



LEGISLATIVE COMMITTEE COLUMN

Repetition is the Basic Element in Advertising...and Lobbying

By Roger Utneher, Chair, WBA State Legislative Committee



Roger Utneher

Few of us would ever call on our best accounts once a year and consider it sufficient. Yet if our only contact with legislators is an annual visit we may be doing just that.

The state senate re-call elections give us opportunity to increase our profile and educate both legislators and candidates about the mission of the Wisconsin Broadcasters Association.

In the weeks ahead please consider inviting legislators and challengers to meet privately or with other broadcasters in your immediate area to share our story as job-creating, economy-growing businesses. Incumbent legislators and their challengers will welcome an opportunity to sit down

and talk. (They need us, remember.)

The primary election in districts with democratic incumbents will be held on July 19th and the general election on August 16th. Republican incumbent primaries are scheduled for July 12th and the general election for August 9th.

Before those dates we can make our case, increase our profile and establish relationships. It all starts with a call and a meeting.

Let's not risk relevancy or diminish our ability to make the Wisconsin Broadcasters Association the most effective, respected group to lobby in the capitol. This is a great time to also contact legislators not facing a re-call. Several members of the state senate and assembly have suggested they like to hear from us when we're not asking for anything. If each legislator heard from an individual broadcaster or small group of radio and TV station staff now rather than waiting for a traditional election year our impact will be increased.

If you would like some ideas on how to conduct a meeting or topics to discuss please contact either Michelle Vetterkind or me at Utneher@doorcountydailynews.com. One of us may even be able to join you when you schedule a meeting.

Please pick up your phone and invite a legislator or candidate to meet. Then let us know if we can help. Be sure to report to Michelle how your meetings play out and what the feedback about the WBA might happen to be.

Michelle is doing a great job. We can put her efforts on steroids by getting more membership involvement. As one legislator said recently, "I like lobbyists but I really like to see the members of associations face-to-face and talk about their issues."

That's a good reason to get involved now. Remember, the membership is like lobbying on steroids.