



# THE VISUAL POWER OF STORYTELLING

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# DEFINING THE GOAL

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**Reimagine** your PAC strategy to **tell a story** in a **new way** that reaches **new audiences** and **grows** your PAC.



“

TELLING  
A STORY

Visuals

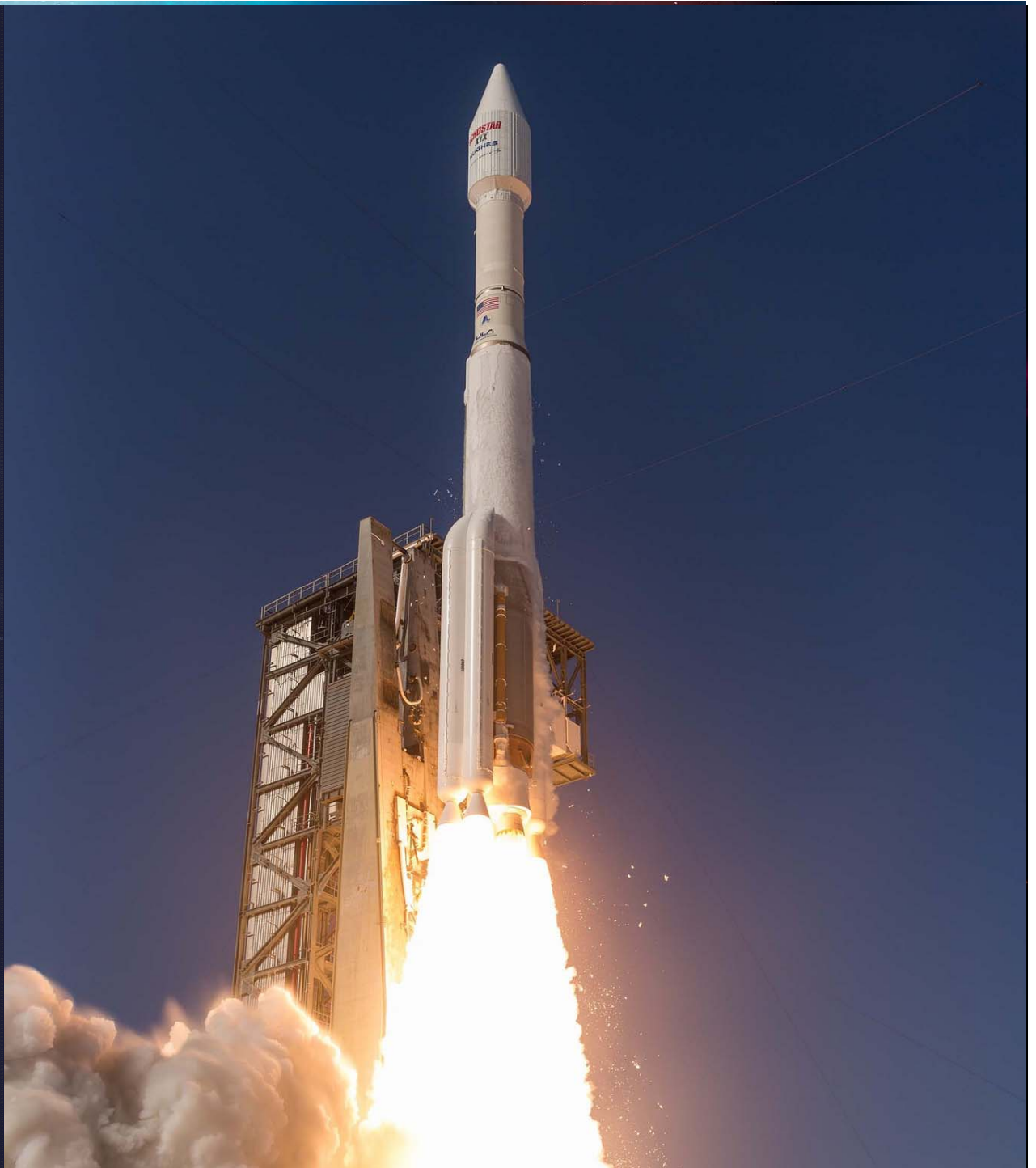
solicitations newsletters  
social media tele-town halls  
sharegraphics  
stills emails infographics  
word of mouth events



# OPTIMIZING THE STORY

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What works best?  
**VISUALS!**





# LMEPAC SURVEY

## Employee Awareness

What is LMEPAC?

Do you know LMEPAC exists?

Knowledge of legislative priorities

## Employee Participation

Why did you join LMEPAC?

Why are you not contributing?

Increase/  
Decrease  
contribution

## Employee Engagement

LMEPAC Charity Match Program

What information would you like to receive?

Member benefits

EMAIL NOT LOOKING RIGHT? VIEW IT IN YOUR BROWSER

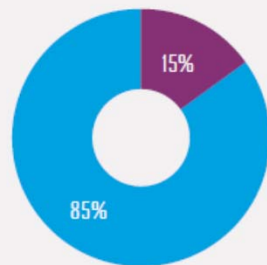




# LMEPAC SURVEY RESULTS

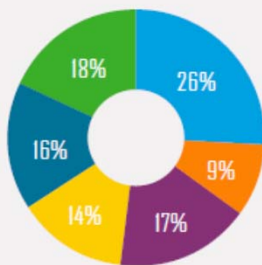
## LMEPAC SURVEY DEMOGRAPHICS

- Survey conducted **October 27, 2015 – November 7, 2015**
- Eligible employees invited to participate: **53,807**
- Responses: **4,772** for a **9%** participation rate



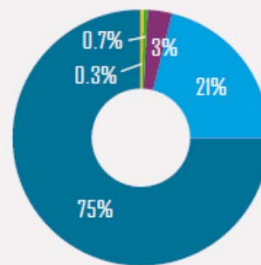
SURVEY PARTICIPATION  
BY PAC MEMBERSHIP

■ PAC Members  
■ Not Members



SURVEY PARTICIPATION  
BY BUSINESS AREA

■ Aero  
■ Enterprise Operations  
■ IS&GS  
■ MFC  
■ MST  
■ Space Systems



SURVEY PARTICIPATION  
BY MANAGEMENT LEVEL

■ Senior Executive  
■ Vice President  
■ Director  
■ Manager/Senior Manager  
■ Non-MICP

Participation

Eligible employees invited to participate: 53,807

Responses: 4,772 for a 9% participation rate

Why do we need  
LMEPAC



# ENGAGEMENT STRATEGY

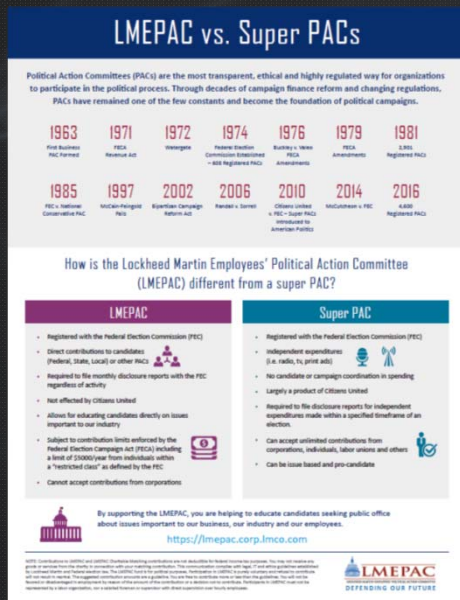
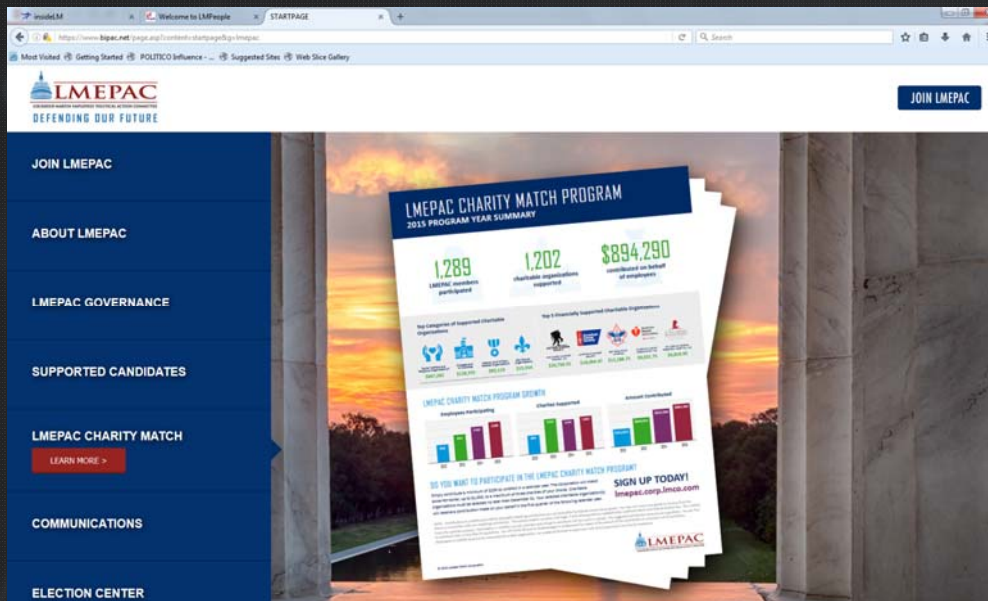
Quarterly newsletter to all PAC Eligible Employees

Visual Storytelling – infographics, redesigned website and more!

Expand the **LMEPAC Ambassadors Program**

Create **Annual Report**

PAC Education **video series**





# BRINGING THE STRATEGY TO LIFE

The DDC team supported LMEPAC by:



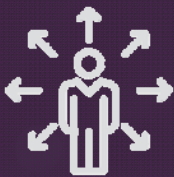
Understanding the  
**overarching  
strategy** and goals



Developing the  
**creative** strategy



Identifying **target  
audiences** to  
reach



Determining  
**distribution**  
opportunities



Establishing  
cadences for  
**communication**



Maximizing the  
**investment**





# TELLING A STORY THROUGH VIDEO

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## Considerations for video:



Type



Length



Target audience



Longevity









# CEPAC

**Linking People & Politics for Energy**



# MEASURING SUCCESS FOR ANIMATION



Reaching **new**  
**audiences**



**Educating**  
eligibles



Addressing myths  
**head-on**



Transitioning  
**company culture**



Transitioning the  
**conversation**



Long-term  
**messaging**









# CHARTING A NEW COURSE

Establishing  
internal leadership

Defining  
leadership buy-in

Addressing cultural  
challenges

Adapting to  
changing  
political climates





## SHARING THE STORY



### **"Defending Our Future" Campaign** Robust LMEPAC Ambassadors Program

Defined goals and objectives

Training

Toolkit

Communicate...Educate...Advocate

**F** – Frequent & Friendly

**U** – Unexpected & Unpredictable

**N** – Next Generation!



# CARRYING THE BRAND



Welcome back, Rachell ([Log out](#))

[give more today](#) [participate](#) [making a difference](#) [about us](#)

## Politics. Energy. You.

Linking our business to political action *empowers* Chevron employees to stand up for energy.

[find out more >](#)



0:42 / 2:39



### give more

Increase your contribution to CEPAC today.

[get started >](#)



### about CEPAC

Learn more about what the CEPAC does for our company and how your support is needed now more than ever.

[read more >](#)



### events

CEPAC members gain exclusive access to a variety of events, business leaders, and political information from the experts.

[learn more >](#)

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CONTRIBUTIONS OR GIFTS TO CEPAC ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES AND MAY NOT EXCEED \$5,000 PER YEAR. CONTRIBUTIONS ARE STRICTLY VOLUNTARY AND CONFIDENTIAL, AND A DECISION NOT TO CONTRIBUTE WILL NOT AFFECT YOUR RELATIONSHIP WITH CHEVRON IN ANY WAY. CEPAC CONTRIBUTIONS WILL BE USED FOR POLITICAL PURPOSES TO SUPPORT CANDIDATES FOR FEDERAL OFFICE AND LEGISLATORS IN KEY STATES WHERE CORPORATE CONTRIBUTIONS ARE NOT PERMITTED. ANY GUIDELINES FOR A SUGGESTED CONTRIBUTION ARE VOLUNTARY, NOT ENFORCEABLE, AND ARE MERELY SUGGESTIONS. YOU ARE FREE TO CONTRIBUTE MORE OR LESS THAN THE GUIDELINES SUGGEST, AND THE COMPANY WILL NOT FAVOR OR DISADVANTAGE ANYONE BY REASON OF THE AMOUNT OF THEIR CONTRIBUTIONS OR BY THEIR DECISION NOT TO CONTRIBUTE. UNDER FEDERAL LAW, THE PAC MAY SOLICIT AND ACCEPT VOLUNTARY CONTRIBUTIONS FROM U.S. CITIZENS AND LEGAL PERMANENT RESIDENTS (THOSE HAVING A GREEN CARD). FEDERAL LAW REQUIRES US TO USE OUR BEST EFFORTS TO COLLECT AND REPORT THE NAME, MAILING ADDRESS, OCCUPATION AND THE NAME OF EMPLOYER OF THOSE WHO CONTRIBUTE MORE THAN \$200 IN A CALENDAR YEAR.



# EXPANDING THE STORY



Infographics



Share graphics



Animated GIFs

## CHEVRON EMPLOYEES POLITICAL ACTION COMMITTEE IS PROUD TO SUPPORT THE PEOPLE WHO STAND FOR OIL AND GAS



**CEPAC**  
Linking People & Politics for Energy



A "PAC" is a term for a political action committee organized for the purpose of raising and spending money to elect and defeat candidates.

PACs can give \$5000 to a candidate or committee per election and \$15,000 annually to any national party committee.



**CEPAC is non-partisan. We support pro-industry candidates from both political parties.**

*"Now more than ever it's important to elect legislators who understand the people, resources, and technology and cost required to meet America's energy demand, and appreciate the vital role energy development plays in our economic growth and energy security."*

John Watson



**We speak up for our business. We value the jobs it creates and the communities it serves. We are proud of what we do and how we do it. We are CEPAC.**

### Why Join CEPAC?

- ★ CEPAC supports candidates who demonstrate a realistic approach to solving the problems faced by our industry.
- ★ There is strength in numbers. Your contribution, when combined with that of other CEPAC members, can help elect candidates who support our industry.
- ★ 100% of CEPAC funds go directly to elections.
- ★ You can give as little as \$10 per pay period up to \$5000 a year.



### Why does Chevron need your support?

CEPAC makes contributions to federal candidates and to candidates in states where corporate contributions are prohibited by law. That is why CEPAC is vital to the success of the company.



### Meet the CEPAC Board



**Dale Walsh**  
President, Americas Products  
CEPAC Chair



**Mary A. Francis**  
Corporate Secretary and Chief Governance Officer



**Amy M. Hollis**  
Managing Counsel - Greater Gulf of Mexico



**Paul K. Siegele**  
President & CTO, Chevron Energy Technology Company



**Linda Padon**  
General Manager, Policy, Government and Public Affairs (CNAEP)



**Albert (AJ) J. Williams**  
Vice President, San Joaquin Valley Business Unit



**Lloyd Avram**  
National Manager, State Government Affairs



**Colleen Cervantes**  
President, Chevron Lubricants



**Bill Koetzle**  
Manager of Federal Government Affairs  
CEPAC Advisor



**Bruce Chinn**  
General Manager, Pascagoula Refinery

Contributions or gifts to CEPAC are not deductible as charitable contributions for federal income tax purposes and may not exceed \$5,000 per year. Contributions are strictly voluntary and confidential, and a decision not to contribute will not affect your relationship with Chevron in any way. CEPAC contributions will be used for political purposes to support candidates for federal office and legislators in key states where corporate contributions are not permitted. Any guidelines for a suggested contribution are voluntary, not enforceable, and are merely suggestions. You are free to contribute more or less than the guidelines suggest, and the company will not favor or disadvantage anyone by reason of the amount of their contributions or by their decision not to contribute. Under federal law, the PAC may solicit and accept voluntary contributions from U.S. citizens and legal permanent residents (those having a green card). Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and the name of employer of those who contribute more than \$200 in a calendar year.



A long-exposure photograph of a multi-lane highway at night. The image shows bright, curved light trails from cars, with white and yellow trails on the left side of the road and red trails on the right. The road curves into the distance. In the background, dark silhouettes of hills are visible under a deep blue night sky filled with stars and the Milky Way galaxy.

Taking your **strategy**  
to the next level starts with  
**strong**, powerful **creative** visuals  
customized to **reach** your target audiences  
in a **new** and **memorable** way.



# ANY QUESTIONS?

**Thank You!**

**Reach out to us anytime:**

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