



NATIONAL ASSOCIATION OF
STATE TREASURERS

Welcome

Federal Legislation Update & Media Tips

Monday, December 10, 2019

Update



- Fourth of Five webinars for New Treasurers and their staff
- Archives available
- Please submit questions about this or other webinars, or other issues. We are here to assist with the transition.

NAST Advocacy



- Member Benefit
- Federal Legislative Committee and for each Network
- Federal Relations Tab on Website
- Policy Process
 - Resolutions on
 - ABLE Savings Accounts
 - Banking and Cash Management
 - College Savings/529
 - Cyber Security
 - Financial Education
 - Infrastructure
 - Pensions and Retirements
 - Public Finance
 - Unclaimed Property

Introductions



- Williams and Jensen, NAST's advocacy consultants
 - Matthew Hoekstra, Principal and advocacy expert
- Marathon Strategies, NAST's media consulting firm
 - Jane Hardey, Managing Director and Chief Operating Officer
 - Sunny Mehta, Senior Communications Associate

Federal Relations Priorities



- Tax
 - Municipal Financing
 - 529 College Savings
 - 529A ABLE Plans
- Financial Services & Banking
 - Regulatory Policy
 - Financial Literacy
- Infrastructure
- Unclaimed Property
- Intergovernmental Relations
 - Enhancing ties with federal delegation

Federal Tax Policy



- Critical to many NAST priorities
- Overview of impact on municipal financing
 - Changes in Tax Cuts and Jobs Act
- Overview of 529 and ABLE Policy
 - Recent federal policy developments
 - Successes/challenges/opportunities
- Engagement with key policymakers
- 2019 key issues and advocacy strategy

Banking and Financial Services



- Expertise of Treasurers and Treasury/ Governmental Staff
- Federal banking regulators
- Recent advocacy successes
- 2019 key issues and engagement
 - Municipal Finance
 - Financial Literacy

Infrastructure



- A bipartisan breakthrough in 2019?
- Role of States/Treasurers
- Overview of key policymakers
- Advocacy strategy

Unclaimed Property



- Many different areas of US Code impact state unclaimed property programs
- US Savings Bonds
- Other Federal policy considerations

Intergovernmental Relations



- Advisory Committee to Speaker's Task Force on Intergovernmental Relations
- President Pearce's Testimony
- Leveraging February Conference
- Strengthening ties with your Congressional delegation
- Opportunities for intergovernmental engagement in 2019

Questions?



- Submit through the webinar site



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Understanding the Media

Best Practices from NAST and Marathon Strategies

Areas of Engagement



Advocacy



Congress reclassifies US muni bonds, likely to lower borrowing costs

“Lawmakers have taken concrete action to lower borrowing costs and better position states to invest in infrastructure projects at the state and local level,” said Beth Pearce, Vermont state treasurer and president of the National Association of State Treasurers, in a statement after Tuesday’s vote in the House.

Thought Leadership



Milestones



It's Disability Employment Awareness Month: **ABLE to Work** helps Americans with disabilities

What Do Journalists Want?



Novelty/Change

Drama/Conflict/Conspiracy

Facts/Substance

Who, What, When, Where, Why, How?

Character/Color

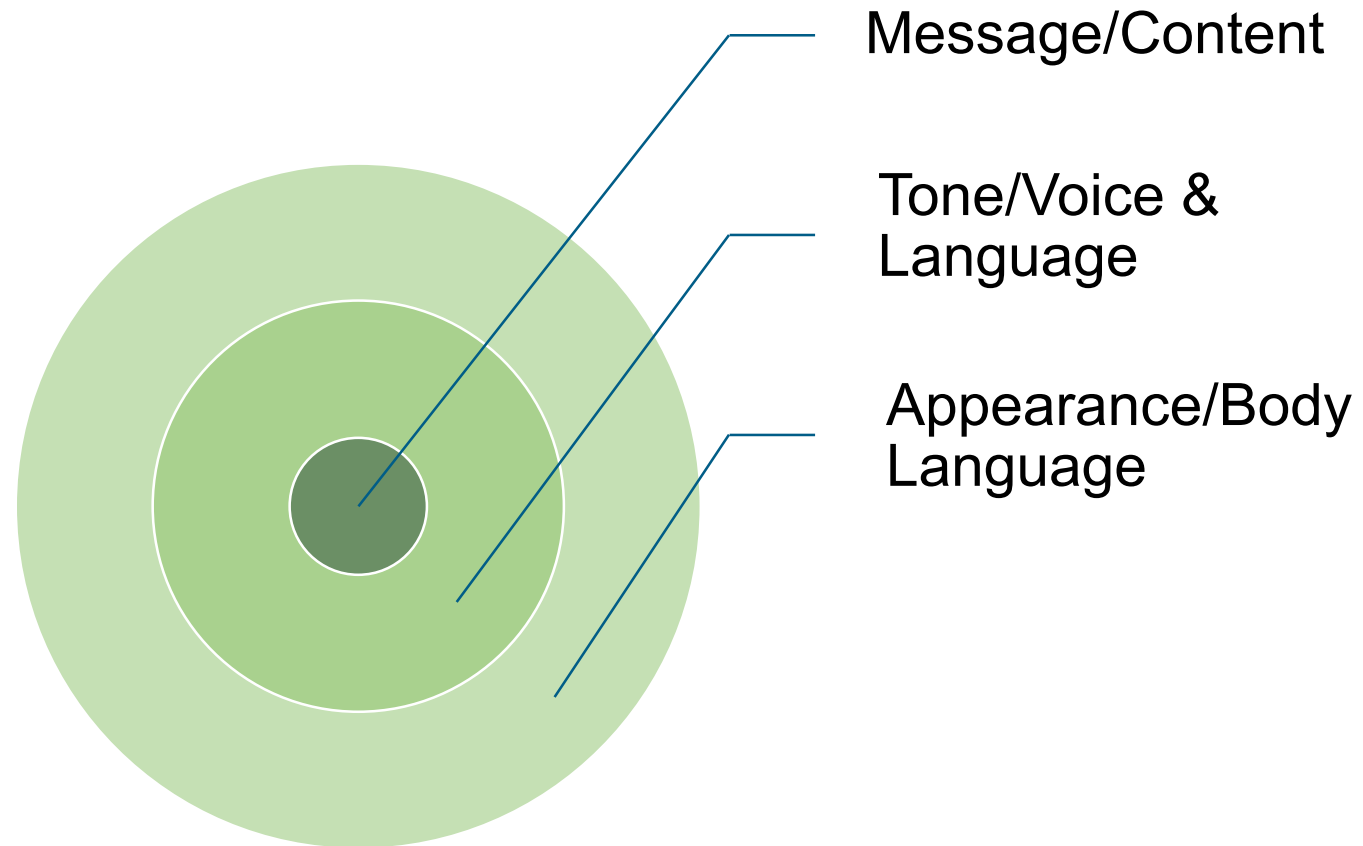
Timeliness

Prominence

Relevance

Significance

Communications Theory



Understanding Print Structure



Lead/Angle

Introduction

Fact

Quote

Fact

Quote

Understanding Broadcast



Radio

Keep Statements Short

Use Plain Language

Step Up Energy Levels

Colorful, Familiar Anecdotes and Examples

Television

Perception Medium

High on Performance
Relatively Low on Facts/Information

Body Language Is Crucial

Controlling the Message



Overarching Key Message

Supporting Message
One

Supporting Message
Two

Supporting Message
Three

Proof Points

Proof Points

Proof Points

Interviewer Tactics



1. Feed You a Line
2. False Sense of Security
3. Speed You Up
4. Lure You Off Point
5. Silence

The Seven Deadly Questions



1. False Premise
2. Embedded False Premise
3. The Hypothetical
4. The Absent Third Party
5. The 100-Percent Guarantee
6. The Multiple Choice
7. The “Gotcha”

Be a Spokesperson, not an Answer-Person

Bridging



Q: It seems that you and the governor are increasingly at odds over the implementation of the remote sales tax. Do you see this becoming an issue moving forward?

A: Both the governor and the treasurer's office are committed to the same goal of ensuring large corporations are taxed fairly for doing business in our state. There are a number of ways to achieve this goal, but I believe that.....

Blocking



- It's not appropriate for me talk about that because...
- It's the wrong time to make any comments on that...but what I can say is
- I'm the wrong person to comment on that, but what I can say is...
- That's a matter for X, but, as the treasurer, I believe...
- That's interesting. However I look at it quite differently...
- That's not my area of expertise, but I will say that...
- It is important to remember that...

What is Social Media?



- Allows you to communicate directly with constituents and journalists
- Can help Increase earned-media coverage
- Allows you to maintain control of your message

Facebook

- Share personal stories and news
- Build relationships with community
- Speak directly with constituents
- 79% of online users in the US have Facebook

Twitter

- Involves frequent posting and linking to other users' content
- Curate and comment on news
- Interact with reporters
- 24% of online users in the US have Twitter

LinkedIn

- Share thought pieces and news from major outlets
- Connect with professionals in relevant industries
- 29% of online users in the US have LinkedIn

General Best Practices



Engagement is everything. Passive social media posts will get lost in social media feeds. How do you get around that?

- Ask questions
- Post regularly but be picky about what you post
- Post more images, videos, links, and GIFs
- Interact and “mention” with strangers and share their content
- Posts live forever; be smart about what you share!



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Questions.

Thank you.

You are invited



- NAST Legislative Conference
 - February 10-12
 - Prior to the New Treasurers' Symposium
 - You'll hear more about our conferences next week in final webinar
- Marathon Strategy will be live streaming and capturing video

Contact Us



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