

Research for Public Affairs / Issues
Management

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A Proven Approach

Assess and define
the objectives of

Gauge each
campaigns' ability
to achieve its goals

Benchmark
attitudes/
perceptions/
portrayal in the
media

Provide insights
into building more
successful
engagement
campaigns

Set up and track
metrics:
awareness,
perception, media



Building the Benchmark for Public Affairs Programs

➤ What We Need Know

➤ Republicans and Democrats may have very differing opinions



➤ Lawmakers are influenced by a variety of stakeholders

➤ Media

➤ Constituents / Contributors

➤ Interest Groups

➤ Media consumed by policy elites differs from general consumer



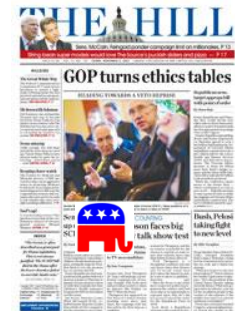
➤ DC-Centric publications are important – 76% of Hill staffers visit Nationaljournal.com at least once a day

➤ Over 70% of DC policy elites STILL read daily newspapers



Top Blogs

Hill Democrats	Hill Republicans
Wonkette	Local Blogs
Hotline On Call	Red State
Daily Kos	Townhall





Specialized Tools -- The Beltway Barometer



- **What it is**
 - **Fielded among 400 D.C. opinion elites (200 Republicans and 200 Democrats)**
 - **Respondents currently work or have worked in Congress, the federal government, trade association, PAC, political consulting, or for the media**
- **What it can show**
 - **Awareness and perception of issue among policy elites**
 - **How different issue frames affect perception**
 - **Which messaging resonates**
 - **Longitudinal changes in awareness /perception changes over time**



Specialized Tools -- Issues and Influencer Insights

➤ What it is

- Media analysis of most influential media covering a policy issue
- Includes trade publications, inside the Beltway policy media, advocacy group pronouncements and related Congressional and regulatory documents.
- Often requires complex Boolean search strategies in both social and traditional media to access relevant content

➤ What it can show / do

- Share of voice among opposing arguments
- Tone of the media, editorials, op-eds
- Volume of coverage each position or advocacy group receives
- Arguments and messaging used to articulate the positions relating to a particular legislative or regulatory issue
- Influencers and advocates promoting these viewpoints and their potential “clout”
- Establish a knowledge base for additional primary research to inform messaging strategy

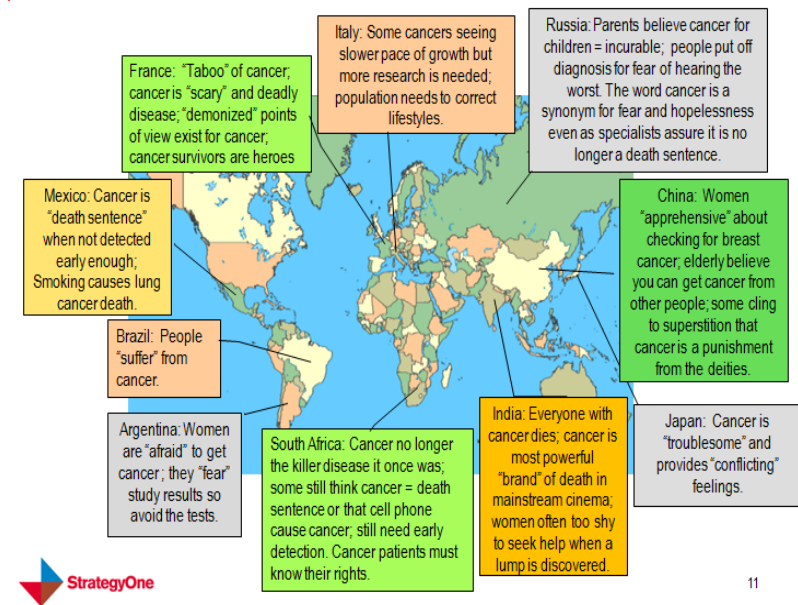


Public Affairs / Issues Management Case Studies

Research Applications:

- For a major financial organization, StrategyOne identified advocates and adversaries voicing opinions in the media on financial reform. The analysis has been used to benchmark the client's success in articulating its positioning in the media and has informed outreach strategies.
- An industry association involved in the health care reform debate asked StrategyOne to provide an assessment of its reputation and success in articulating industry messages on the issue. The analysis utilized media analysis and survey research to inform communications strategies.
- The Lance Armstrong Foundation looked to determine how different global audiences perceived the “stigma” surrounding cancer. Primary research and secondary media analysis of the “stigma” in 10 global markets evaluated awareness, attitudes, and behavior that informed the development and execution of a global awareness campaign aimed at combating stigma.

“Stigma” seen in coverage around the world



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