Public Policy Advocacy for the 2015-2016 Legislative Session

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Wisconsin Coalition Against Sexual Assault
This presentation provides legal information only and does not constitute legal advice. No agency should adopt any of the policies and procedures included here without first obtaining approval from the appropriate decision-makers, which could include a Board of Directors or an agency attorney.
THE GOVERNOR AND THE NEW LEGISLATURE

- The Political Context
- The Legislative Landscape
2015-2016 PUBLIC POLICY AGENDA

- Agenda Setting
- Public Policy Advisory Committee
- New 2015-2016 Public Policy Agenda
Tier 1 Leadership Priorities

- Funding the Sexual Assault Victim Services (SAVS) Grant Program
- Victim Accompaniment Bill
- Public Reporting of Data
SAVS FUNDING

- Level/Flat Funded in the Governor’s Proposed Budget
  - $2 Million Annually
- WCASA Is Advocating for $4 Million Annually
- Next Opportunity to Advocate for Increased SAVS Funding: Joint Finance Committee
JOINT FINANCE COMMITTEE

- Sen. Darling (Co-Chair) (R - River Hills)
- Rep. Nygren (Co-Chair) (R - Marinette)
- Rep. Kooyenga (Vice-Chair) (R - Brookfield)
- Sen. Olsen (Vice-Chair) (R - Ripon)
- Sen. Harsdorf (R - River Falls)
- Sen. Vukmir (R - Wauwatosa)
- Sen. Tiffany (R - Hazelhurst)

- Sen. Marklein (R - Spring Green)
- Sen. L. Taylor (D - Milwaukee)
- Sen. Erpenbach (D - Middleton)
- Rep. Loudenbeck (R - Clinton)
- Rep. Knudson (R - Hudson)
- Rep. Schraa (R - Oshkosh)
- Rep. Czaja (R - Irma)
- Rep. C. Taylor (D - Madison)
- Rep. Hintz (D - Oshkosh)
WHO REPRESENTS ME?

Find Out Here!
1. What kinds of policy advocacy activities (with legislators and the media) have you done?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses –</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Holding Other Meetings with Lawmakers or Their Staff</td>
<td>75.00%</td>
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<tr>
<td>• Calling Your Lawmakers</td>
<td>75.00%</td>
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<tr>
<td>• Proactively Reaching out to Reporters</td>
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<tr>
<td>• Participating in Legislative Advocacy Day</td>
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<tr>
<td>• Writing Constituent Letters</td>
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<td>• Speaking at Listening Sessions / Town Halls</td>
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<td>• Planning Social Media Campaigns</td>
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<td>• Building Relationships with Reporters</td>
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<tr>
<td>• Touring Lawmakers Through Your Agency</td>
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<tr>
<td>• Testifying at Hearings</td>
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<tr>
<td>• Drafting and Disseminating Press Releases, Letters to the Editor, and Op-Eds (Opinion Articles)</td>
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<td>• Hosting Press Conferences / Media Events</td>
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<td>• Giving Interviews</td>
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<tr>
<td>Total Respondents: 4</td>
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</table>
1. What kinds of training or resources would you find most useful in these regards?

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<thead>
<tr>
<th>Answer Choices</th>
<th>Responses –</th>
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<tbody>
<tr>
<td>Preparing for and Holding Effective Meetings with Legislators or Their Staff</td>
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<tr>
<td>Speaking at Listening Sessions / Town Halls</td>
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<tr>
<td>Calling Your Lawmakers</td>
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<tr>
<td>Writing Constituent Letters</td>
<td>20.00%</td>
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<tr>
<td>Granting and Managing Interviews</td>
<td>20.00%</td>
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<tr>
<td>Building Relationships with Reporters</td>
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<tr>
<td>Touring Lawmakers Through Your Agency</td>
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<tr>
<td>Drafting and Disseminating Press Releases, Letters to the Editor, and Op-Eds (Opinion Articles)</td>
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<tr>
<td>Proactively Reaching out to Reporters</td>
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Total Respondents: 5
Poll Results

- What kinds of challenges have you or your staff encountered when accompanying victims through the medical and criminal justice systems?
  - We haven't really had any experience with this yet we just started 3 months ago.. but hope to have some experience very soon.
  - LE are not engaged and not calling for advocate response. Victims have had to travel to find a SANE.
  - Not being called until the interview is almost complete. Not being called at all.
Communicating with Lawmakers

Communicating with and through the Media

Why you?

What sexual assault advocates, survivors and allies bring to the table.
How You Can Engage Lawmakers

- Legislative Advocacy Day *(Save the Date: March 25)*
- Other Capitol or In-District Meetings
- Testifying at Hearings
- Speaking at Listening Sessions / Town Halls
COMMUNICATING WITH LAWMAKERS

► How You Can Engage Lawmakers (continued)
  ► Lawmakers’ Tours of Your Agency
  ► Responding to Action Alerts:
    ► Letter Writing
    ► Phone Calls
    ► Emails
    ► Social Media Campaigns
COMMUNICATING WITH THE MEDIA

- Achieving Positive Coverage – “Earned Media”
- Responding Effectively to Media Requests
COMMUNICATING WITH THE MEDIA

- Achieving Positive Coverage – “Earned Media”
  - Press Releases, Letters to the Editor, and Op-Eds (Opinion Articles)
  - Building Relationships with Reporters
  - Hosting Press Conferences and Other Media Events
  - Pitching to Reporters
COMMUNICATING WITH THE MEDIA

- Responding Effectively to Media Requests
  - Granting and Managing Interviews
  - Providing Other Resources When an Interview Is Not Possible or Otherwise Not in Your Best Interest
A WORD ON LOBBYING

- In general, you, and nonprofits, can lobby … with some limitations. Read the fine print.
  - Know what your grants say about lobbying
  - Use these resources:
    - WCASA Guide to Non-Profit Advocacy in Wisconsin (2011)
    - https://lobbying.wi.gov/
    - http://bolderadvocacy.org/
FOR MORE INFORMATION

- WCASA Webinars on the Legislative Process
- WCASA State Public Policy Page
- Wisconsin Legislature
CONTACT INFORMATION

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