

Developing the Message

- Know Your Audience
- Everything is Political
- The Flavor of the Day Issues
- Keep it Simple
- Have a Plan
- Everything is Local

APTA Marketing & Communications Workshop

Telling Our Story: The Business Case for Authorization



Keys to Success

- Transit is Non Partisan
- Pick Your Champions
- Target Your Audience
- Get the Right Help
- It Takes Money
- All Politics Is Local
- Be Bold

Working with the Business Community

- Contributions Matter
- Messages Can be Different
- Personal Relationships Count
- Business Members Want to Help
- Rules Are Different