

Preemption Convening
November 19 - 20, 2024 | Cincinnati, OH
Solutions Workshops

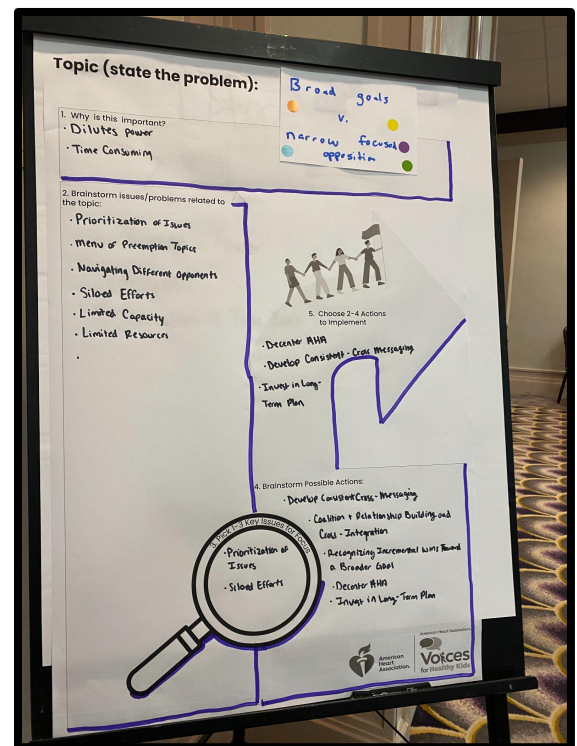
On Tuesday November 19, 2024 Preemption Advocates answered the following question: **“What are the top 5 media and messaging challenges you face when doing preemption advocacy?”**. They identified the following 5 challenges:

- “Broad Goals vs. Narrow Focused Opposition”
- “Red State V. Blue City (Consensus go to preemption)”
- “Media Landscape: disappearance of media outlet”
- “Need for Multiple Messages on Multiple Levels”

After identifying and coming to consensus to focus on these 5 challenges, advocates did a Solutions Workshop with each challenge. Below are the work products produced from this workshop.

Topic: “Broad Goals vs. Narrow Focused Opposition”

1. Why this is important:
 - Dilutes Power
 - Time Consuming
2. Issues/Problems related to this challenge (Key issues to focus on are highlighted):
 - Prioritization of issues
 - Siloed effects
 - Menu of preemption topics
 - Navigating different opponents
 - Limited capacity
 - Limited Resources
3. Possible Actions; Key actions to implement are highlighted:
 - Decenter AHA
 - Develop consistent- cross messaging
 - Invest in a longterm plan
 - Coalition & relationship building and cross-integration
 - Recognize incremental wins toward a broader goal



Topic: Red State V. Blue City (Consensus go to preemption)

1. Why this is important:

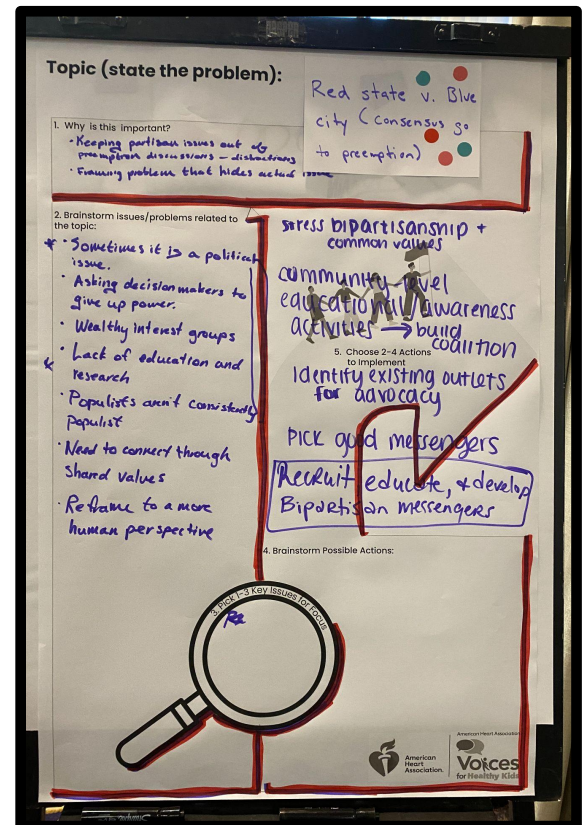
- Keeping partisan issues out of preemption discussions - distractions
- Framing problem that hides actual issue

2. Issues/Problems related to this challenge- key issues to focus on are highlighted:

- Sometimes it is a political issue.
- Lack of education and research
- Asking decision makers to give up power.
- Wealthy interest groups
- Lack of education and research
- Populists aren't consistently populist
- Need to connect through shared values
- Reframe to move to a more human perspective

3. Possible Actions- Key actions to implement are highlighted:

- Recruit, educate, and develop Bipartisan messengers
- Stress bipartisanship and common values
- Community-level educational awareness activities → build coalition
- Identify existing outlets for advocacy
- Pick good messengers



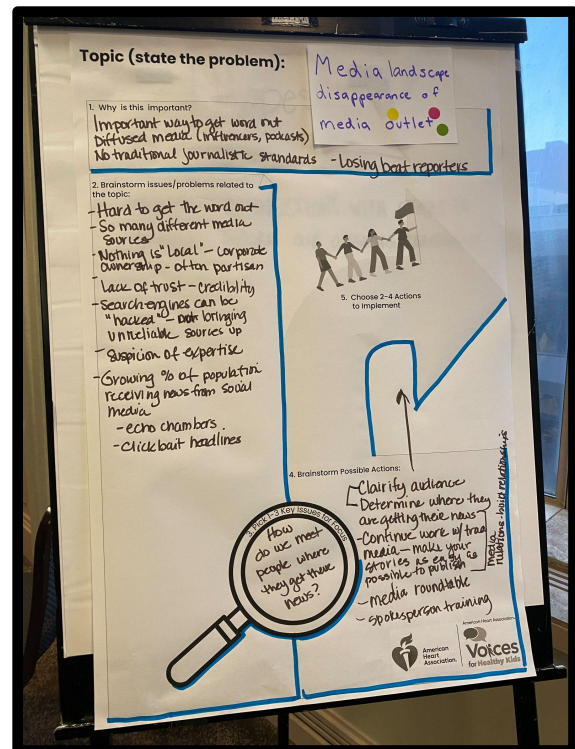
Topic: “Media Landscape: disappearance of media outlet”

1. Why this is important:

- Important way to get word out.
- Diffused media (influencers, podcasts)
- No traditional journalistic standards - losing beat reporters

2. Issues/Problems related to this challenge (Key issues to focus on are highlighted):

- How do we meet people where they get their News?
- Hard to get the word out
- So many different media sources
- Nothing is “local” - corporate ownership - often partisan
- Lack of trust - credibility
- Search engines can be “hacked” - bringing unreliable sources up
- Suspicion of expertise
- Growing % of population receiving news from social media
- Echo chambers
- Clickbait headlines



3. Possible Actions; Key actions to implement are highlighted:

- Clarify audience- determine where they are getting their news
- Continue to work with traditional media- make your stories as easy as possible to publish
- Media relations- building relationships
- Media roundtable
- Spokesperson training

Topic: "Need for Multiple Messages on Multiple Levels"

1. Why this is important:
 - Need trust, multi issue problem strategy
 - Media has their own needs, different angles every time.
2. Issues/Problems related to this challenge (Key issues to focus on are highlighted):
 - Too many priorities
 - Need testimonials
 - Loss of trust in local government post covid
 - Difficult to get to agree
3. Possible Actions; Key actions to implement are highlighted:
 - Media trainings
 - Identify the intersection
 - Ways to pitch
 - Build coalitions and shared understanding of policy limits
 - Coalitions to educate community
 - Train on messaging and develop story bank
 - Identify the intersection
 - Ways to pitch
 - Shared understanding of policy limits

