

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





Serving Your Needs.
Supporting Our Economy.

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.



LOCAL B1

Man accused of putting camera in locker room

LOCAL B1

Colonel Glenn project moves forward

LOCAL B1

VA gardens remake to aid disabled veterans

STORMCENTER

Today 74/52
Party cloudy.
Full forecast by Eric Elwell: C6

Extended forecast

Thursday 73/57
Friday 70/60
Saturday 54/44
Radio: Continuous updates on 95.7-FM and AM-1290. Live radar at WHIO.com.

Dayton Daily News

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Wednesday, November 4, 2015

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\$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/todayspaper.



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 Clarkin her bid to be the first woman elected 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 13 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

Marijuana 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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