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..

lobby

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
<table>
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<th>Make friends with the ‘Bigs’</th>
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<td>Everyone has a job to do, fit for services</td>
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<td>Know when you align, and how you don’t.</td>
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<td>Work together when possible</td>
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<td>Don’t bad mouth to legislators, outline differences, impacts</td>
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Final Thoughts

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

Questions?