

Winning the Argument Over Paycheck Protection

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Introduction

- Paycheck Protection is legislation aimed at protecting workers' First Amendment rights.
- Power is shifted from union officials to union workers.
- Consequently, union officials will fight a Paycheck Protection bill with incredible vehemence.
- "Being right, in the sense of being correct, is not enough."
- Winning requires using proven communications techniques.

Agenda

- What are we for?
- What are they for?
- What will they say about us?
- What will they say about themselves?
- Framing the issue.
- The Four Elements of a Winning Message
- Personalize, Humanize, Dramatize

Strategy Box

<u>Us/Us</u>	<u>Us/Them</u>
<u>Them/Us</u>	<u>Them/Them</u>

What are we for? (Us/Us)

- Pro-worker: Workers' free speech rights should be protected.
- The state should see that workers' free speech rights are protected.
- No one should be forced to give up their rights just because they take a job or join a union.
- Current system is unfair. We support fairness.

What are they for? (Us/Them)

- Workers should pay up and shut up.
- Take workers' dues for collective bargaining, funnel into political campaigns.
- Use forced dues for an agenda workers don't support.
- Don't want to pay up? Get out.
- Don't agree with the union on politics? Give up your right to vote on contracts, strikes.
- Anti-choice; afraid to give workers a choice.

What will they say about us?

- Trying to silence workers, “working families.”
- Anti-worker.
- Out of state interests.
- Will hurt charities.
- Unnecessary.
- Unconstitutional.
- Unfair, doesn't apply to corporations and shareholders.
- Extremists.
- Anti-public education.

What will they say about themselves?

- Looking out for the little guy.
- Protecting workers against greedy corporate interests.
- Fighting for better public schools.
- Fighting for better pay and benefits.

Framing the Issue

1. Keep "above the line."
 - "That's not the issue."
2. Evidence/Action/Benefit.

Four Elements of a Winning Political Message

■ $M = EC^3$

Message =

Emotion

Contrast

Connection

Credible

Applying $M=EC^3$ to Paycheck Protection

- **Emotion**

Fairness. "It's unfair, and morally wrong, to force workers to fund a political agenda they disagree with"

- **Contrast**

We want workers to have the choice of whether to fund their union's political agenda. "They" don't want their own members to have the choice.

- **Connection**

YOU shouldn't have to fund somebody else's politics because of your job.

- **Credible**

Use constituent examples.

Evidence/Action/Benefit

- Three factors you need to communicate while you have your audience's attention.
- Evidence. Cite a credible, specific example of the problem you are trying to fix.
- Action. Describe specifically the remedy you are proposing to correct the problem.
- Benefit. Describe the benefits people will enjoy as a result of your proposal.

Evidence/Action/Benefit

- Evidence. "I have a low-income constituent in my district who owns a gun, and he's being forced to fund his union's campaign to elect candidates who support more gun control. If he quits the union, he loses his right to vote on his own contract..."
- Action. "...We need a strong paycheck protection bill that constitutionally protects workers' free speech rights..."
- Benefit. "...My paycheck protection bill will allow our constituents to keep their right to vote on their own contract, things that affect their employment, and not fund their union's, or employer's, political campaigns without permission."

Personalize, Humanize, Dramatize

- PHD
- Use personal, specific examples of real people in real situations to humanize your message.
- Tell the story dramatically, for emphasis.
- "Victims."

Summary

- Stay above the line. Always speak on your terms. Do not let the opposition pull you below the line.
- Your message should always have an emotional dimension, be credible (using examples), contrast to your opponent's message, and connect to people's daily lives. ($M=EC^3$)
- While you have people's attention, get across Evidence, Action, and Benefit.
- Personalize your story with real-life examples. (PHD)