

<https://assets.documentcloud.org/documents/5816918/API-Presentation.pdf> Archived 04 12 19 by Gene A. Nelson, Ph.D.

This file is the work of the source indicated. Any opinions expressed in it are not necessarily those of Californians for Green Nuclear Power, Inc. (CGNP)

The copyright of this article is owned by the author or publisher indicated. Its availability here constitutes a "Fair Use" as provided for in section 107 of the U.S. Copyright Law as well as in similar "fair dealing" exceptions of the copyright laws of other nations, as part of nonprofit educational corporation Californians for Green Nuclear Power, Inc 's (<http://CGNP.org>) noncommercial effort to present the environmental, social, scientific, and economic benefits of safe, abundant, reliable, and zero-carbon nuclear power to a global audience seeking such information. Please contact Government@CGNP.org for questions or comments.

ALLIANCES and COALITIONS

Tara Smith Anderson , Director of External Mobilization, American Petroleum Institute



Maintaining the Industry's Social License To Operate

- Depends on our ability to produce, transport and refine natural gas and oil in a safe and responsible manner
- On-going process that is granted by community stakeholders





Change hearts and minds
and make emotional
connection with traditional
and non-traditional
audiences

- Harness passion for reasonable solutions
- Education to immunize against opposition
- Community voices that are most credible



Influence votes
on important issues at
federal, state and
local level

- Regulatory and legislative
- Leaders and constituents who vote and donate
- Traditional and non-traditional



Deliver votes
in ballot campaigns

- Local grassroots
- Local messengers

What Does API's Mobilization Program Do?



Be Good Neighbors

- Continue to be proactive in building positive relations in the areas where they operate.
- Listen and respond to community concerns—and show industry can be compassionate and constructive neighbors.



Establish and Strengthen Ally Relations

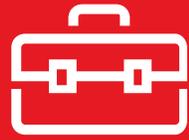
- Build long-term substantial relations with allies in the areas where they operate, including minority groups, where appropriate, as well as labor, agriculture, small business, education, and others.



Access Industry Expertise

- API's program is proven; can provide companies and state associations with the data, tools, and political sophistication necessary to be successful.
- Proceeding in isolation is counterproductive and can backfire.

What Does API's Mobilization Program Do?



API's Mobilization Tools



Micro-targets

High-propensity voters likely to support or be persuaded to support industry issues

43 million; in every congressional district



Energy Citizens

Citizens concerned about energy who are self-motivated and active in their communities

1.6 million; in every congressional district



Energy Forums

Educational initiative targeting most influential, grasstops community leaders

Active in 21 states



Energy Nation

Advocacy platform for employees, spouses, vendors and retirees of oil and natural gas industry

370,000; in every congressional district



Strategic Partners

Non-traditional allies including labor, women, Democrats and minorities



Research Projects

Quantitative and qualitative research underpin outreach efforts

All Politics is *Still* Local

Constituents Significant in Legislators'
Decision-Making

““”

Direct constituent interactions
have more influence on
lawmakers' decisions than other
advocacy strategies.

Congressional Management Foundation
*Citizen-Centric Advocacy: The Untapped Power
of Constituent Engagement, 2017*

RESEARCH & PREP FOR LONG GAME

GRASSROOTS RESEARCH



Issue Analysis

Take the time to research and identify the strengths and liabilities of the issue in your community.



Community Assessment

Learn about the regional demographics and geography that will impact your grassroots campaign.



Stakeholder Analysis

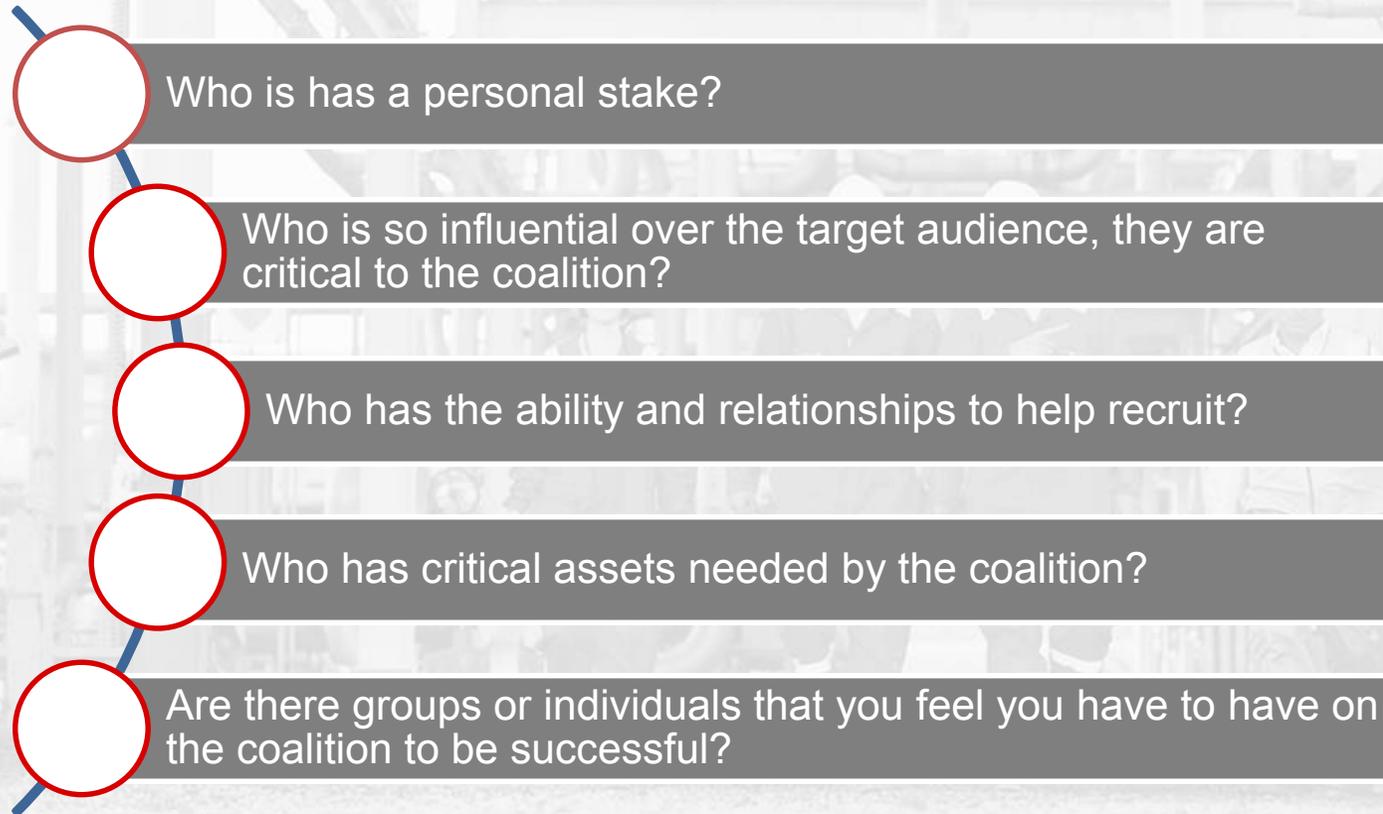
Determine the assets, operations, historical issues and impacts stakeholders have had in the community.



Political Assessment

Assess the political environment, the make-up of registered voters, influential leaders and voter turn-out.

WHO NEEDS TO BE IN THE ROOM?

- 
- Who is has a personal stake?
 - Who is so influential over the target audience, they are critical to the coalition?
 - Who has the ability and relationships to help recruit?
 - Who has critical assets needed by the coalition?
 - Are there groups or individuals that you feel you have to have on the coalition to be successful?

CONSIDERATIONS

- **Goals**
- **Timeline**
- **Targets**
- **Need research?**
- **Winning messages for audience segments**
- **Appropriate tactics for audience segments**
- **Is it better to utilize a known entity? Or create something new?**
 - **Who has relationships?**

ALLIES & STRATEGIC PARTNER RECRUITMENT



Grow High Impact Partnerships for Maximum Influence

Case Study: Nuclear Subsidy

To protect a market-based energy industry, API mobilized against legislative efforts in Pennsylvania and Ohio that would require consumers to pay higher energy rates to bail out uncompetitive nuclear energy companies.



DATA AND RESEARCH

Conducted community assessments and qualitative and quantitative survey research to understand the political landscape, voter opinions and best messages. Polling showed once voters were educated on the issue they did not support subsidizing the nuclear industry.



74%



23%



84%



15%

BUILT A DIVERSE COALITION

API leveraged existing, long term relationships to quickly form diverse coalitions in Pennsylvania and Ohio that included citizen and minority groups, power generators and energy, business and manufacturing associations. In each state, these coalitions came together within 2 weeks and became the face of the fight representing hundreds of thousands of workers and end-users who wanted to protect the free market system.



Case Study: Infrastructure

To demonstrate the necessity of all types of energy infrastructure, API joined a coalition that focused on an inside-the-beltway strategy to influence key stakeholders of the value of infrastructure investment.

Coalition Members:

- ACC
- AF&PA
- AGA
- AOPL
- API
- Building Trades
- CEA
- EEI
- Farm Bureau
- INGAA
- IPAA
- LIUNA
- NAM
- NRECA
- Portland Cement Association
- US Chamber of Commerce
-

TIPS & TRICKS

- Diversity is paramount
 - Decide who has a stake in the fight and see what you have in common – make it work.
 - Part of this may mean supporting their goals on unrelated items.
- Don't take it personal: Just because you disagree on one issue, doesn't mean you will disagree on all – accept that.
- Determine who is the best messenger for each audience segment.
- **MAKE IT WORK.**



Thank You