



STANDING
THE TEST OF TIME

AMERICAN CABLE ASSOCIATION'S

Summit 25

MARCH 20-22, 2018 | WASHINGTON, D.C.

Join Us to Celebrate Our 25th Anniversary

Lobbying Fact or Fiction?

The countdown to ACA's 25th Anniversary Summit has begun, and we need you to join independent cable's collective voice on Capitol Hill and at the FCC. You've made important investments in your businesses, and the Summit is the ideal time to share your achievements, as well as your concerns, with policymakers. Several members have inquired about the lobbying process, and that's why we've created an overview for you. Take a look below, then [register to attend](#) the Summit. You can rest assured that ACA's staff will be with you during each step of the lobbying process!

MYTH: Lobbying is best left to those who are experienced at it.

FACT: Elected officials need to know the concerns and challenges facing independent cable, and there is no one better qualified to talk about your business than you! Your role is part education and part advocacy. All you need to do is speak openly and honestly about the issues impacting your business.

Plus, **ACA's staff takes extra care of first-time attendees.** We will schedule your appointments on Capitol Hill, provide talking points and hand-out materials, conduct a lobbying briefing session to walk you through the process and pair you with an experienced mentor to make the Summit a worry-free experience for first-timers.

MYTH: The regulatory issues are too complicated to discuss with a policymaker.

FACT: Many policymakers and their staff members are in tune with the issues in your marketplace. They have been hearing from consumers, broadcasters and others, and ACA's Summit is an ideal opportunity to share your side of the story.

ACA will provide you with key talking points enabling you to clearly and concisely present an overview of the issues and answer questions. And remember: you will not be solo on your appointments. We'll ensure you're paired with an experienced operator or member of ACA staff who will be there to tackle any tough questions.

MYTH: I can't afford to take three to four days away from the office to be in D.C.

FACT: According to SNL Kagan and Nielsen, retransmissions consent fees rose about 30 times over the last decade, while network primetime audiences fell by more than 50%. Consumers and independent cable operators cannot afford for this trend to continue. By meeting with policymakers on Capitol Hill, you can explain the harm caused by the outdated 1992 Cable Act and advocate for change. Imagine the impact of looking policymakers in the eye and sharing how outdated regulations are negatively impacting your company and consumers.

MYTH: The time I spend lobbying will not make a difference.

FACT: While the average appointment lasts just 20 minutes, the impact can be long-lasting. By meeting face-to-face with policymakers, you personalize independent cable's call for reform. Last year, Summit attendees logged 165 meetings on Capitol Hill. Our collective efforts truly have a powerful effect on ACA's advocacy efforts!

ACA's #Summit25 will be a celebration of our members, our association and our industry, and we want you to be a part of it! Please register at

www.ACASummit.org



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