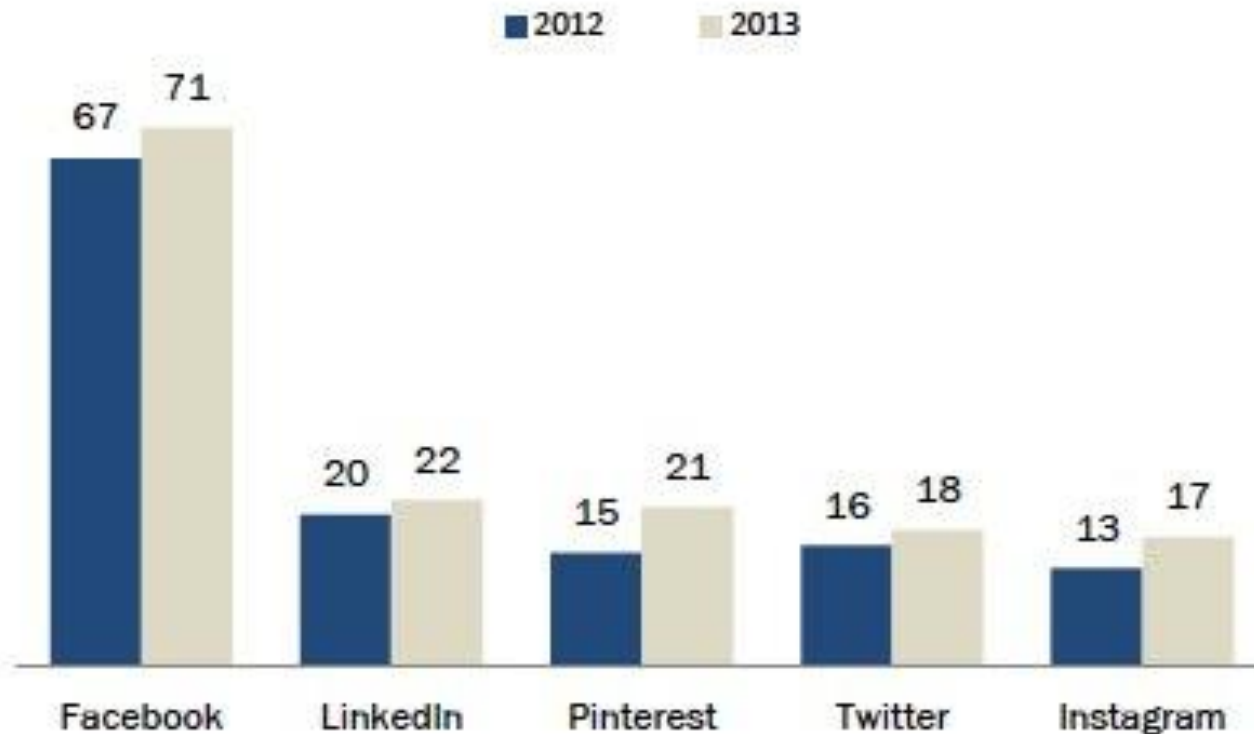


79% OF USERS
ARE 35
OR OLDER

240
MILLION
ACTIVE USERS

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

Finding Influencers

- Sites: WeFollow.com (Topic or Keyword)
- Member of Congress and their staff
- State and Local Representatives
- Reporters that cover your industry
- Organizations, their staff and leadership

Prominence Score ?



Location

Anywhere



Mike Lyon

@mikelyon

Home Builder and Real Estate Marketing, Internet and New Media Junkie. C...



NAHB

@builderbooks

Books that Build Your Business-NAHB BuilderBooks, the publishing arm for...



New Homes Section

@newhomessection

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Dennis O'Neil

@dennisonel

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NewHomeSource

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To find the right new home for you, visit NewHomeSource.com--the #1 site ...



Centerline Homes



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POLITICO Pro

breakingnews

Congress team

White House

TEAM POLITICO

Tweets



Steny Hoyer @WhipHoyer · 1m

I join in marking 25th annvrsry of Tiananmen Sq Massacre. Never forget lives lost demanding basic rights all deserve. 1.usa.gov/1kxwbBW

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Paul Tonko @RepPaulTonko · 1m

The American Academy of Pediatrics knows it's time to [#ActOnClimate](https://www.actonclimate.org.ly/xCrKo) [ow.ly/xCrKo](https://www.actonclimate.org.ly/xCrKo)

View summary

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Marcia L. Fudge @RepMarciaFudge · 2m

The Paycheck Fairness Act would protect women who seek action to receive equal pay for the equal work of their male counterparts.

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Sen. McConnell Press @McConnellPress · 3m

.@leecruse thanks for talking w/ McConnell on @WVLK about his bill to block EPA regulations targeting [#Kentucky](#) [#Coal](#), economy and families.

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Sen. Tammy Baldwin @SenatorBaldwin · 4m

Get the Facts on Student Loan Debt in [#WI](#) --- projectonstudentdebt.org/state_by_state... [#HigherEdNotDebt](#) [#BankonStudents](#) [#ItsOurInterest](#)

Expand

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John Boehner @johnboehner · 4m

North Carolina [#smallbiz](#) will be "hit especially hard" by ObamaCare. Hear their stories HERE: bit.ly/1IVx9E2 cc @WCNC

View media

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Rep. Austin Scott @AustinScottGA08 · 4m

Energy influencers

A public list by POLITICO Pro



MEMBERS

273

SUBSCRIBERS

33

Subscribe

Tweets

List members

List subscribers

More lists by

@POLITICOPro · [View all](#)

Trade Team

Cyber Team

Campaigns Team

Tech Lobbying & Industry

Tech Lawmakers

Tech Media & Academia

Agriculture Team

Energy reporters

Energy influencers

Energy lawmakers

Education team

Financial Services team

Tax team

Defense team

Transportation team

Tweets



Nat Assoc of Mfg @ShopFloorNAM · 3m

WATCH NOW: [#BuildingTheFuture](#) Event with @SiemensUSA on the comeback of [#manufacturing](#). bit.ly/1jQQVjC

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Center for Bio Div @CenterForBioDiv · 4m

Save the [#Wolves](#) of the [#Tongass](#) National Forest ow.ly/xCkVY

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NRDC Gov't Affairs @NRDCFedGov · 4m

EPAs Clean Power Plan is a breath of fresh air for public health j.mp/1iW1uCp
[#actonclimate](#)

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Nathan Richardson @ndrichardson · 4m

Considering banning laptops when I start teaching courses this fall. Law-school-me would be shocked. vox.com/2014/6/4/57768...

[📄 View summary](#)

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API @API_News · 4m

API releases three new standards to improve refinery safety: bit.ly/1kCC0hW

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John Walke @jwalkenrdc · 5m

'74 AEP ad promising 'galloping unemployment, plummet' if we use less energy; sought CAA changes to burn more coal.
documentcloud.org/documents/3572...

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IER @IERenergy · 5m

EPA's new rule could be devastating for states like Missouri, which gets 82% of its electricity from coal plants. bit.ly/1kCC0hW

Social Media Monitoring

- **Growth and engagement metrics** – allows monitoring of fan growth and user engagement
- **Content strategy metrics** – what content types are driving the most engagement
- **Audience quality metrics** – what are the profiles of your most engaged fans?
- **Proactive Crisis Management** – Don't get caught off guard by issues that emerge online.

Listening and Measuring Tools



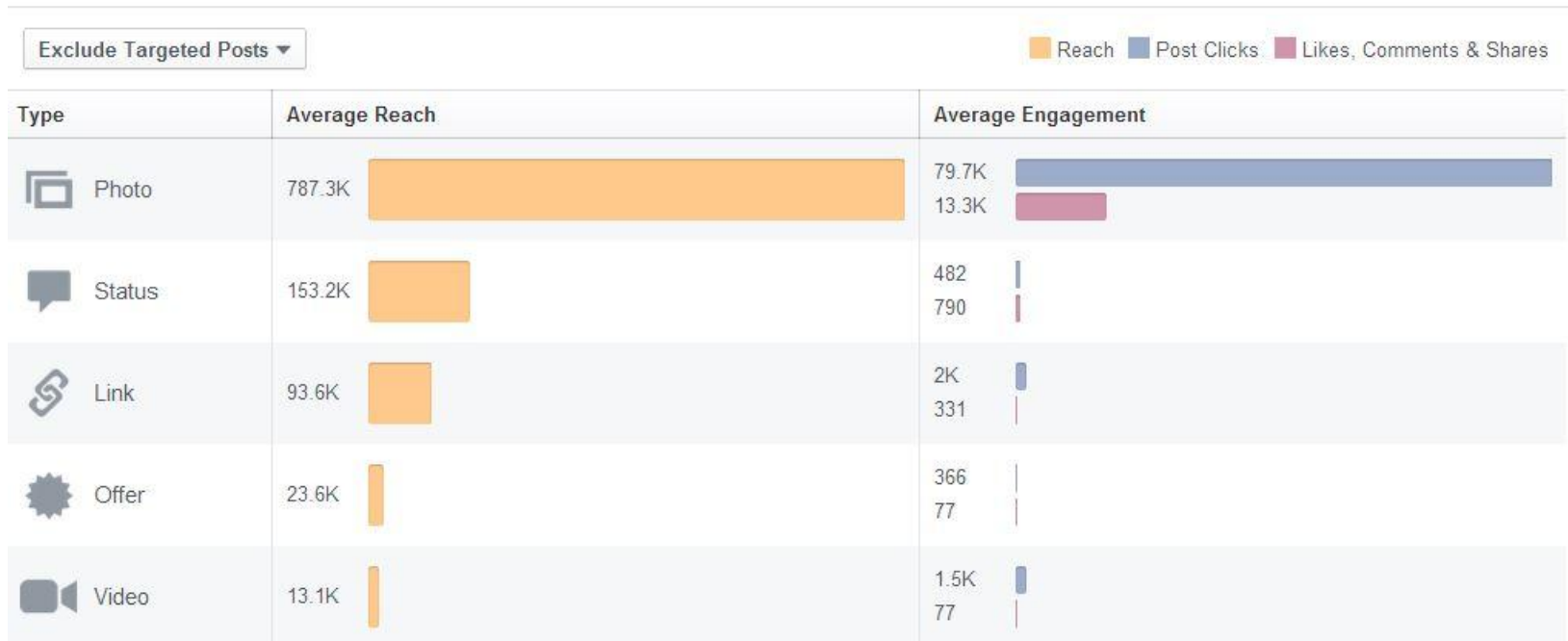
Enterprise or Mid-range

Free or Freemium



Analytics by Type

The success of different post types based on average reach and engagement.





U.S. Chamber of Commerce shared a link.
June 2

NEARLY 90% OF EX-IM'S TRANSACTIONS SUPPORT SMALL AND MEDIUM-SIZED BUSINESSES

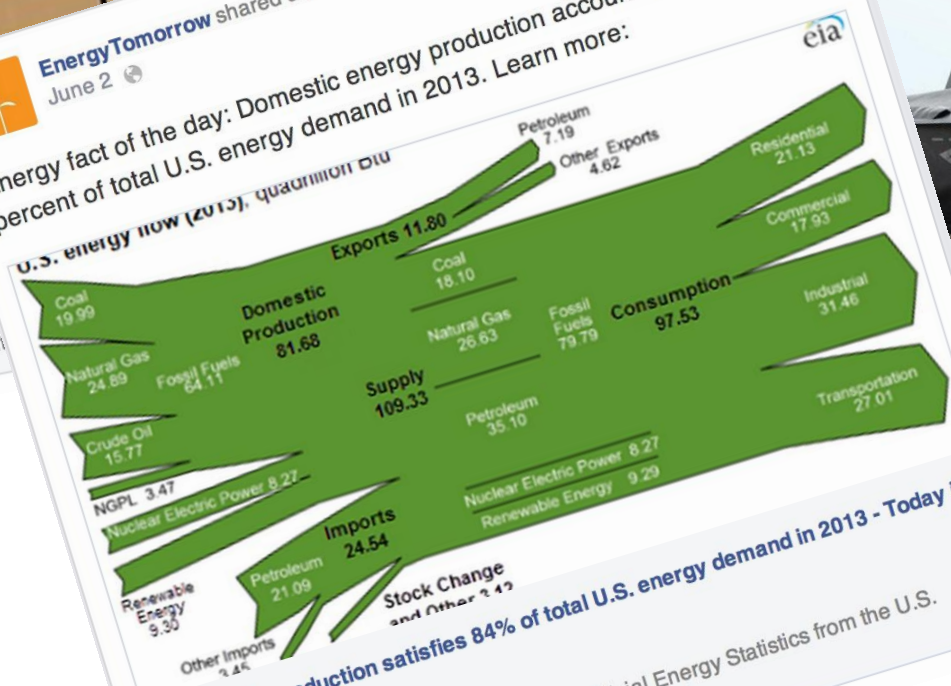


A Fair Account
www.uschamber.com
Earlier this month, the report presented a different account of the Export-Import Bank's impact on small and medium-sized businesses.



EnergyTomorrow shared a link.
June 2

Energy fact of the day: Domestic energy production accounted for 84 percent of total U.S. energy demand in 2013. Learn more: [http://www.eia.gov](#)



Domestic production satisfies 84% of total U.S. energy demand in 2013 - Today in Energy - U.S....
www.eia.gov
Energy Information Administration - EIA - Official Energy Statistics from the U.S. Government



Lockheed Martin @LockheedMartin · May 30

#F35 testing hits 3 major milestones in one day - including F-35C fly-in arrestment landings: [http://t.co/1o7MBk1](#)



[View more photos and videos](#)



Public Affairs
Council

New Study in Economic Development Finds Walmart Does Not Negatively Impact Local Small Business

LEARN MORE ABOUT THIS STUDY

Walmart 


Your Turn to Take Action

Show: ☐ All ☐ Jobs & the Economy ☐ Hunger & Nutrition ☐ Sustainability ☐ Community



@Walmart @WalmartAction @WalmartHub @WalmartGreen
@WalmartHealthy @WalmartNewsroom @WalmartVeterans

Pinned Tweet


 Walmart @Walmart · Jun 9
Marie Callender's are made with real ingredients like farm-fresh vegetables & premium white meat chicken.



 Retweeted by Walmart Green

 Joe Quinn @jeq12 · Jun 4
Walmart truck of the future at shareholders mtg this week. Very green and way cool. #WMTshares @WalmartGreen



  23  12 ...

[View more photos and videos](#)

 Walmart Community @WalmartAction · May 16



Thank you for visiting one of our #Walmart stores this week, @RepToddYoung. We hope you enjoyed your day there!



 Walmart Healthy @WalmartHealthy · May 23

Bring on summer with our #greatforyou Squash and Tomato Sauté --> walmarturl.com/1jGqnXT #livebetter



   ...

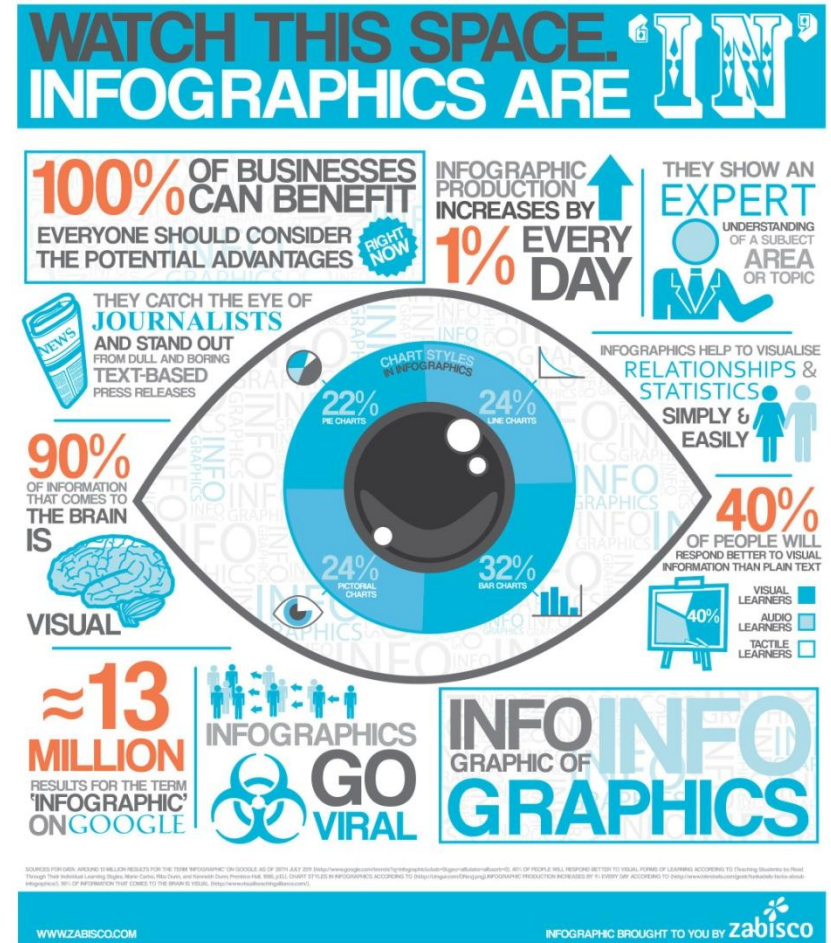
[View more photos and videos](#)

Elected Official Engagement

- Keep it succinct
- Understand the office staff structure
- Not everyone inside offices talk
- How Federal and State differ

Infographics Work

- Convey complicated information
- One page
- Graphical
- Work online and offline



Raytheon

A CIVIC MINDED COMPANY

STEM EDUCATION

\$2+ MILLION
ANNUAL FUNDING IN SCHOLARSHIPS

\$72 MILLION
COMMITMENT TO MATHMOVES

\$600,000
DONATED BY EMPLOYEES TO RAYTHEON'S FUND SUPPORT OF OUR TRADITION

25,000 POUNDS
PACKAGED COLLECTED FOR RECYCLING

\$6.3 MILLION
DONATED BY RAYTHEON EMPLOYEES TO EDUCATE CULTURAL CIVILIZATION

GE Transportation (indirectly)

(1.1%)

www.raytheon.com
Follow us on:   

Info from: Tripp Umbach "Power"

WHAT'S MISSING FROM YOUR PLATE? THE HIDDEN COSTS OF THE FARM BILL

BETWEEN 2008 AND 2010 THE FARM BILL GAVE **8 X MORE** IN SUBSIDIES TO COMMODITY CROPS THAN TO FRUITS, NUTS AND VEGETABLES



\$39.6 BILLION
FOR COMMODITY CROPS
(CORN, SOY, COTTON, RICE AND WHEAT)



\$4.7 BILLION
FOR SPECIALTY CROPS
(FRUITS, VEGETABLES AND NUTS)

THE TOP 20% OF FARMERS GOT 81% OF THE SUBSIDIES WHILE THE BOTTOM 80% GOT JUST 19% OF THE SUBSIDIES

BUT THE 2008-2010 MARKET VALUE OF COMMODITY CROPS IS **ONLY 2 X** THE VALUE OF FRUITS, NUTS AND VEGETABLES...



\$320 BILLION
MARKET VALUE OF COMMODITY CROPS



\$170 BILLION
MARKET VALUE OF SPECIALTY CROPS

& OVER THE LAST DECADE, CONSUMPTION OF FRUITS AND VEGETABLES HAS DECLINED BY 9 POUNDS A PERSON...



FEWER THAN 5%
OF ADULTS EAT THE RECOMMENDED DAILY AMOUNT OF FRUITS AND VEGETABLES.

THIS HAS CONTRIBUTED TO INCREASES IN MEDICAL COSTS OF FOUR DIET-RELATED CHRONIC ILLNESSES:

- 1 DIABETES
- 2 CANCER
- 3 CORONARY HEART DISEASE
- 4 STROKE



THE US SPENDS **\$190 BILLION** A YEAR IN ADDITIONAL MEDICAL COSTS AS A RESULT OF OBESITY

78% OF PEOPLE SAID MAKING NUTRITIOUS & HEALTHY FOODS MORE AFFORDABLE AND ACCESSIBLE SHOULD BE THE FARM BILL'S TOP PRIORITY.

JOIN TOM COLICCHIO, MICHAEL POLLAN AND MORE THAN 70 OF THE NATION'S FOOD AND HEALTH LEADERS AND SIGN THIS LETTER URGING CONGRESS TO INVEST IN HEALTHY FOOD. **TAKE ACTION NOW. GO TO EWG.ORG**

Payroll Tax Increase

suppress charitable giving

National survey finds that a payroll tax increase will reduce charitable giving



Most Americans also grossly over-estimate size of U.S. foreign aid

will not give this year **21%**



Another 21% say they will not give at all to charity in the coming year.

6% of the survey's respondents said that, despite the tax increase, they will continue to make charitable donations at the same level.

+ 6% anticipate giving more.

Questions



Preston Grisham
Manager, U.S. Public Affairs

2121 K Street, NW
Washington, DC 20037
202-787-5968

pgrisham@pac.org