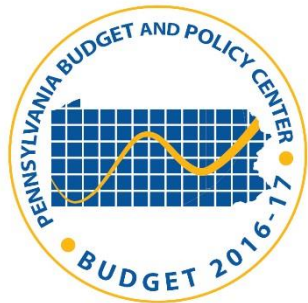


Communicating Successfully about the State Budget

- **Ted Mowatt, Senior Associate/Lobbyist, Wanner Associates**
- **Stephen Drachler, Partner, Denny Civic Solutions**
- **Jeanette Krebs, Managing Director of Communications, Bravo Group**
- **Michael Manzo, Vice President of Strategic Engagement, Triad Strategies**



Advocacy and
Divided Government

BRAVO GROUP

A budget process like we
have not seen before.
National black eye.

Given all the bad press
what are legislators hearing
from their constituents?

The old PR tactics
don't always work anymore

The best way to get
your point across is:

Third party advocacy
Persistence
Amplifying your message

Need to get more people
involved in your campaign effort

This doesn't have to mean
building a coalition



Help Make Philadelphia Smoke-free
Call 686-3412. Tell City Council we deserve better.



I  **PHILLY?**
Help make Philadelphia smoke-free.
Call 686.3412 and tell City Council to put health above politics.



Get people to make a call

Put out press releases

Post information on
their social media channels

Send an email

Comment on a legislator's
social media channels

97% of legislative staffers
review comments on
social media

80% say it only takes
30 comments
to get their attention

No more victory laps
after getting an op-ed placed
or holding a rally in the Capitol

It is influencing
the same people –
only doing it differently

Are there special caucuses?

W K E
PA

You may need to
influence legislators
who have traditionally
been supporters

Using storytelling to illustrate your message



Reading Eagle: Liam Migdall-Smith | Medical cannabis supporters gather in the state Capitol Rotunda during a Feb. 8 rally.

Medical cannabis measure for Pennsylvania may be on cusp

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Questions and Answers

