

WASHINGTON, DC INSIDERS SURVEY

Conducted by the Prime Group

November 18, 2015

©Rasky Baerlein™



Digital Media Remains Poised to Change Washington's Advocacy Industry

Traditional Advocacy Vital but Non Traditional Tools such as Digital Media to See Growth in 2016 Public Affairs Budgets

WASHINGTON, DC – November 18, 2015 – Washington Insiders believe that traditional government relations continues to be the most effective means of achieving advocacy objectives, but the increased use of digital grassroots and grasstops will be the single most important change in how organizations seek to influence public policy in 2016, according to an inaugural survey released today by Rasky Baerlein. The survey of 201 Washington Insiders was conducted by the Prime Group from Sept. 28 – Oct. 5, 2015 and designed to gauge the relative importance of current and anticipated Washington public affairs spending.

“Successful Washington advocacy today must be nimble and utilize multiple components,” said Larry Rasky, chairman and CEO of Rasky Baerlein. “Experienced public affairs practitioners understand that you need to have more than one club in the bag.”

“The survey’s findings are further proof that Washington is adapting to an ever changing environment,” said Greg Schneiders, Founder and CEO, Prime Group. “Affecting specific policies is still the main goal of most influence efforts but building reputation is also a significant interest.”

Among the key findings:

- Insiders expect the largest growth next year, as a percentage of their advocacy budgets, to be in the digital grassroots and grasstops sector. Fifty-eight percent (58%) expect that category to grow, including twenty-one percent (21%) who expect it to grow “rapidly.”
- Social and digital media will generate the most important changes and trends over the next five years in how organizations attempt to influence public policy decisions in Washington, Insiders said.
- Nearly two-thirds, sixty-three percent (63%), expect their organization’s spending on direct government relations of Congress and the executive branch to stay about the same in 2016, while thirty-four percent (34%) expect it to grow as a percentage of their overall advocacy expenditures.
- Traditional government relations is still the most cost-effective way to impact public policymaking at the federal level, according to sixty-six percent (66%) of respondents.
- Organizations this year will spend forty-eight percent (48%) of their advocacy budgets on direct government relations on Capitol Hill and with executive branch officials. That’s more than twice as much as public and media relations, which was the second largest spending sector at twenty percent (20%). Traditional and digital grassroots and grasstops spending was fifteen percent (15%) of advocacy budgets.

About Rasky Baerlein Strategic Communications

Rasky Baerlein Strategic Communications is a nationally recognized communications and public affairs firm with more than two decades of experience providing exceptional client service to organizations that operate at the intersection of business, public policy and media. With offices in Washington, D.C. and Boston, the firm offers a comprehensive range of services, including public affairs, government relations, public relations, corporate & marketing communications, reputation management, international representation, digital public affairs, ballot campaign management, media & presentation training and public sector business development. The firm represents a broad range of businesses, nonprofit organizations and trade associations. For more information, please visit rasky.com.

###

DC Insider Research

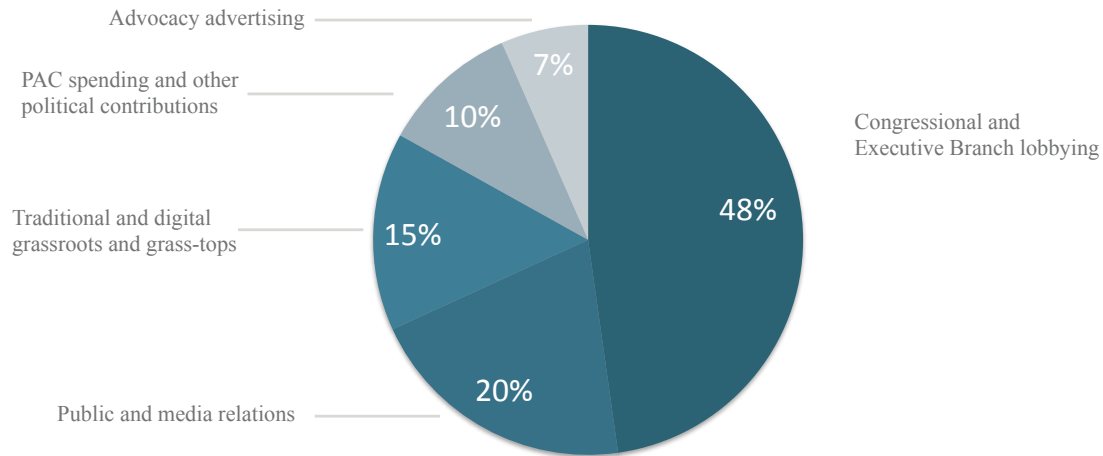
Methodology

- Online survey conducted among Washington, DC Insiders (n=201)
- Washington Insiders are lawyers, lobbyists, association executives, academics, and think tank experts involved in politics and public policy who serve as proxies for current policy makers.
- Survey fielded from September 28 – October 5, 2015

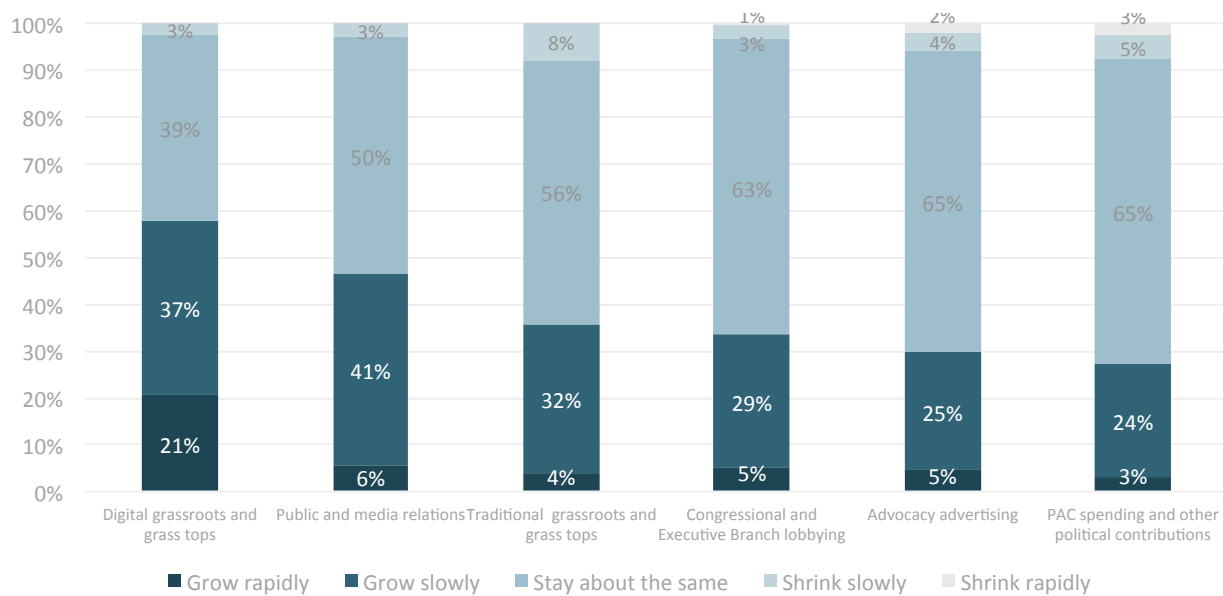
Advocacy Spending

Thinking about the amount of money your organization will spend this year to affect public policymaking at the federal level, how would you say that money is allocated?

Please use the following grid to assign an approximate percentage of the total spending to each listed category. The total of the allocations must add to 100%. (Average % for each category)

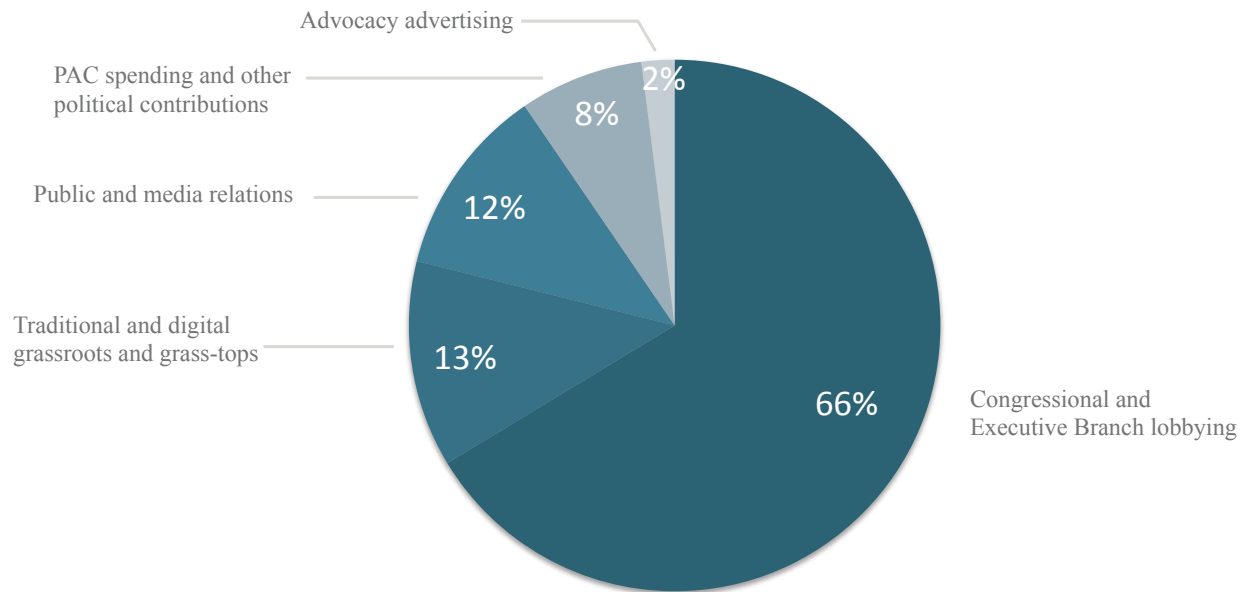


Advocacy Spending



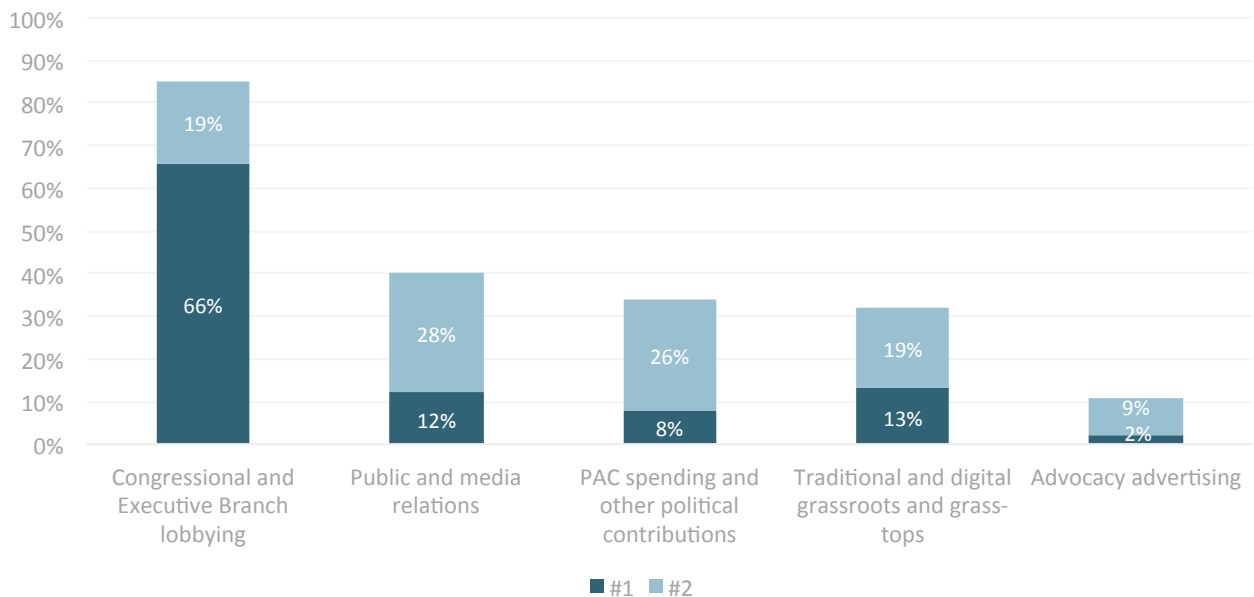
Ranking Advocacy Areas

Thinking about your organization's efforts to affect public policymaking at the federal level, please rank the following in terms of their cost benefit ("bang for the buck") by placing a "1" next to the best, a "2" next to the second best and so on. (% ranking #1)



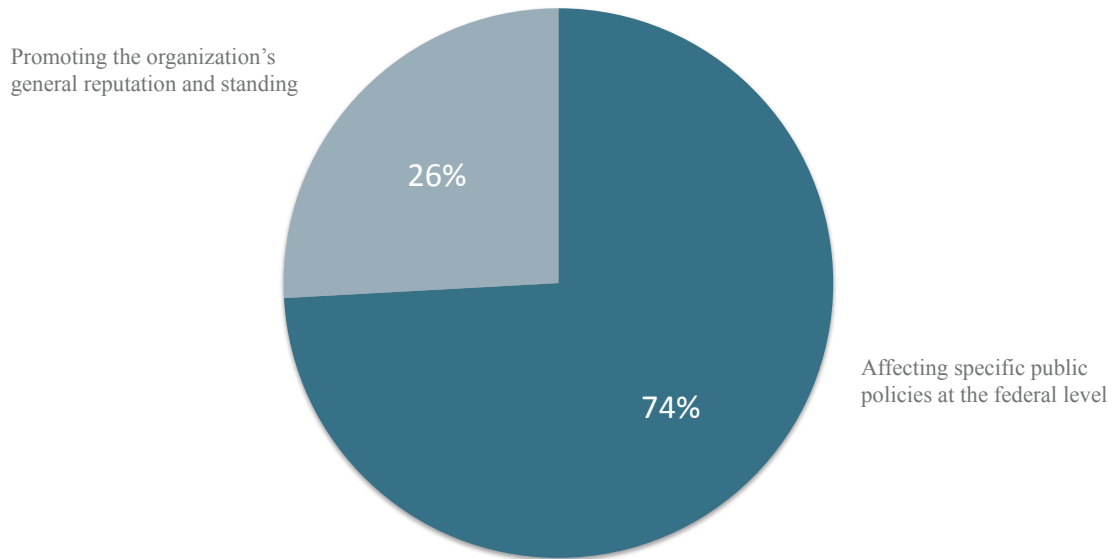
Ranking Advocacy Areas

Thinking about your organization's efforts to affect public policymaking at the federal level, please rank the following in terms of their cost benefit ("bang for the buck") by placing a "1" next to the best, a "2" next to the second best and so on. (% ranking #1 or #2)



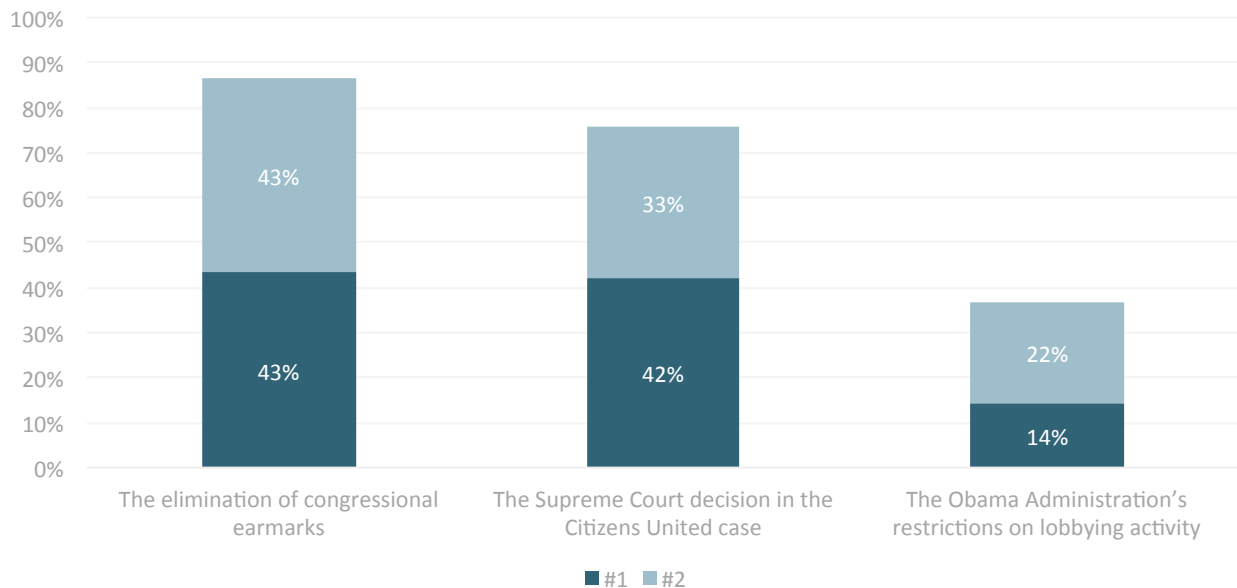
Reputation versus Specific Policy Goals

In general, does your organization focus more resources on promoting the organization's general reputation and standing or affecting specific public policies at the federal level?



Ranking Advocacy Areas

Which of the following do you think has had the biggest impact on the business of affecting public policymaking at the federal level? And which do you think has had the second biggest impact?



About Rasky Baerlein Strategic Communications

Rasky Baerlein Strategic Communications is a nationally recognized communications and public affairs firm with more than two decades of experience providing exceptional client service to organizations that operate at the intersection of business, public policy and media. With offices in Washington, DC and Boston, the firm offers a comprehensive range of services, including public affairs, government relations, public relations, corporate & marketing communications, reputation management, international representation, digital public affairs, ballot campaign management, media & presentation training and public sector business development. The firm represents a broad range of businesses, nonprofit organizations and trade associations. For more information, please visit rasky.com.

About Prime Group

Prime Group is a branding and marketing consultancy that helps companies and non-profits understand how to prosper in a competitive environment. This insight is used to create and re-position brands, enter new markets and defend existing ones. With each client, we follow our proven PRIME process — pre-search, research, insight, messaging, and evaluation — a discipline we developed to insure that every project is thorough, efficient, cost-effective, and delivers the promised results. Prime Group was founded in 2002 by Greg Schneiders, who has extensive experience in research, marketing, communications, politics, and public affairs. We believe that delivering great and well-executed strategies requires a thorough understanding of our client, their market environment, where they are today, where they want to go, and how to get there.

For more information about Rasky Baerlein Strategic Communications, contact Larry Rasky at lrasky@rasky.com.
To learn more about the Prime Group, contact Greg Schneiders at greg@primegroupllc.com.

WASHINGTON, DC INSIDERS SURVEY

Conducted by the Prime Group

November 18, 2015

©Rasky Baerlein™

