



DRIVEN TO COMMUNICATE

Courtney Cunningham

Miami, Ft. Lauderdale, Orlando

Public Involvement

Marketing

Public Relations

Web Development



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Web Development

PublicInvolvement.com

Public Involvement 2.0®

Public Involvement 2.0 Pro® software
platform

Developed overall District 6 online brand
Tasha Cunningham writes a *Miami Herald*
technology column on marketing, public
relations and social media



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Ancient History

- Deputy Chief Counsel, RNC
- Congressional Affairs, Depart of Labor
- Congressional Affairs, American Trucking
- Director, Government Relations, Ryder
- Chief of Staff, Chairperson, Miami Dade County
- Started firm almost 15 years ago



“You can’t take the politics out of politics”

Politics is not a negative
Improper considerations are negative
Failure to understand the politics of
transportation decision-making is
naive



Politics defined:

The art or science concerned with guiding or influencing government policy

People try to influence government policy as it relates to them because of fear or greed—you need to know which one is in play



Fear vs. Greed

Fear—powerful motivator and hard to overcome

Greed—powerful motivator but can be overcome



Rich Friend/Poor Friend

Didn't understand the power of politics and the practitioners.

Politics impacts everything

Price of food, gas, clothing

Unseen controlling hand

Every decision in American life is impacted by political decisions...WHY?



Why is every decision effected?

Because power is addictive and once people have had a taste, they crave it forever...

Money Matters--\$1,000 files
But, I can turn out 25,000 voters

I want to be elected!!



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Political decisions are made that help make sure that I get elected

GOP decision not to work with the President

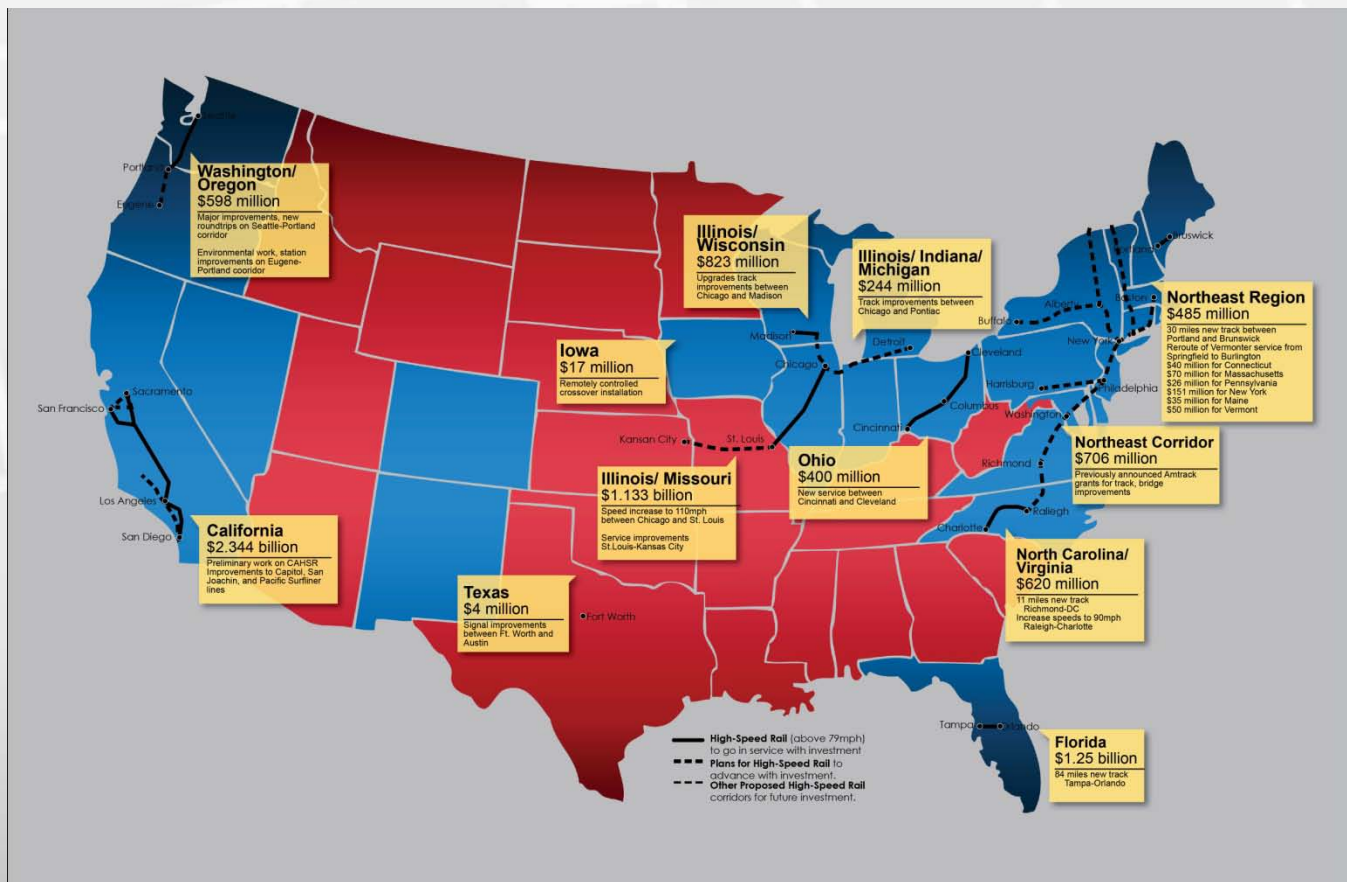
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Effective politics



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Blue wins, Red loses





Sunrail/Amtrak

Amtrak got into a fight that they couldn't win

Chairman of House Transportation and
Infrastructure Committee, John Mica

Committee Chairmen are demigods



Sunrail in next session

Speaker Dean Cannon—committed
Senate President Mike Haridopolos—
committed

Both from Central Florida

Nothing will happen to SunRail



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Why is this important to you?

If you don't know what goes into political decision making, then you will not know how to prepare for that process and the decisions coming out of it.



8 tips for you and 5 about them

1. Do you need a meeting? Where, when and how you plan a meeting all set a tone and send a message about your meeting.



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2. What do you want?

What is your goal? This reminds you when you can say goodbye. Rich friend advice: Predetermine your exit point. Can't go broke making a profit.



3. Know your political environment

Do you know what is happening in politics?

Read the paper and blogs

Is your target vote in trouble?

Is it better to retreat than lose?

What's the talk?



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4. What's the message?

Get it down to one sentence.

Open strong.

Capture attention quickly.

You've got 15 seconds.



5. Listen

“I ain’t ever learned nothing talking.”

Lyndon Johnson

You can’t learn anything if you’re doing all the talking. The path to “yes” is usually found through listening



6. Learn to count

Yes, I will vote for you is yes.

“I understand”

“I hear you”

“I’m there for you”

THOSE DON'T COUNT



7. Tell the whole story

Give the whole story and tell the other side of the story, before it is told for you.

If they get surprised, you may be locked out and you will lose credibility.



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8. What's in it for them?

Why is _____ good for his/her voters
or
that elected official?

If you can't answer this, you are in trouble!



What you need to understand about elected officials.

1. Self preservation above all else
2. Pols run from trouble, not toward it.
3. Friends don't ask friends to do stupid things.
4. All politics is local—it's about my district and my voters.
5. If no, get a chit. In politics, there are no permanent friends or enemies, just permanent interests.