

National Conference on Media Reform April 9, 2011

**Cheryl A. Leanza A Learned Hand, LLC** 

# • • Introduction

- o Cheryl A. Leanza
  - President, ALH
  - Policy Advisor, United Church of Christ, OC Inc.
  - Board member, Prometheus Radio Project
  - Task Force Co-Chair, Media and Telecom Task Force, Leadership Conference on Civil and Human Rights
- O My perspective: DC Policy person, lawyer, who welcomes and appreciates the art of community organizing.

## • • • Why We Won

- **o** Stayed the course over a long period of time.
- o Legislation's content was (relatively) easy to sell to many audiences.
- o Good coalition skills and relationships, solid basic infrastructure.
- O Understood our target audiences:
   Congress, communities.

## • • Legislative Content

- o People might be able to get a radio station if they helped support the bill.
- The legislation was simple give technical decisions back to technical agency.
- Conceded potentially sympathetic issues
   early like protecting reading for the blind.
- Could tailor other aspects of the bill to particular audiences.
  - Public safety, media diversity, etc.

# Winning Coalition = Relationships + Diversity + Infrastructure

## Relationships + Diversity:

- o Trust built over many years.
- Appreciated *all* the skills and perspectives.
- o Some allies will help in small ways, but each contributor helps to achieve the goal.
- o Clear, trusted lead organization.



- O Who called who and when. What was the last communication? What information do you have about the districts. Where is the article from their state/location? Who is the contact?
- O Used Google docs, great Prometheus internal wiki.
- O Careful consideration of regular calls with broader allies, how much information is too much, too little.



through

Snowe/F



Breaking Senate Holds on the LCRA

tolks who got the USCCB letter on 8/18: hatch, roberts, thune, bunning, barrasso, Ensign, demint, sessions, johannes, wicke

#### Target Senators and quick status

Pending Senators [Hannah and Selina collaborating to get meetings/calls]:

- John Barrasso WY -- IS HOLDING!!! Katherine is re-calling after Hannah called. left voicemail 9/29. HJS not in on 9/28... (8/18 Is (telcom) not in this week, left message)
- Crapo ID not holding according to politico, 10/12
- Shelby AL NOT HOLDING ACCORDING TO POLITICO, 10/12 hasn't responded to recheck in sept.
- Roberts KS HASN'T RESPONDED TO POLITICO CALL. 10/12 hasn't responded to recheck
- . Enzi? Daum told Cheryl to recheck with him?

#### Needs a call to double check/follow up on USCCB letter:

Jim Bunning - KY -- NOT HOLDING -- ROCK STARS AND GRASSROOTS FOLKS CALLED AND GOT CONFIRMATION.... F
Hannah re-emailed to check that background was received, 10/1. Staffer said that the senator wasn't holding though not sure i believe he
Katherine sent letter, Selina followed up with a phone call from USCC. Office has a new telcom person, Kara Haas. She is out on vacation 7/15 - PRP met and is probably not holding - FP constituent call put in -7/11

Possible Supplemental Supporters [Selina and Hannah working on getting meetings to ask for their help with holds]:

- Sam Brownback KS -- not holding, will help if they can post 9/27 meet (has been a supporter in the past, getting meeting 9/22) Telcom darin\_guries@brownback.senate 202-224-6521
- Cochran MS not holding, will help if they can post 9/27 meet -- former co-sponsor -- - (9/23 -- MEETING BOOKED, 4.30 pm monor prassroots letter in from emergency manager of newton county.) (9/22) hannah emailed steven wall and emily brunini, who she met with it

Most recent Who Ally Status Hannah. PETRI LEFT MESSAGE 11/19 -- Confirmed not them 9/27 in meeting with Katherine Cheryl Petri Casey CHRIS REPORT: NOT HOLDING 11/19...... ..Officially not holding Rae according to rock stars My Morning Jacket (10-27) 27-Oct Hunter CHANCE REPORTS NOT HOLDING ..... Not Holding, said to Chance on 9/29 -- Myriah Jordan is new staffer. 29-Sep Chance Chance KAMILLA REPORT: Not Holding, 11/19. "Though Chambliss" staff has been called by the NAB. But staffer was friendly, I don't think he's guilty." Told Katherine not holding, 9/28 28-Sep Katherine Kamilla PETRI LEFT MSG 11/19. was earlier PETRI LEFT MSG 11/19 Not holding, will try to help if they can post 9/27 meet 27-Sep Petri MAGGIE OF PROMETHEUS REPORTS LIKELY NOT HOLDING that there are anonymous holds on the bill she does not believe that Sen. Collins is responsible for one of them. She also said that at this point she does not know whether the senator will vote for or against the bill. She says that Chance. Collins' vote will depend on language that is currently being negotiated by the link

.....IS NOT HOLDING,

OLOR CODES: Blue - left message, no new status. Yellow - confirmed not

olding. White - no confimed new contact with office yet.

NFCB/Prometheus and the NAB." Thanks to

## Target Audience: Congress

- o Congress is its own culture. Learn about it as a curious anthropologist.
- o Know what influences each political target and what is happening overall in Congress.
- o Timing, windows of opportunity, process.
- o Develop ties to allies with expertise to guide you.

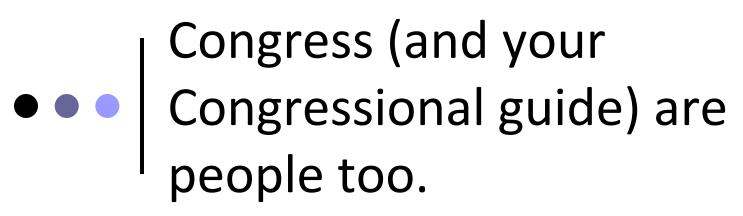


### Range of options to dictate your strategy:

- REALLY BIG President takes a position, people will take some heat for it. Need to really have a very big operation, money, industry on your side.
- O Under the radar You are going to do a lot of good, but you are not going to fall on your sword over every minor issue.
- One powerful champion -- Sneaks it into something bigger, so minor that it can get done quietly and quickly.
- o LCRA positioned as a bipartisan, small, smart thing to get done. Still had to face industry opposition.



- o The Hill, Roll Call, National Journal, CQ, Politico, Congress at Your Fingertips.
- o General media. What is in the headlines right now?
- Local contacts with political connections people in unions, local government, civic institutions.
- Politician web sites particularly campaign web sites.
- o Open Congress, OpenSecrets, Center for Responsive Politics.



- o Keeping confidences when they are shared.
- o Respecting the people who explain what they can and can't do.
- o Some people will help in unexpected ways.
- Staff cannot dictate outcomes to their bosses.
- o Staff have different skills and strengths.

# • • • Thank You!

## Cheryl A. Leanza



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