



Media for Security, Rights, and Democracy

West Virginia's money in politics problem

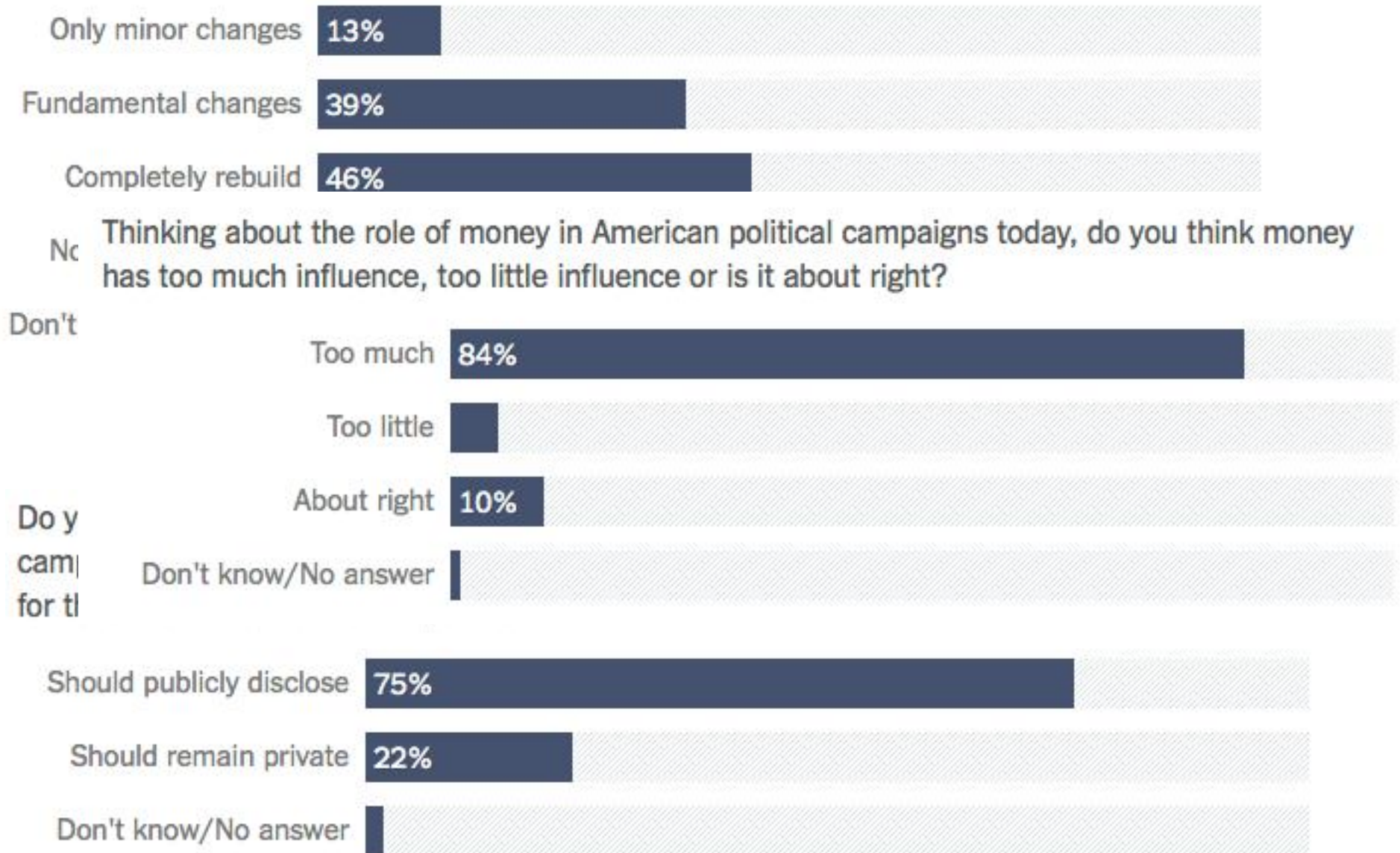
- **Communication Goals:**

- **Expose the extent** of the problem of money in WV politics **while promoting our solutions** (disclosure and public financing legislation)
- **Raise awareness** around and promote our public financing system for judges **while making the case for expanding public financing** for legislative seats
- **Mobilize** folks to support and fight for reform not induce more cynicism

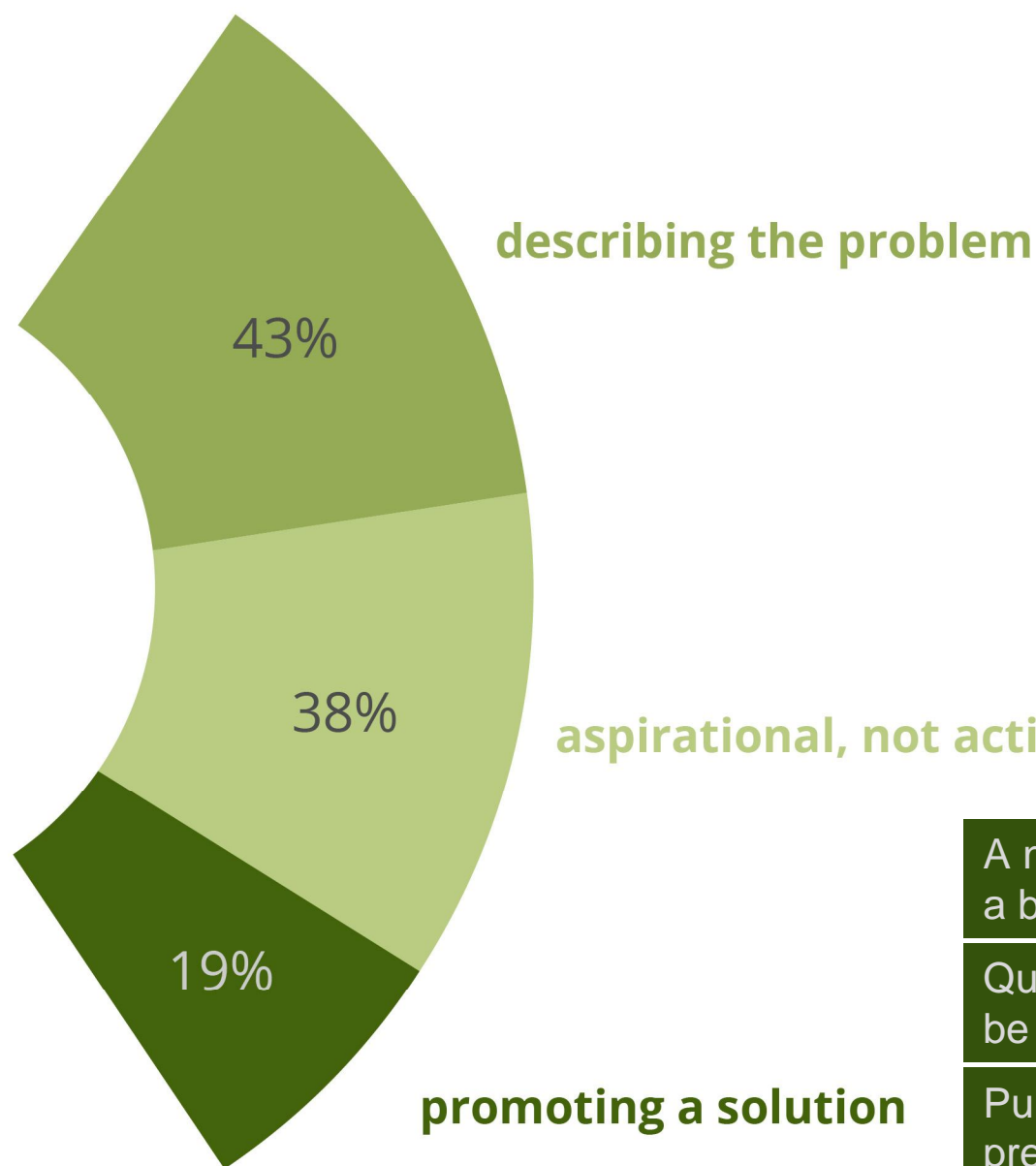
Strategic Communications



Solutions-Based Messaging



Status of Fair Courts Messaging



Receiving and seeking donations in judicial elections will lead to corruption, regardless of whether direct or indirect donation

Voters don't know enough about judges to make an informed vote

Direct solicitation—as opposed to fundraising committees—is a clear form of corruption

Courts and judicial elections should be as transparent as possible

Reforming judicial selection should

A nonpartisan election system will produce a better judiciary

Qualification, not popular election, should be the criteria for judicial selection

Public financing of judicial elections will help prevent politicization and corruption

Messaging Do's and Don'ts

Do Talk About:

- Being proactive
- Solutions
- The need for safeguards
- The People having a voice
- “Crisis of representation”
- “Everyday voters” not represented in govt
- Money as a “barrier to entry”
- Bipartisanship/Putting the best people in office
- The “price we pay”

Don't Talk About:

- The Problem by itself
- Being cynical/negative
- Government “corruption”
- People's influence in govt
- Politicians being bought

Crisis of Representation

- Running for elected office requires wealth or support from wealthy people and this acts as a **barrier** that prevents **everyday people** from **representing** their communities
- As a result, politicians represent wealthy interests instead of the **voices of everyday voters**
- To restore a more **representative** government we need **[solution/public financing/disclosure...]**

Price We Pay Framework

The formula: When [moneyed special interest] makes large political contributions/lobbies the legislature (be specific where possible), we all pay the price with [negative personal outcome/consequence/cost].

Connecting Money in Politics to Other Issues

- When **big drug companies** write health care legislation, we all pay the price with **higher prescription drug costs**, often as much as **80% higher** than anywhere else in the world.

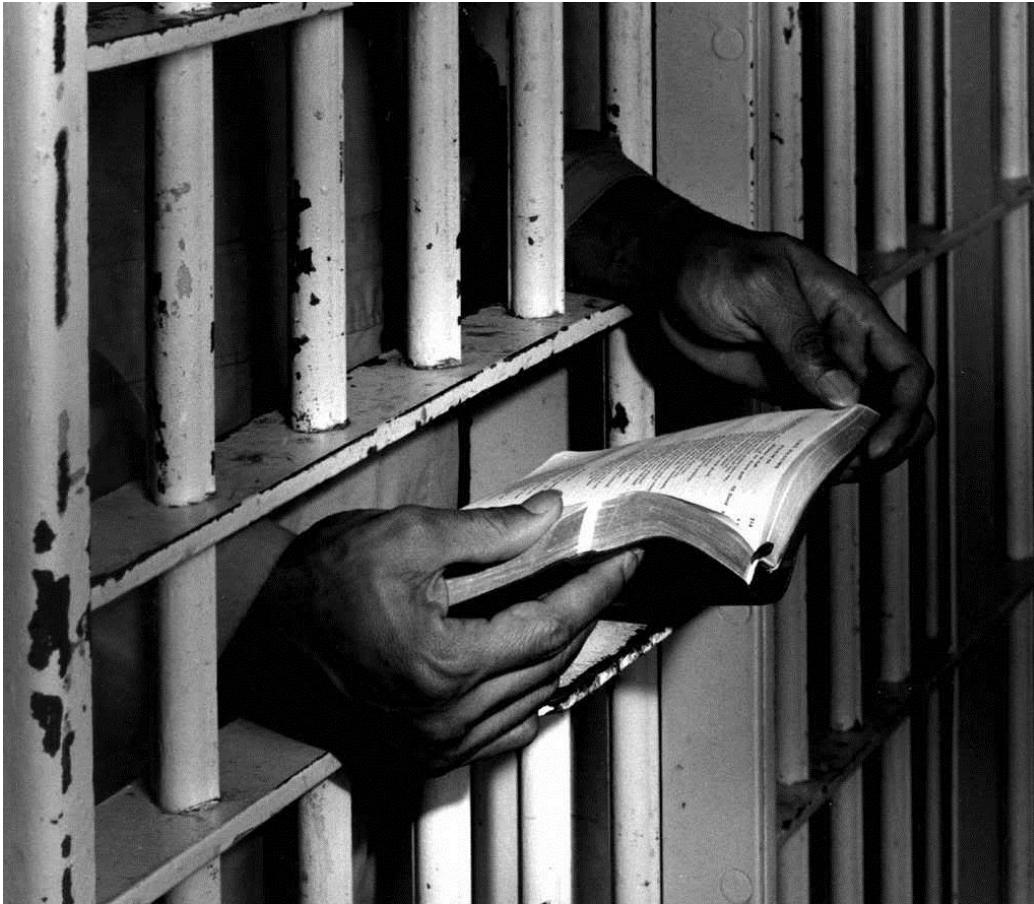


Connecting Money in Politics to Other Issues



- When **coal barons** stop new carbon emission regulations, West Virginians pay the price with **increased asthma attacks, higher medical bills, and unclean air.**

Connecting Money in Politics to Other Issues

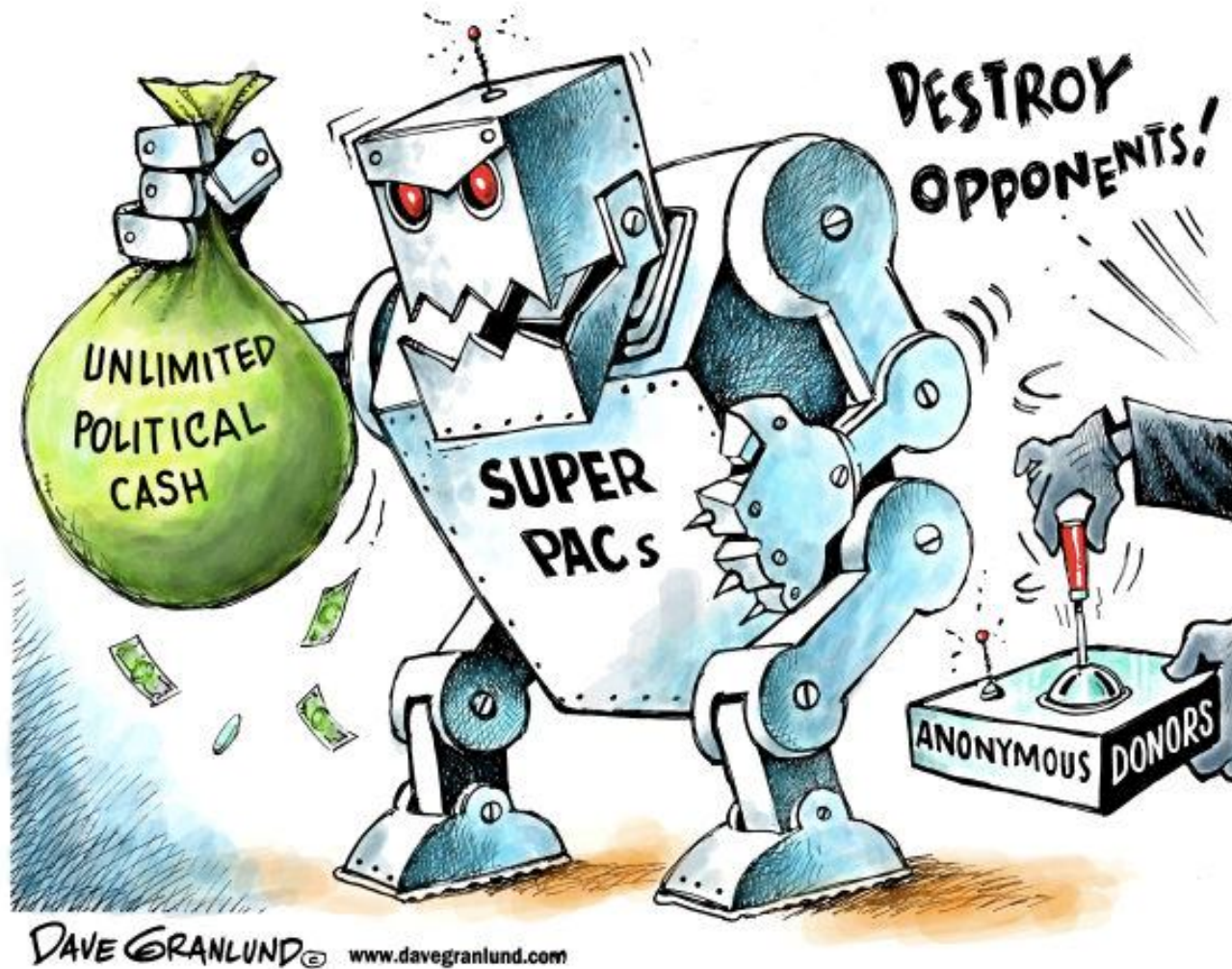


- When **private prisons** support longer sentences for drug offenses and oppose more money for addiction treatment centers, West Virginians pay the price with **more kids in jail than in school.**

Price We Pay

- **When a few wealthy billionaires can spend unlimited money in our elections we pay the price with politicians who no longer listen to the voices of voters.**
- **When corporations and wealthy billionaires can hide the money they give to politicians we pay the price with a government that has put voters second to donors.**

Winning Message for Disclosure



Disclosure – right to know

- Everyone has a “**right to know**”
- Voters have a **right to know** who is influencing our elections and government.
- Political candidates have a **right to know** the special interests attacking them.
- Candidates have to publicly stand behind their actions, why shouldn't outside groups and their donors?

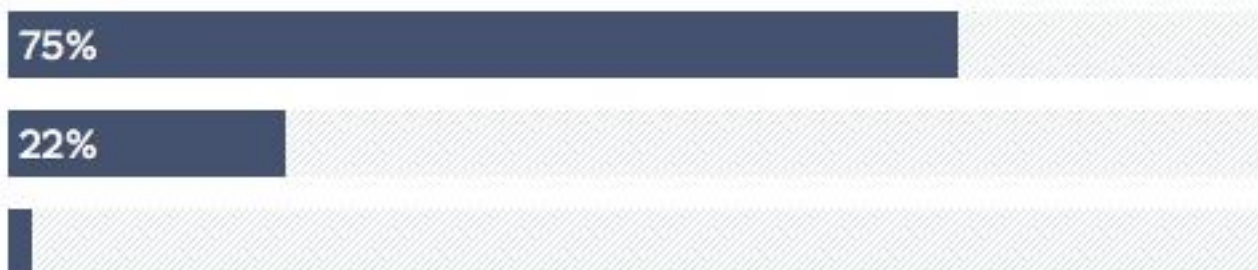
Disclosure – It's Bipartisan

Do you think groups not affiliated with a candidate that spend money during political campaigns should be required to publicly disclose their contributors, or do you think it's O.K. for that information to remain private?

Should publicly disclose 75%

Should remain private 22%

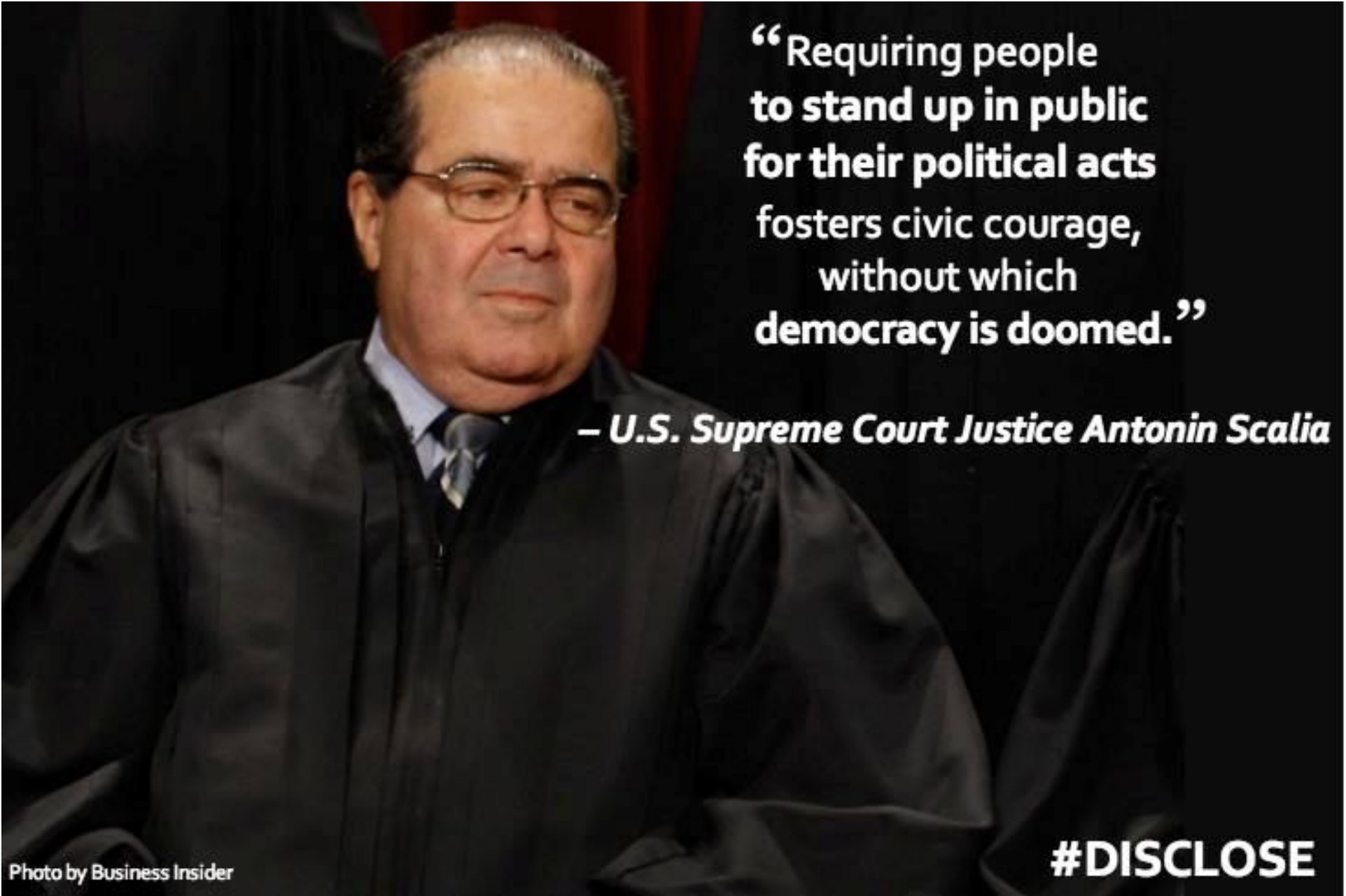
Don't know/No answer





“PROMPT DISCLOSURE [...] CAN PROVIDE [...] INFORMATION NEEDED TO HOLD CORPORATIONS AND ELECTED OFFICIALS ACCOUNTABLE[.] SHAREHOLDERS CAN DETERMINE WHETHER THEIR CORPORATION’S POLITICAL SPEECH ADVANCES THE CORPORATION’S INTEREST IN MAKING PROFITS, AND CITIZENS CAN SEE WHETHER ELECTED OFFICIALS ARE “‘IN THE POCKET’ OF SO-CALLED MONEYED INTERESTS.”

—SUPREME COURT JUSTICE ANTHONY KENNEDY

A portrait of U.S. Supreme Court Justice Antonin Scalia. He is wearing a black judicial robe over a light blue shirt and a patterned tie. He has glasses and is looking slightly to the right of the camera. The background is dark and out of focus.

**“Requiring people
to stand up in public
for their political acts
fosters civic courage,
without which
democracy is doomed.”**

– U.S. Supreme Court Justice Antonin Scalia

Photo by Business Insider

#DISCLOSE

It's a no-brainer

- **Transparency** is the American way. The Founders bravely signed their name for everybody to see on the Declaration of Independence.
- **Transparency** keeps government **responsive to the public**, not afraid of secret money groups

It's been done before – in conservative states

Bullock signs campaign finance bill into law, forces 'dark money' groups to report

Recommend 0

Tweet 0

G+ 0

Share 1

Print

Email



Talking Disclosure With Legislators

Accountability for everyone



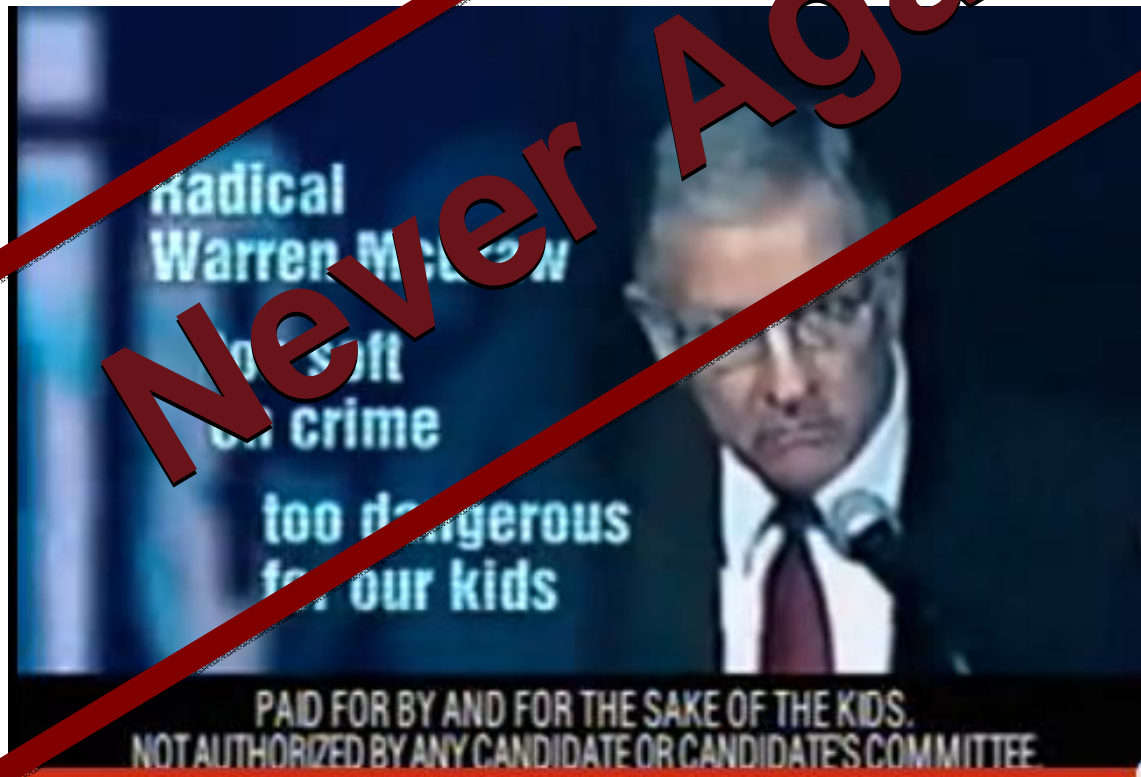
“ WHEN SOMEBODY'S
HIDING IN THE
SHADOWS AND GUT-
SHOTS YOU, YOU
HAVE A RIGHT TO
KNOW WHO'S TAKING
A SHOT AT YOU.

- State Sen. Duane Ankney
(R-MT)

”

Disclosure – Opposition

- [And for the Sake of the Kids](#)



Disclosure – Pushback

1. It doesn't address the biggest problem
2. Anonymous contributions is just anonymous free speech
3. Disclosure violates privacy

Public financing

- What happened last time – judicial public financing?
 - Strategies
 - Messaging that worked and didn't
 - The opposition's message
 - Concerns for legislative public financing fight

Public financing as a safeguard

- A “safeguard” for democracy



Public financing as an equalizer

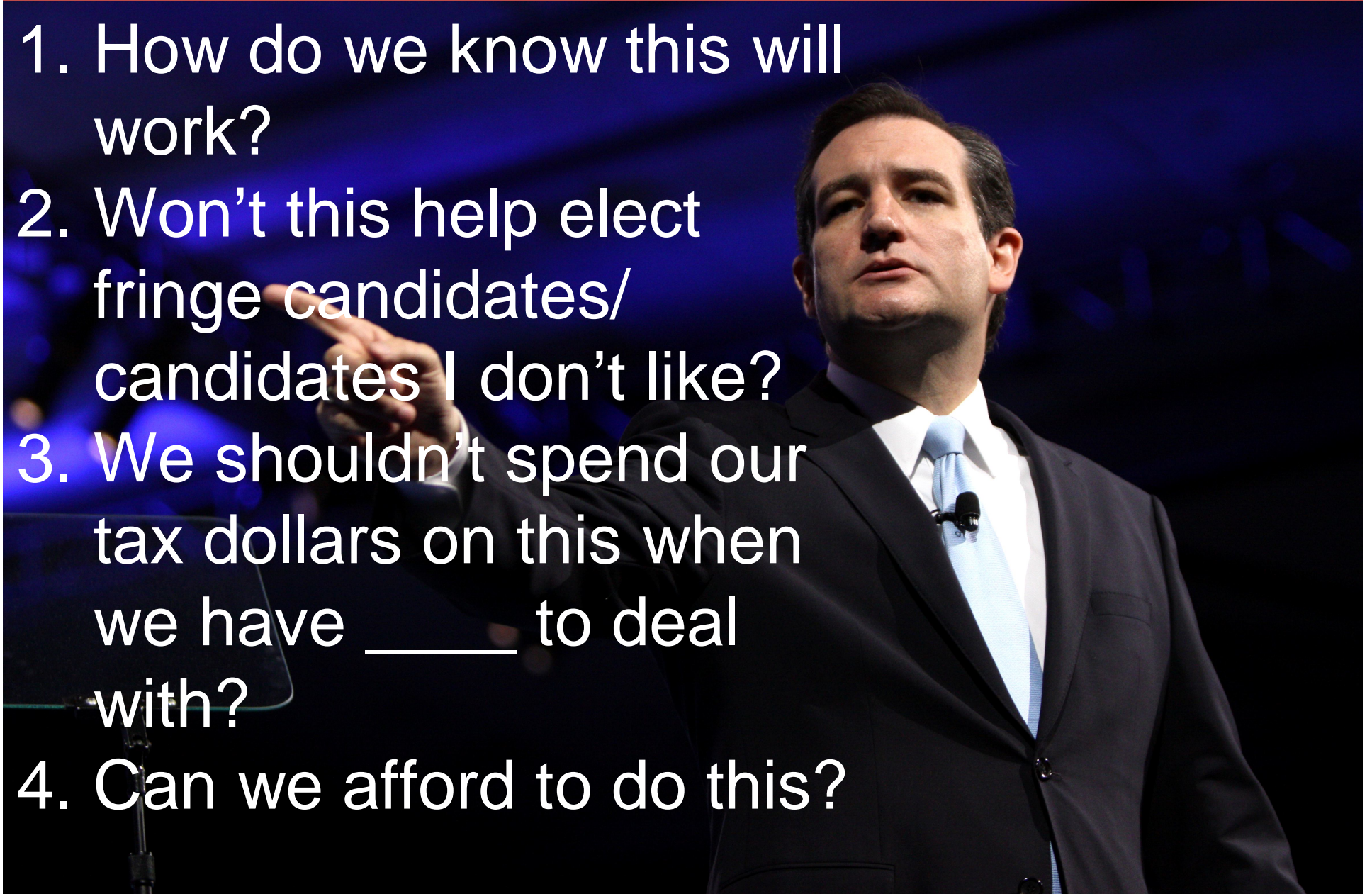
- Public financing levels the playing field
- Public financing puts the voices of everyday voters first

Public financing – to legislators

- We've have proof! Look at already seen what it's done to our judicial elections
- West Virginians have already decided that justice shouldn't be decided by the highest bidder. The public should trust the rest of the government shouldn't either.

Problematic Opposition Frames

1. How do we know this will work?
2. Won't this help elect fringe candidates/ candidates I don't like?
3. We shouldn't spend our tax dollars on this when we have _____ to deal with?
4. Can we afford to do this?



Public Financing Push Back – Role Play

1. How do we know this will work?
2. Won't this help elect fringe candidates/
candidates I don't like?
3. We shouldn't spend our tax dollars on
this when we have _____ to deal with?
4. Can we afford to do this?

How reporters are talking about MIP issues

Ashton Marra

As an assistant news directors and capitol report finance reform and fair courts issues in West Virg

Ashton Marra works at West Virginia Public Broadcasting (WVPB) and assistant news director. Ashton is also the producer and host of Public Radio's new political talk show. The weekly program includes candidates, analysis and a reporter roundtable that includes journalists from across West Virginia. Additionally, Marra anchors the Sunday evening newscast "Considered" and covers the West Virginia State Senate for WVTV. Previously, Ashton Marra was a production assistant for Good Morning West Virginia on WDTV, the CBS affiliate of Clarksville, WV. Marra holds a bachelor's degree from West Virginia University.

INTEL:

As an assistant news directors and capitol reporter for WVPBS, Ashton has reported on campaign finance reform and fair courts issues in West Virginia. She has focused on the need for public financing in judicial campaigns. She has interviewed government officials in her news stories. She is very active on social media with journalists and followers on Twitter.

Journalist Type:

- Local & State Politics
- Policy and Lobbying
- Radio



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Wednesday, February 18, 2015

CSX, owner of exploded train, spends millions on donations, lobbying

by **David Gutman**, Political Reporter

RELATED STORIES

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CSX Corp., the company whose oil train derailed, caught fire and exploded in Fayette County on Monday, is a prodigious political donor, giving millions of dollars to politicians of both parties, around the country and in West Virginia, and spending millions more every year to lobby those politicians after they've been elected.

Until 2015, every person elected to federal office in West Virginia, since at least 1990, had received money from the \$35 billion transportation company, according to federal records compiled by the Center for Responsive Politics.

CSX Corp.'s political action committee has given nearly \$53,000 to Sen. Shelley Moore Capito, R-W.Va., since Capito got to Congress. That includes donations in every election cycle since 2000.

After the Kanawha Valley chemical leak last year, Capito said she would donate to charity the money that a Freedom Industries' owner had given to her campaign, although that was only \$500.

"In her more than 14 years in Congress, Senator Capito has always put West Virginians' interests first. This terrible accident is no different," stated Capito spokeswoman Amy Graham in response to questions about the CSX donations.

Sen. Joe Manchin, D-W.Va., in Congress since only 2010, has gotten \$30,700 from CSX.

Using Opinion Media Effectively

Editorial: Legitimizing Campaign Finance Reform Is Good for Businesses | Commentary

0 Comments

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By Morris Pearl
July 15, 2015, 12:49 p.m.

There are members of Congress who believe money doesn't influence their votes — which to me, sounds like Stockholm syndrome. Our politicians have become so enamored with their campaign cash, they have stopped understanding how the money has taken them hostage. They no longer see the reality of their situation.

Special interests spend money in elections to influence policy that in turn influences the size of their bottom line.



By Deepak Bhargava

An attendee handles a revolver in the Sturm, Ruger & Co., Inc. booth on the exhibition floor of the 144th National Rifle Association (NRA) Annual Meetings and Exhibits at the Music City Center in Nashville, Tenn. on April 11, 2015. Photo by Daniel Acker/Bloomberg/Getty

Corporate dark money is keeping millions of Americans in poverty

By Deepak Bhargava

357 62 4

COMMENTS 126

Getting the gun money out of politics

07/15/15 10:32 AM

By Mark Glaze

save share group

The last few weeks in America saw black churchgoers slaughtered by a white supremacist, a cop murdered by a criminal who had no legal right to one, and kids killed by firearms that were not properly stored.

But we haven't seen a renewed debate on guns in Congress. One reason is the amount of

Progressive members of the House and Senate are making an ambitious bid today to help millions of Americans who are struggling to make ends meet: They are introducing a bill that would raise the federal minimum wage to \$15 an hour.

Such an effort can't come soon enough.

Over 45 million Americans do not earn enough income to afford their basic needs -- more than the total populations of California and Oregon combined. Millions live in impoverished conditions without regular access to food and water, safe housing or stable employment.

The Iran Deal's Latest Hurdle: Big Donors

EET PIN-IT

Bookmark 11 Comments



CONGRESS BLOG

HILL'S FORUM FOR LAWMAKERS AND POLICY PROFESSIONALS

Congress Blog feed

Practice: Letter-to-the-Editor

- 150-200 words
- Connecting this to your issue & MIP solution
- Utilize the “price we pay” framework

The formula: *When* [moneyed special interest] makes large political contributions/lobbies the legislature (be specific where possible), we all pay the price with [negative personal outcome/consequence/cost].

Twitter

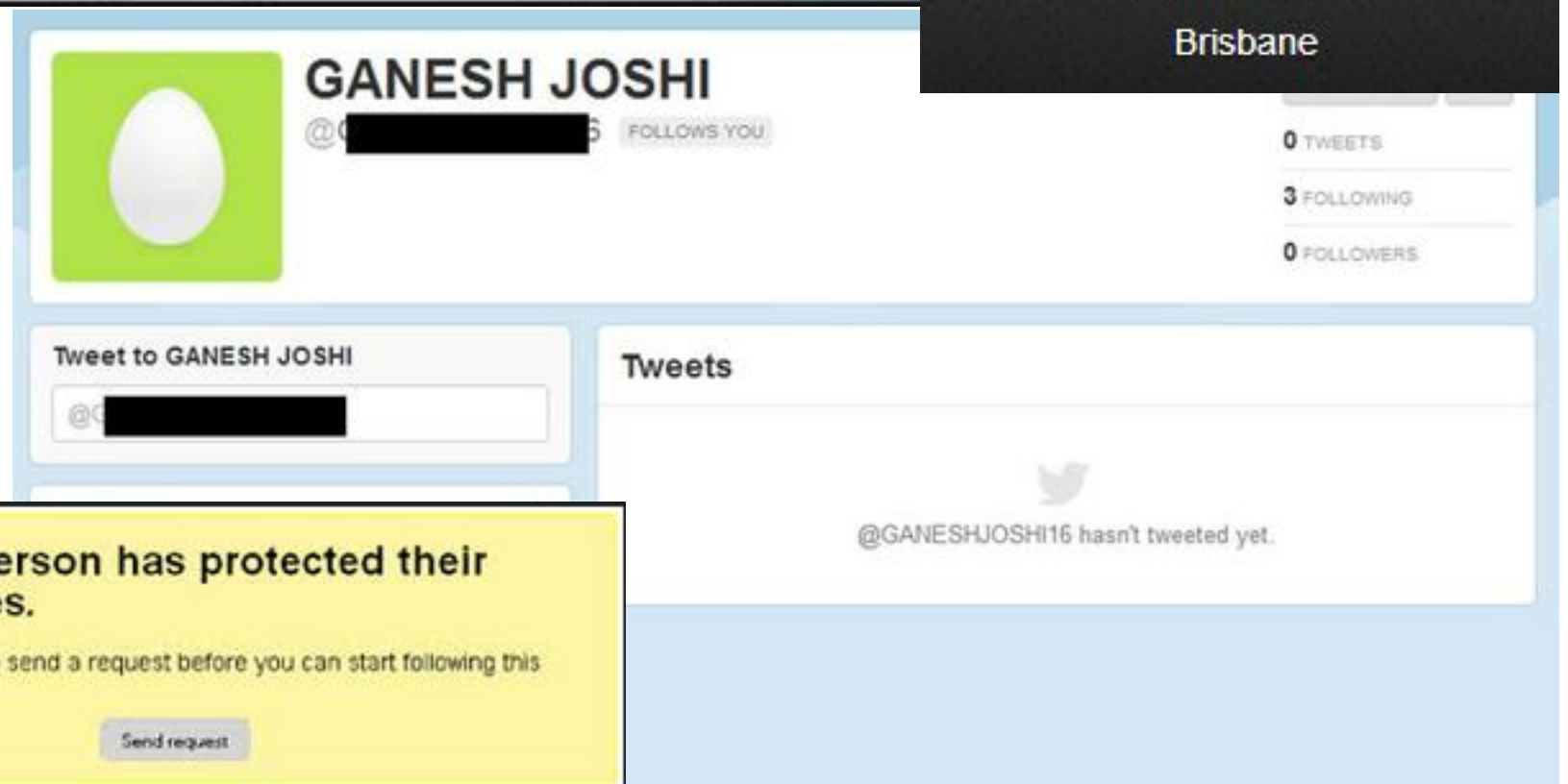
**Showcase Your
Expertise**

**Connect With Top
Experts and Activists**

**Engage Journalists
and Shape Their
Coverage**



Make a Good First Impression



Make a Good First Impression



Perfect:
Your Twitter
Handle,
Twitter Bio,
Avatar,
and Cover Photo



Stephen Spaulding

@SpauldingCC

Policy Counsel w/ @Comm
Aspiring cheesemonger. Ca
finance reform, election law
Congress-watching.



DC



commoncause.org



Joined January 2010



Tweet to Stephen



Pinned Tweet

PAY 2 PLAY @Pay2PlayTV · Apr 16

It's not about left v. right. It's about
[#WeThePeople](#). Let's fix our system,
together. [#GetMoneyOut](#)



SENATOR LINDSEY GRAHAM SAYS, "WELL,
CITIZENS UNITED HAS GOTTA BE FIXED.
Y'ALL AGREE WITH THAT? YOU'RE GONNA NEED A
CONSTITUTIONAL AMENDMENT TO FIX THIS PROBLEM."



OVERTURN CITIZENS UNITED
IT WINS EVERY TIME IT'S VOTED ON!



13



12



[View more photos and videos](#)

olman

n, Ph.D. Government Affairs
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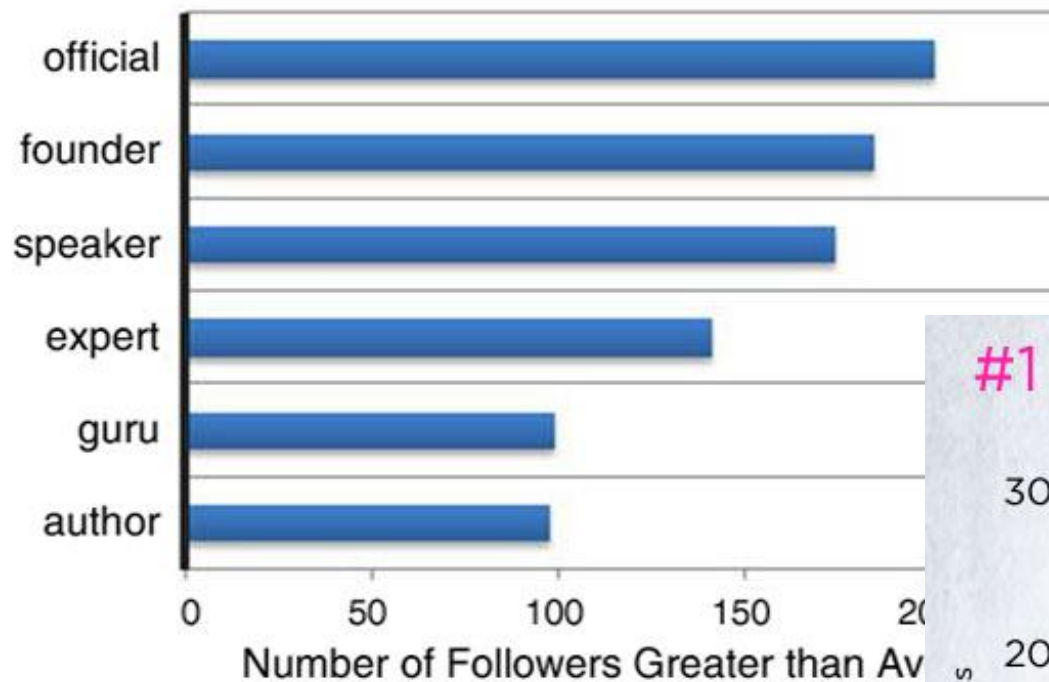
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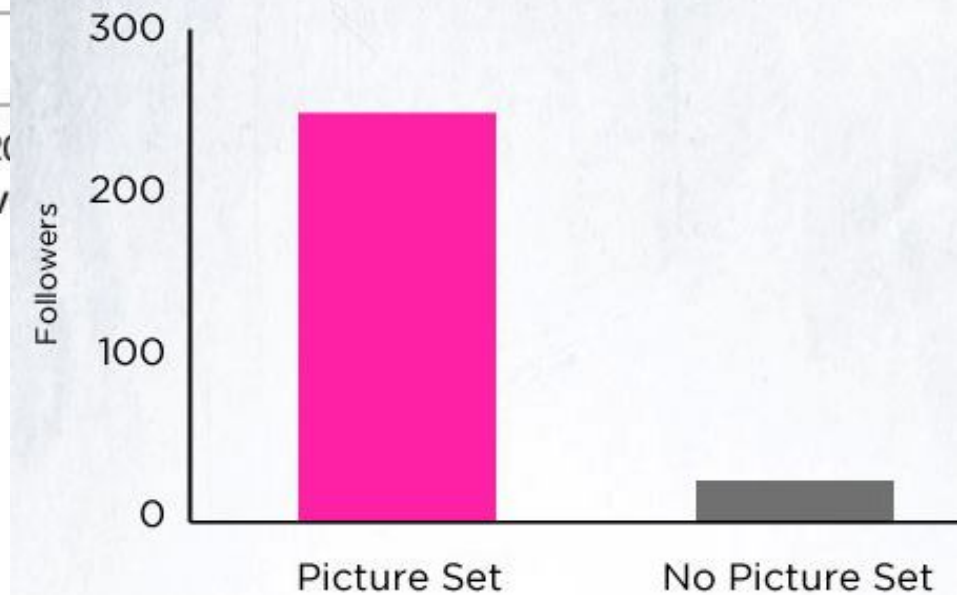
[Tweet to Craig Holman](#)

Twitter: Make a Good First Impression

Twitter Bio Words



#1 Show us Who You Are



Using social media to grab attention

- #WV
- #WVpol
- #WVleg
- #GetMoneyOut
- #FightBigMoney
- #darkmoney
- #FairCourts



- @WVlegislature
- Twitter Handles of supportive senators & delegates

Using social media to promote your message



ReThink Democracy @ReThinkDemocracy · Aug 28

If small donors funded elections, elected officials would listen to the People.

nytimes.com/2015/08/28/opi...

#FightBigMoney



← ↻ 28 ★ 12 ...

for those who
ics

not one

ot

[View summary](#)

Engaging Reporters



Matea Gold @mateagold · Apr 19

Running A1 tomorrow: Big money in politics emerges as a campaign wpo.st/E7UD0

← ↻ 21 📌 10 ⋮



Charlotte Hill @hill_charlotte · Apr 20

@mateagold @teddyschleifer Great story. Issue w poll sta
assume money in politics can't be fixed so don't vote it #



Judd Legum @JuddLegum · Apr 14

The most interesting thing Hillary said today: This aggressive call
finance reform pic.twitter.com/SV3kXhlsSy

← ↻ 14 📌 11 ⋮



Christopher Hayes @chrishayes · Apr 14

@JuddLegum agreed. certainly the most concrete.

← ↻ 3 ⋮



Adam Smith @asmith83 · Apr 14

@chrishayes @JuddLegum Esp. as "pillar" of her campaign. Her
policy tied to skewed system that favors the rich make both stron

← ↻ 3 ⋮



Adam Smith

@asmith83



Following

Thank you, @davelevinthal, for making a
Frozen reference in this story on
@RepMarkTakano's new campaign finance
bill: publicintegrity.org/2015/04/07/170...

← ↻ 📌 ⋮

 Public Integrity

Congressman to colleagues: Surrender surplus campaign cash
Rep. Mark Takano, D-Calif., has introduced a bill that would force miserly
politicians to give up leftover election money.



[View on web](#)

8:08 AM - 10 Apr 2015



Reply to @asmith83 @davelevinthal @RepMarkTakano



Dave Levinthal @davelevinthal · Apr 10

@asmith83 @RepMarkTakano Anything for the kids, man.

← ↻ 1 ⋮



Adam Smith

@asmith83



Following

@chrishayes @JuddLegum or, both
messages more effective.

1 campaign

Engaging Reporters



88% of journalists look at how many times their articles have been shared across social media

Share the journalist's article on your personal social media channels and your company's

Mentioning the journalist in social media posts can help build a stronger relationship for the next story



MUCK RACK

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Questions?