

**Tips 4 conducting Legislative PR events**  
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- 1. Involve different aspects of your constituency e.g., students and the grassroots membership by directly soliciting their participation. Depending on participation, teams of 3-4 can work short shifts of 1-2 hours each. Depending on local circumstances and availabilities of space a 4-5 hour event is long enough. Everyone should wear an organization ID name tag and dress conservatively. It is undesirable to draw unwarranted attention to yourself.**
- 2. Prepare issue(s) handouts which first and foremost explain what it is specifically (trained and credentialed) opticians do in the eyecare delivery system. Additionally the handout which should be no more than 1 page, be graphically colorful, should identify the organization in a brief history, and most importantly specify what position on the issue(s) the organization is in support of.**
- 3. Specifically have a team leader(s) known to all before the event.**
- 4. Limit services (and embarrassment) to eyeglass cleaning and MINOR adjustments. PERIOD. Free handouts like eyeglass cleaner, cloths and cases are always popular. Find a sponsor to provide these items with the organization logo if possible.**
- 5. Pre-arrange and confirm with proper authorities the availability of support equipment i.e., tables and skirtings plus access to power for salt pans, ultrasonic cleaners, etc. Prepare organization banners to be positioned for visibility.**
- 6. Be pleasant and smile. Answer questions if asked, but avoid being too long winded. Avoid political statements and negative comments, because you may not actually *know who* you are talking to. Take pictures, they can be used in newsletters, etc.**

## **Tips on working/pursuing legislation**

- 1. Legislation is the art of the compromise. Learn the difference between a good fight and a lost cause, to avoid wasting valuable political capital.**
- 2. Learn who your key legislators and sponsors are. Learn the legislative cycles and calendars. To use a sports metaphor; poor time management can cause the clock to run out on you. This is a factor even with good time management.**
- 3. Learn the legislative process from beginning to end. Determine if possible, what committees your bill (legislation) will go through. Political support is always desirable to a legislator, however, financial support should be approached with deliberation.**
- 4. Support of a bill in the form of letter, phone calls, and emails is absolutely critical for a bills chance to be passed. Typically 15-20 or more calls on a bill is seismic shift on the legislative landscape. If you don't want to work for your bill, what message does that send to your sponsoring legislator????**
- 5. Use professional help in the form of a dedicated lobbyist and/or regulatory attorney. Passing legislation is a hardball affair. It cannot be approached with the attitude of conducting a Saturday morning garage sale.**
- 6. Make every effort to determine who the opposition is and what they are capable of doing to derail your bill. In other words, you need to know who has a dog in this fight!**

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