

The Broadband Lobby – Not Just for Big Telecom

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Visionary History

We like to DO in place of
TALK about doing.

The IT people we served
knew us, and it worked

We didn't participate in
policy much, except DC
work



What changed?

Hiring a political nerd.



Focusing on:

Brand awareness

Being an industry voice

Connecting and educating policymakers

Our CTO:
Lobbying –
Is that like
Thank You
For
Smoking?

Uh..not exactly. But, it's pretty simple..

lob·by

To seek to influence (a politician or public official) on an issue.

Getting started

Start locally- use established relationships

Understand who has interest, knowledge

Attend events, pay attention to election cycles and political dynamics.

ASK FOR A MEETING! (Better yet, have them to your office / tour your operation.)

- Always be grateful –
FIRST.

- Be yourself, leave a
positive, memorable
impression

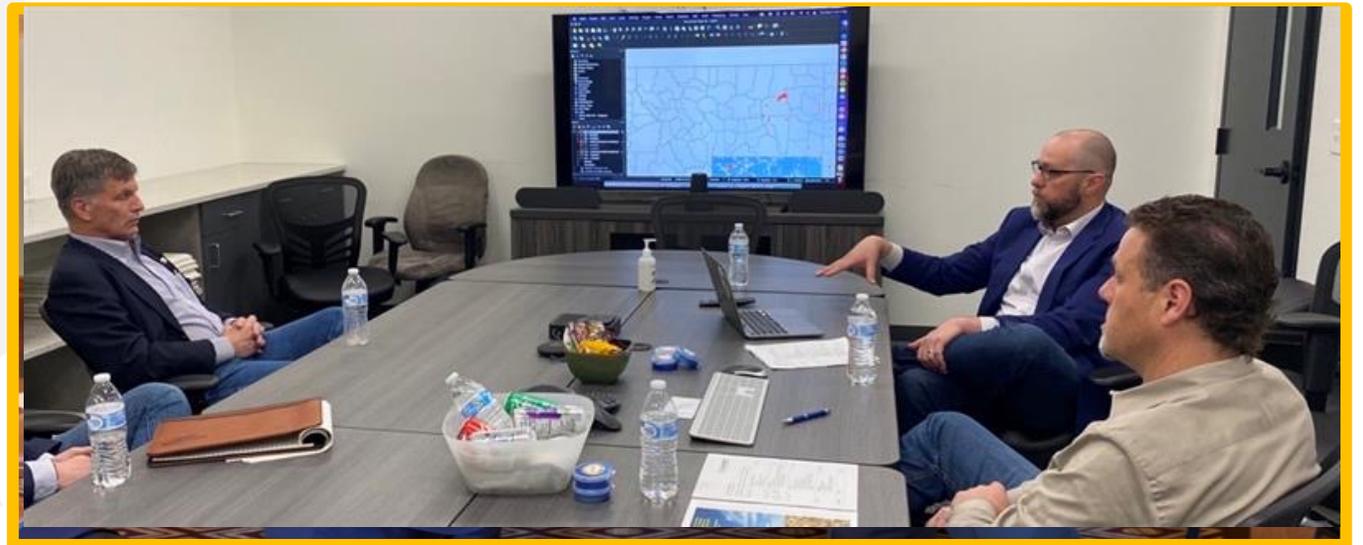
- Don't wait until you need
something

- Follow up with items of
interest – keep them
engaged



Share what matters to you, but also know what matters to them:

- Economy
- Jobs
- tax base
- continuing in their role



The rural advantage

Smaller communities allow for easier connections and getting a meeting.

Less staff 'layers'

Rural politicians are typically also business owners

What are the rules?

Federal and state vary.

It's about delivery

Provide information,
educate on how your business will be impacted
Speak as a constituent

Get help!

Associations
Professional Lobbyists- track activities for you

Results to expect

Becoming a resource

Get a conversation when you need one

Increased recognition and invitations as an industry leader

Additional conversations with those in leadership

Keep expectations in check

Feeling
comfy?
Level Up:
Testifying

Know testimony decorum and
process

Understand bill

Start pre –work with committee
members

Offer solutions

Level Up: Engage Employees

Share policy impacts

Encourage them to contact their
elected officials to share impact as
constituents

Email/Letter campaigns

Make
friends
with the
'Bigs'

Everyone has a job to do, fit for
services

Know when you align, and how
you don't.

Work together when possible

Don't bad mouth to legislators,
outline differences, impacts

Final Thoughts

Just participate, in the ways you can, so representatives know who they're fighting for

Questions?

