

Advocacy

ad·vo·ca·cy

Noun

Public support for or recommendation of a particular cause or policy.



Advocacy

From Wikipedia, the free encyclopedia

Advocacy is an activity by an individual or **group** which aims to influence **decisions** within political, economic, and social systems and institutions.

Public Affairs

is a specialized part of public relations that builds and maintains governmental and local community relations in order to influence public policy.

- Scott Cutlip, “Effective Public Relations”

Issue Management

is the proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect organizations' relationships with their publics

- Scott Cutlip, "Effective Public Relations"

Example:

2013 – Proposed sales tax expansion

- Governor's biennial budget proposes an expansion of the state sales tax to professional services
- Such an expansion would have negatively affected many businesses and industries across Ohio



Coalition data

In 2016, the industries represented by Coalition members collectively had an estimated 1.1 million jobs at 77,000 establishments, with a total payroll of nearly \$46.5 billion.

Forming a coalition – 2013 sales tax expansion

- Began with core group of industry advocates (lawyers, accountants, etc.)
- ACEC joined the coalition in 2015.



Coalition actions

- Conducted a study
- Developed a coordinated message
- Launched series of meetings with key legislators
- Issued public statements





- Ohio Association of Broadcasters
- Ohio Automobile Dealers Association
- Ohio Society of CPAs
- Ohio State Bar Association
- Ohio Trucking Association
- Ohio Association of Realtors
- Ohio Insurance Institute
- Nationwide Insurance
- Ohio Association for Justice
- AIA Ohio – a Component of the American Institute of Architects
- American Council of Engineering Companies–Ohio
- American Society of Travel Agents
- Associated General Contractors of Ohio
- Cox Automotive
- Delphi
- General Motors
- International Interior Design Association
- Motion Picture Association of America
- Ohio Association of Movers
- Ohio Cable Telecommunications Association
- Ohio Contractors Association
- Ohio Council of Retail Merchants
- Ohio Lobbying Association
- Ohio News Media Association
- Ohio Parking Association
- Ohio Petroleum Marketers & Convenience Store Association
- Ohio Veterinary Medical Association
- Outdoor Advertising Association of Ohio
- Travel Technology Association

May 16, 2017

The Honorable Scott Oelslager
Chairman, Senate Finance Committee
Senate Building
1 Capitol Square, 1st Floor
Columbus, OH 43215

Dear Chairman Oelslager:

Formed in 2013, the Ohio Service Industry Coalition includes businesses, trade associations, and professional organizations in industries having a profound impact on the daily economic lives of Ohioans.

Since the time of the executive budget proposal’s unveiling in January, our Coalition has grown and now includes more than twenty-five organizations representing many different industries all across the state.

In 2016, the industries represented by Coalition members collectively had an estimated 1.1 million jobs at 77,000 establishments, with a total payroll of nearly \$46.5 billion.

We are writing to encourage you and your Senate colleagues to support the House’s decision to remove the harmful sales tax rate increase and expansion to services included in HB 49, as introduced.

Our Coalition opposes raising the state sales tax rate and extending state and local sales taxes to services not already taxed under Ohio law. Higher sales tax rates and new taxes on targeted services will slow sales, hurt the state’s competitiveness, and raise costs for individual and business consumers.

We appreciate the opportunity to share with you our concerns, and we look forward to working with you and the other members of the General Assembly to make Ohio a more business-friendly state.

Sincerely,

The Ohio Service Industry Coalition

cc: President Obhof
All Members of the Ohio Senate

Example:

2015 – Marijuana legalization on the ballot

- Group of wealthy investors proposes a constitutional amendment to legalize recreational and medical marijuana, giving themselves the exclusive right to grow, cultivate, and sell to retailers.
- Opposition coalition began as very small group of concerned individuals, eventually growing to include over 130 organizations in the areas of healthcare, education, business, labor, faith and law enforcement.



Man accused of putting camera in locker room

Colonel Glenn project moves forward

VA gardens remake to aid disabled veterans

Extended forecast: Today 74/52, Party cloudy. Thursday 73/57, Friday 70/60, Saturday 54/44. Radio: Continuous updates on 95.7-FM and AM-1290. Live radar at WHIO.com.

Full forecast by Eric Ehwelt: C6

Dayton Daily News Complete. In-Depth. Dependable. Wednesday, November 4, 2015 NEWS AND IN-DEPTH COVERAGE ON myDaytonDailyNews.com \$1.50

Today's bonus: Food Extra. Learn the science behind three home-cooked classics. Get the recipes in today's Food Extra. Free for Dayton Daily News subscribers at DaytonDailyNews.com/todaypaper.



IN THE NEWS

Scraps of evidence from Russian plane crash emerging. Scraps of suggestive but inconclusive evidence surfaced Tuesday in the fourth day of a tense investigation into the Russian plane that fell over Egypt's Sinai Peninsula on Saturday. A3

NATION & WORLD Obama plans Keystone decision. President Barack Obama plans to decide whether to approve the Keystone XL pipeline before he leaves office. A2

BUSINESS Cheddar's cafe to open in Centerville. Cheddar's Casual Cafe will open its first Dayton-area location next year in the Cornerstone of Centerville. A12

LOCAL & STATE City puts financial data online. A new online tool allows the public to view detailed data about the city of Dayton's spending habits and revenue sources. B1

Digital bonus: History Extra. In 12 months, Ohio voters will play a key role in the 2016 presidential election. See pictures of past presidential candidates visiting the Miami Valley in our

ELECTION CENTRAL

NO-HIGH-O



Columbus political consultant Curt Steiner reacts at the Ohio Chamber of Commerce after Issue 3 to legalize pot was rejected, despite a major campaign by proponents. BARBARA PERENC/COLUMBUS DISPATCH

Area election highlights

2 in tight Dayton commission race. Chris Shaw appears to have edged Darryl Fairchild for a Dayton City Commission seat by less than 1 percent, unless provisional ballots flip the result. Matt Joseph won re-election Tuesday to a fourth term on the commission. A6

Mixed bag in Huber Heights Council. Huber Heights Council challengers Glenn Otto and Richard Shaw unseated incumbent council members, and Councilman Edward Lyons held his seat. Challenger Janell Smith had a slight lead over Councilwoman Karen Kaleps. A6



Chris Shaw and Darryl Fairchild ran for Dayton City Commission.

State issue 1 wins big. Ohioans voted for a plan to change the way State Senate and House seats are drawn. A7

Miamisburg mayor wins 7th term. Miamisburg Mayor Dick Church Jr. defeated City Councilwoman Sarah Clark in her bid to be the first woman selected to the post. A8

SINCLAIR LEVY Sinclair wins 1-mill tax levy

Funds will allow it to boost training in in-demand fields.

By Lance Lambert Staff Writer

Sinclair Community College's new 1-mill property tax levy was approved Tuesday by Montgomery County voters.

In unofficial final results, Issue 3 won 54 percent of the vote. The results were cheered by more than 50 supporters who enjoyed drinks and finger food at a support party Tuesday night in Sinclair's Building 12 in downtown Dayton.

"This is further evidence that Sinclair

Sinclair continued on A9

About the levy. Cost: \$35 for the owner of a \$100,000 home. Vote: 54% for, 46% against.

Ohio voters overwhelmingly reject pot issue

By Laura A. Bischoff Columbus Bureau

COLUMBUS — In a major push back against big money interests, Ohio voters rejected an investor-backed proposal to legalize marijuana and approved a plan to inoculate the state constitution against future attempts to install business monopolies, according to unofficial results. Issue 3 was defeated in a stunning landslide 65 percent to 35 percent with more than 83 percent of the precincts reporting. Backers of Issue 3 threw more than

Marjuana continued on A7

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Find the latest results for every local and state issue, see more photos and have your say on our website, myDaytonDailyNews.com, our "Ohio Politics" Facebook page and on Twitter at @Ohio_Politics.





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