

ABC Chapter  
Communications  
Webinar  
April 28, 2016

# Agenda

- Intro of ABC National Comms Team
- ABC National Resources
- Upcoming Media Calendar
- Best Practices:
  - ABC of Wisconsin- Candidate endorsement
  - ABC Empire State Chapter- Letters to the editor/local project labor agreements (PLAs)
  - ABC Greater Houston Chapter- Chapter awards/member coverage
- Opportunities to gain coverage
- Challenges to gaining traction, merit shop issues to defend
- Q & A
- Suggestions for future webinar topics/volunteers for presentations

Please MUTE your phones and DO NOT put us on HOLD

# ABC National Public Affairs Staff

- Jeff Leieritz
  - Senior Media Relations Manager
- Francis Lowe
  - Communications Manager
- Donna Reichle
  - Senior Director, Public Affairs

# ABC National Resources

- Weekly Clips
- Vision for Listerv
- Media Relations Checklist
- Media Lists
- News Release and Advisory Templates
- Issues Talking Points
- Crisis Communications Resources
- State-Level Unemployment Data
- 2016 ABC News Opportunities Calendar

May		
	<i>Construction Executive</i> Safety and Risk Management Issue	Promote features on culture of quality, profiles in safety excellence
5/1-6	<a href="#">Safety Week 2016</a>	National PR/ad campaign by alliance partners
5/2	March construction spending report	National news release
5/6	April jobs report	National news release
5/13	April PPI report	National news release
5/30	Memorial Day	Outreach to veterans (careers, ABC Cares, etc.)
5/30	April state unemployment report	National news release
	Graduation season	Careers in Construction op-eds
June		
	<i>Construction Executive</i> People Issue	Interviews with COPY, CIOY, NCC and diversity winners
	<i>Construction Executive</i> : directory of schools of construction	
6/1	May construction spending report	National news release
6/3	June jobs report	National news release
6/15	June PPI report	National news release
6/20-24	ABC Legislative Week	National and chapter op-eds on key issues
6/23	ABC Legislative Day	News releases and social media for photos with legislators
6/27	May state unemployment report	National news release
July		
	<i>Construction Executive</i> double issue: Intelligent machines and jobsites	
7/1	June construction spending report	National news release
7/4	Independence Day	Free enterprise and open competition
7/8	July jobs report	National news release
7/14	July PPI report	National news release

# News Releases

## Do

- Include a date and contact info
- Pitch in your headline
- Prioritize your statement
- Send in body of email or through vendor
- Link to your website
- Include opt-out
- Post to social media

## Don't

- Use a needlessly long subject line
- Reveal your distribution list
- Send in the middle of the night
- Insult your audience (includes social media)

# News Release vs. Media Advisory

## Release

- Announces news, awards, endorsement, position on issue, etc.
- Includes a quote
- Consider including background info

## Advisory

- Invites press to attend and cover an event
- Minimize background info
- Include Who, What, When, Where and Why summary



# News Release



Contact: Jeff Leieritz (202) 905-2104  
[leieritz@abc.org](mailto:leieritz@abc.org)

For Immediate Release  
PERMALINK

## ABC Slams Persuader Rule: DOL Proposal Designed to Silence Employers

WASHINGTON, D.C., March 23 – Associated Builders and Contractors (ABC) today issued the following statement in response to the release of the U.S. Department of Labor’s (DOL) final “persuader rule.” The rule will greatly limit the ability of employers, particularly small businesses, to obtain advice from labor relations experts, and in turn deprive employees of their right to obtain balanced information about union representation.

“Associated Builders and Contractors is disappointed with the Department of Labor’s final persuader rule, which will improperly narrow the longstanding ‘advice’ exemption used by employers,” said ABC Vice President of Legislative and Political Affairs Kristen Swearingen. “In narrowing this exemption, DOL is greatly limiting businesses’ ability to obtain labor relations advice from attorneys, consultants and trade associations, including ABC, which will have a particularly onerous impact on any business without in-house counsel.

“No employer should have to take time away from running their business to wade through the final rule’s 446 pages to determine what they can say to their employees,” said Swearingen. “The final rule is clearly an attempt by DOL to restrict employers from communicating the potential pros and cons of unionization with their employees and, along with the flawed ‘ambush election rule,’ is the administration’s attempt to achieve the goals of its failed ‘card check’ proposal by regulation. ABC is committed to fighting this burdensome, costly and poorly crafted rule through every available avenue.” ABC has opposed the persuader rule since it was [first proposed in 2011](#) and has expressed its concerns through:

- [Comments submitted](#) to DOL in September 2011
- A [letter](#) sent to DOL in February 2014
- A [December 2015 letter](#) to the Office of Information and Regulatory Affairs (OIRA) from a coalition of business groups including 29 ABC chapters
- A January 13, 2016 meeting with OIRA officials

###

*Associated Builders and Contractors (ABC) is a national construction industry trade association representing nearly 21,000 chapter members. Founded on the merit shop philosophy, ABC and its 70 chapters help members develop people, win work and deliver that work safely, ethically, profitably and for the betterment of the communities in which ABC and its members work. Visit us at [abc.org](http://abc.org)*

Jeff Leieritz – [Leieritz@abc.org](mailto:Leieritz@abc.org)





# MEDIA ADVISORY

Contact: Meg Sznaza:(616) 425-2862  
[Megs@danvoscc.com](mailto:Megs@danvoscc.com)

For Immediate Release

## ABC Craft Professional of the Year Receives New Truck at Event in Grand Rapids

**What:** Presentation of a brand new 2016 Ram Tradesman Crew Cab truck to Associated Builders and Contractors (ABC) [Craft Professional of the Year](#) Scott Walters, carpentry superintendent at [Dan Vos Construction Co.](#), Grand Rapids, Mich.

**Who:** Scott Walters, Gary Vos, chairman of Dan Vos Construction Co.; Norm Brady, president of ABC of Western Michigan; John Chapin, former ABC National Chair; Thomas Dunn, Fiat Automobiles GLBC-North Business Sales; Tim Noyes, K & M Northfield Dodge; Dan Bennet, director of business development at Tradesmen International; and more than 60 Dan Vos Construction Co. employees.

**Where:** Ada Bible Church, Knapp Street Campus, 3869 Knapp Street, Grand Rapids, Mich., 49546

**Why:** ABC Craft Professional of the Year won a brand-new Ram 1500 truck courtesy of the award sponsor, Tradesmen International, with custom upgrades donated by FCA US. The award is presented annually to a construction craft professional who excels in his or her field while also demonstrating a commitment to safety, training and the merit shop philosophy. The award helps to raise awareness careers in the construction industry, which faces a shortage of 1.6 million skilled workers by 2022.

**When:** Thursday, May 5, 4-5 p.m.

Media planning to attend **MUST RSVP** to [Meg Sznaza](#) by **Monday, May 2.**

###

*Founded in 1950, Associated Builders and Contractors (ABC) is a national construction industry trade association representing nearly 21,000 members. Founded on the merit shop philosophy, ABC and its 70 chapters help members develop people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which ABC and its members work. Visit us at [abc.org](http://abc.org).*



Jeff Leieritz – [Leieritz@abc.org](mailto:Leieritz@abc.org)

# State-Level Economic Data

- State-level data is unique-to-ABC
  - State-level unemployment released at end of each month
  - Construction contribution to state GDP is annual (Aug.)
- Build relationships with local business editors

Wichita Business Journal

The Atlanta  
Journal-  
Constitution  
ajc.com

THE  
DENVER  
POST

HOUSTON  
CHRONICLE

Richmond  
Times-Dispatch

ORLANDO  
BUSINESS JOURNAL

ALBUQUERQUE  
BUSINESS FIRST

DENVER  
BUSINESS JOURNAL

The Providence Journal

# Chapter Best Practices

- Nick Novak, ABC of Wisconsin-  
Candidate Endorsement
- Brian Noonan, ABC Empire State  
Chapter- Letters to the Editor/PLAs
- Jasmine Swoope, ABC Greater  
Houston Chapter- Chapter  
Awards/Member Coverage

# Executing a Successful Media Event Political Endorsements

Nick Novak

Director of Marketing &  
Communications

ABC of Wisconsin

[nnovak@abcwi.org](mailto:nnovak@abcwi.org)

608-244-5883

# Scheduling the Event

- Securing time on the candidate's schedule
- Securing a location for the event
  - Preferred media market?
  - Weather conditions (An outside event in Wisconsin in October could be 75 degrees or 5 degrees...)
  - Safety precautions (Are hardhats needed?, etc.)
- Securing a speaker to announce the endorsement
  - Chapter President?
  - Chapter Board Chairman?
  - Representative from the member's jobsite?
- Invite members to the event
  - A crowd always looks better

# Inviting Media

- Send out a media advisory 2 or 3 business days in advance
- Invite local media (TV, Radio, Print, etc.)
- Invite statewide media (if applicable)
- Don't have a media list? No Problem.

# Sample Media Advisory

March 25, 2016

For Immediate Release

Contact: Nick Novak, 608-244-5883

nnovak@abcwi.org

## **MEDIA ADVISORY: Justice Rebecca Bradley to Visit ABC of Wisconsin Member Construction Site**

**WHAT:** Justice Rebecca Bradley will visit an ABC of Wisconsin jobsite and deliver remarks about the April 5<sup>th</sup> Supreme Court election. Justice Bradley will be joined by Todd Parczick and Mark Rukanp of Alliance Construction & Design, along with other ABC of Wisconsin members.

*Justice Bradley will take questions from the media following the conclusion of the event.*

**WHEN:** Monday, March 28, 2016 at 10:30AM

**WHERE:** Alliance Construction & Design Jobsite  
1220 Flightway Drive  
Hobart, Wisconsin 54115

**NOTE:** Credentialed members of the media are invited to attend.

--30--



# After You've Sent the Media Advisory

- Follow up is key
- The business day before the event
  - Call the media outlets that the media advisory went to
  - Don't have phone numbers? No Problem.
- Call and/or email reporters you know in the area

# Day of the Event

- What should you bring?
  - ABC branded signs/banners
  - Microphone/Speaker system
  - Do you need a mult box?
  - Podium?
  - Hardhats
  - Business cards
  - Still camera and/or video camera
  - Copies of the press release announcing the endorsement
  - Typically a joint release with the campaign
    - Check coordination laws

# Questions?



# Media Plan for Blocking Joint Sewage Treatment Plant PLA

## Earned Media

- The Message: Attaching a PLA would hurt dozens of local businesses hundreds of local employees and would cost more to taxpayers.
- Press Conference
  - ABC will coordinate press conference outside of the joint sewage treatment plant
  - Invite local media to the event
  - Invite ABC staff, local contractors and employees to attend and participate with signs, etc.
- Op-Ed
  - Have a contractor submit an Op-Ed to the Press & Sun outlining how the attachment of this provision would impact their small business and employees

# Earned Media (continued)

- Letters to the Editor
  - Submit 10-12 letters to the editor from the following:
    - Local Contractors: How this will impact my business and why I won't bid
    - Employees: Can't work on a project in my backyard that I'm paying for
    - Taxpayer: Why are we paying more and excluding local workers?
- Editorial Board
  - Bring 2-3 local contractors that will be impacted to meet with the editorial board at the Binghamton Press & Sun to discuss the issue and why it impacts local businesses, taxpayers and employees
- Radio
  - Chapter president and a local contractor will go on air with the Bob Joseph show to discuss this issue and how it impacts local taxpayers, local businesses and local workers.

# Paid Media- Mail & Social

- Direct Mail
  - “Don’t Flush our Money Down the Toilet”
  - ABC will send a targeted mail piece to residents of the City of Binghamton pointing out the added costs attributed to a PLA
- Social Media- a cheap way to reach a very targeted audience
  - Ad Campaign
    - ABC will run a social media campaign highlighting the taxpayer waste and exclusion of local workers and businesses that result from a PLA. We will run ads and boosted posts on social media platforms targeting Binghamton and surrounding areas.
  - Employee Engagement
    - ABC will coordinate a targeted social media campaign aimed at engaging employees and taxpayers. This campaign will direct questions and facts at the council through social media platforms such as Facebook and Twitter.



# Paid Media-Radio

- **“Opportunity”**
  - V/O 25-35 Male, 30 seconds
  - *A \$250 million dollar construction project in the Southern Tier is a big deal. It will help me support my family for a few years. Unfortunately, there’s a proposal that could keep me and my co-workers off the job. It would take food off my table and put my family in jeopardy. Why would anyone support a plan like that? My future, my family's future, rests in the hands of the City a Council. Please call them and tell them you support ALL local workers and say NO WAY to a PLA.*



# Results

## Guest Viewpoint: No labor deal for sewage treatment

Dean Rypkema 3:37 p.m. EDT October 7, 2015

## Competition on sewage treatment plant is best

Luciano Piccirilli 5:16 p.m. EST Nov 11, 2015

## Allow fair competition to fix sewage plant

Mark Battista 2:49 p.m. EST November 25, 2015

## 2 local companies in line for treatment plant contracts

Megan Brockett, mbrockett@pressconnects.com | @PSBMegan 6:08 p.m. EDT March 29, 2016

### Some Southern Tier Contractors Speak Out About Upcoming City Project

By TWC News Staff  
Wednesday, October 7, 2015 at 10:25 PM EDT



### Project Labor Agreement for Sewage Plant in Johnson City Voted Down

By TWC News Web Staff  
Wednesday, December 23, 2015 at 07:08 AM EST



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# Questions

Brian Noonan

Director of Communications

Associated Builders & Contractors  
Empire

State Chapter

Noonan@abcnys.org

(315) 404-5015

# ABC Houston's Five Steps to Obtaining Coverage

1. Establish a look & feel for press releases or media alerts
  - Provide templates to members
2. Build a relationship with media outlet reps
  - Especially smaller, industry related publications
3. Invite media to the event as a personal guest
  - Offer exclusive interviews as a sweetener if applicable
  - Segment your media list
4. Follow-up, follow-up, follow-up
5. Use Social Media, blog posts ([www.abchouston.org](http://www.abchouston.org) & [www.buildhoustononline.com](http://www.buildhoustononline.com)), & internal publications to keep your ABC brand present & connect with media.

# Social Media Campaigning

**ABC** Associated Builders and Contractors of Greater Houston  
March 8 · 🌐

Our members are our best attribute. Hear it from the source on the many ways ABC has helped them and their business. <http://bit.ly/1X9JCIN>



94 people reached

Boost Post

👍 Pelican Chapter Associated Builders and Contractors, Inc. and 2 others

👍 Like   💬 Comment   ➦ Share   📺 Hootlet

## Recent Updates

**Associated Builders and Contractors of Greater Houston** Did you attend the March Membership Breakfast? Check out why ABC members enjoy networking our events. <http://bit.ly/1RJ68FI>



**Membership Breakfast at Constellation Field**  
bit.ly · On Friday, March 11, 2016, ABC members attended the March Membership breakfast at the Constellation Field, home of the Sugar Land Skeeters. Former Minnesota Twin...

## Organic

Targeted to: All Followers

1,306	9	12	1.61%
impressions	clicks	interactions	engagement

Sponsor update

Like (9) · Comment · Unpin · 21 days ago

👍 Tammy Nemeroff, Ben Guttenberger +7

Add a comment...

**ABC** Associated Builders and Contractors of Greater Houston added 32 new photos to the album: 2015 EIC Awards.  
Published by Jasmine Swoope [?] · October 6, 2015 · 🌐

Some of the construction industry's finest were awarded at the ABC Greater Houston Excellence in Construction Awards.



2,207 people reached

Boost Post

👍 Like   💬 Comment   ➦ Share   📺 Hootlet

👍 15

1 share

- ❖ Utilize handles (#ABCHelpsMe)
- ❖ Important to utilize analytics

Jeff Leieritz – [Leieritz@abc.org](mailto:Leieritz@abc.org)



# Pushing through external printed publications & online blogs



Home | Houston | Association News | Star-studded night

## Star-studded night

10/29/2015 19:56:00 | Viewed: 1

Font size: A A A



Congrats to the winners!



Click here to enlarge



Click here to enlarge



Click here to enlarge

HOUSTON - The Associated Builders and Contractors Greater Houston Chapter (ABC) Excellence in Construction Gala took place at the Wortham Theater Center Oct. 1. More than 200 guests attended the dinner and ceremony.

The event recognized outstanding projects in the commercial and industrial construction industry. Projects were evaluated by local owners, architects and engineers on: safety, execution of design, craftsmanship, attention to detail, installation and other considerations. -ab

Need a Reprint?

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**HOUSTON SECTION**

- Industry News
- Association News
- Industry Fairs
- Spotlights
- The Great Outdoors
- Featured Project

# Results

**Aggregate Tech. Inc.** @concretecutters  
Oct 16, 2015 · Houston

We won @ABCHouston 2015 Excellence in Construction for @lakewoodch fifth floor remodel  
aggregatetechnologies.com/wall-sawing-re...

**Chron** Local US & World Sports Business A&E Life Jobs Cars

**PRIME PROPERTY**

## E.E. Reed recognized for tallest tilt-wall building in Texas

By Katherine Feser on October 26, 2015 at 12:24 PM

Facebook Twitter Email Print LinkedIn RSS

## AAA Cheap Rubbish Hauling

aaacheaptrashhauling.com

If You've Got It, We'll Haul It -- Up to 50% less than competitors!



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**SpawGlass wins awards for excellence in construction for Port Arthur project**

**Current Issue** April 2016

**Current News**

- Beaumont hits home run with multiple sports tournaments
- Stromberg named first executive director for LU's Center for Advances in Port Management
- ExxonMobil starts production at Julia Oil Field in Gulf of Mexico
- Spring issue of Vital Signs magazine available now
- ISTC opens state-of-the-art, \$20 million safety training facility for plant personnel, contractors
- Canadian homebuilder eyeing Beaumont market for expansion
- More

Associated Builders and Contractors (ABC) of Greater Houston awarded SpawGlass the first-place ICE Award for Excellence in Construction in the Historical Restoration category and the overall 2015 Best of Houston Award for the Port Arthur Savings renovation project at the 15th annual Excellence in Construction Gala.

The project team consisted of Port Arthur Economic Development Corporation (EDC) (owner), SpawGlass (general contractor) and Haddon-Cowan Architects Collaborative LLC (architect). These awards command remarkable feats in the construction industry, as well as the community's appreciation.

**Winkler PR @WinklerPR**  
Oct 1, 2015

MT" @JoseGrinanFOX26: Guests at @ABCHouston #Construction Gala @ Wortham Theater Center  
instagram.com/p/8UHXoBPJP5/"

**Winkler PR @WinklerPR**  
Oct 1, 2015

Dishing out #Construction awards to @ABCHouston members is @Fox26Houston anchor @JoseGrinanFOX26



**ABCHouston retweeted**  
**Construction Citizen @ConstrCitizen**  
Nov 16, 2015

at

nted

f out

Recognizing America's Finest: @ABCHouston hosts Annual Excellence In Construction Awards  
bit.ly/1MRa3ME

**Rogers-O'Brien Const** @rogersobrien

Rogers-O'Brien is honored to have received an Excellence in Construction Merit Award from ABC Houston.



Likes 2  
12:43 PM · 5 Oct 2015

**Recognizing America's Finest—ABC hosts Annual Excellence In Construction Awards**

Wednesday, October 1, 2015 was a star-studded night at the Wortham Theater Center as some of the best and brightest in the construction industry were honored at the Associated Builders and Contractors Greater Houston chapter's (ABC) annual Excellence in Construction (EIC) Gala.

Member companies submitted their best work to compete in various categories while hoping to win the coveted traveling award—Best of Houston—aka about bragging rights!

More than 200 guests attended the dinner and ceremony. The chairman, Jose Grinan of FOX 26 News was the events official emcee and guests were treated with a spectacular show and dinner.

**Upcoming Events**

- Houston Fall Prevention Safety! Nov 3 @ 12:00 pm - 4:00 pm
- BackWork Career/Resource Fair June 8 @ 10:00 am - 1:00 pm

**Recent Posts**

- ABC Glass Persuader Role: DGI Designed to Silence Employers
- Construction Becomes One of 4 Night Signs
- Nonresidential Spending Slips Following the Texas Gas Alarm
- Project Winstate When Industry Development Success in North



# Questions?

Jasmine Swoope

Marketing Coordinator

Associated Builders & Contractors of  
Greater Houston

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(832)389-5114 Direct

(713)523-6222 Office



# Opportunities and Challenges

- What issues do you want to be more vocal about in the media?
- What opportunities are available to increase coverage?
- What issues do you typically field media inquiries on?

# Wrap Up

- #ABCMeritShopProud
- National Connections Link
- [Leieritz@abc.org](mailto:Leieritz@abc.org), 202-905-2104
- Topics for future calls/webinars