



2017 State Political Affairs Media Resources

The 2017 legislative session promises to be an exciting and opportunity-filled season for the merit shop with Republicans in control of 33 governorships and 69 of 99 state legislative chambers. Already the merit shop has seen crucial victories in Kentucky, which [repealed its prevailing wage and became the 27th state to adopt Right to Work legislation](#) on Jan. 7.

ABC's message of wise stewardship of taxpayer dollars and a level playing field for all qualified contractors will not reach important audiences unless we tell it. Promoting our messaging on key issues including legislation that restores government neutrality on project labor agreements, repeals archaic prevailing wage rules or adopts Right to Work protections into state laws helps inform key stakeholders and the general public about these important issues. It also presents a valuable opportunity to publicly thank the political leaders who have shown leadership on our top priorities. Finally, distributing to ABC members news releases on these topics is a great way to attract new members and retain existing members by showing them a return on investment for money they have spent on membership and chapter political strategies.

ABC National strongly believes chapters need to spread our message advocating for free enterprise and a level playing field for all qualified contractors in consort with its legislative strategy and is ready to provide the resources your chapter needs to do so effectively. These resources include talking points and template news releases, in addition to the ability to build media lists and media plans and draft, or review news releases with chapters' reaction to bills being signed into law or reaching significant milestones, such as passage of a bill by a legislative chamber or key committee.

In order to accomplish our goals effectively together, we ask that you alert ABC National staff, Alexa Turner (turner@abc.org), Brandon Ray (ray@abc.org) and Jeff Leieritz (leieritz@abc.org) of your expected milestone at least three business days in advance. When doing so, please communicate if you need a media list, talking points, media plan, and/or help drafting, reviewing or sending a news release.

When requesting a news release, please communicate the following:

- Who is the appropriate media contact from your chapter?
 - ABC National is happy to walk through this process and help respond to follow-up media inquiries, but news releases and statements are most effective when they come from a local contact
- Who should be quoted in the release? This is typically a chapter president, chapter chair or chapter government affairs staff
- List of political leaders to thank in the release
- Bill numbers for highlighted legislation
- Additional noteworthy information, such as whether the vote was bipartisan
- The voting numbers on the day of the vote (ex. legislation passed by a vote of 60-35). In today's news cycle is vital that news releases are sent quickly after legislation is passed or signed into law
- On a case-by-case basis, ABC National may also do a release on action at the state-level geared toward a national political and trade publication audience. In this case, ABC National will coordinate with our chapters to develop a strategy and ensure message discipline.

Please feel free to contact Alexa, Brandon or Jeff with any questions. Thank you again for all you do for the merit shop and making sure that 2017 is a historic year for free enterprise.