

## ***Issues Management***

### **Citizens for a Sound Economy**

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**Challenge:** To generate media coverage in targeted states about the negative economic impact of a major tax bill being debated by the U.S. Congress, and to encourage citizens to contact members of the state's congressional delegation.

**Target:** Wisconsin citizens, local media and state legislators.

**Solution:** Citizens for a Sound Economy, a national non-partisan group of businesses and individuals, wanted to conduct a public opinion poll in Wisconsin and publicize the results to motivate citizens to influence pending tax legislation. Coordinating with the organization's national headquarters, Bottom Line initiated a statewide telephone survey, prepared an analysis of the results and produced summary materials for the news media. We also staged a news conference to highlight the survey's findings of probable job losses from the proposed tax bill. Our team of professionals also secured live interviews for the group's national spokesperson.

**Outcome:** The local daily morning newspaper carried a front page article on the survey results and included the group's call for citizens to contact their elected officials. The organization's spokesperson also appeared on two, top-rated local radio talk show hosts. A mailing of the survey materials to the editorial boards of the state's daily and weekly newspapers resulted in scores of articles, editorials and columns opposing the tax bill.