

State Legislation



Problem

A Virginia state lawmaker introduced problematic legislation that would have raised costs for businesses and consumers, and attempted to move the bill in an eleventh-hour push before the legislature adjourned.

Solution

Given only a three-week timeline, Locust Street recruited influential members of Virginia business and consumer groups, creating a broad echo chamber in opposition to the burdensome legislation. Our campaign engaged state and local media contacts, including: pitching editorial board tours with the Richmond Times-Dispatch, Virginian Pilot, and Daily Press; pitching conservative talk radio shows in Richmond, Roanoke, Virginia Beach, and Winchester; and pitching daily news stories to the state capitol press beat.

Locust Street also shopped op-eds to business allies and legislative leaders throughout the state, and directed all grassroots and third party outreach to members of the Virginia House Commerce and Labor Committee, where the bill was under consideration.



Metrics



The legislation died upon consideration in committee, following several “wins” facilitated by our campaign:


Recruited
Influencers

Recruited and activated third party consumer and business groups, including **The Virginia State Chamber of Commerce** – which distributed an influential “Capitol Briefing” action alert to its statewide membership expressing opposition to the bill and asking members to contact their legislators.


Facilitated
Media Coverage

Facilitated morning show segment on the influential radio program **The John Fredericks Show** – which aired in Richmond, Hampton Roads, Roanoke, and Northern Virginia. During the program, the host – armed with talking points from our campaign – grilled the Virginia lawmaker who sponsored the bill, asking pointed questions about the logic and impact of such misguided legislation.


Pitched
Press

Pitched and secured a favorable Sunday column in **The Richmond Times-Dispatch** one week before the legislation was heard before committee.


Secured
Interviews

Secured multiple interviews at State Capitol during key legislative hearing to ensure that key campaign messages shaped resulting news coverage.

Selected Press

