



Applying Data Driven Insights to Public Affairs Strategy

NOVEMBER 2023



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Subject Matter+Kivvit, Together

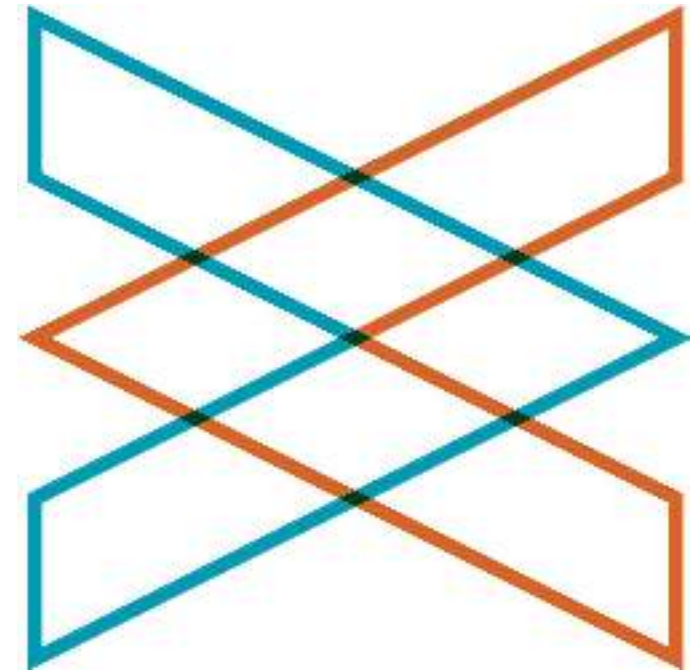
Subject Matter and Kivvit have long been your strategic partners, helping to shape narratives, launch brands, engage audiences, or drive policy outcomes.

Our teams merge diverse skill sets, delivering unexpected solutions that break through a complicated communications landscape.

What makes this special is the combination of **Subject Matter's creative advocacy and Kivvit's data-driven strategic communications**, providing you with the highest level of problem solving, creative campaigns, strategic counsel, and smart, customized policy advocacy.

As one of the largest independent agencies, we offer the attention you expect of a boutique firm with the resources of a national agency.

We are here for what is now, and what is next.



Capabilities & Services – Quorum Edition

📍 There is a role for Quorum throughout SM+K capabilities, especially during research and strategy development phases:

ANALYZE

- Audience & Stakeholder Insights 📍
- Data Analytics 📍
- Policy Analysis 📍
- Media Intelligence 📍
- Brand Health & Measurement
- Market Research
- Risk Assessment 📍
- Message & Creative Testing

CREATE

- Advertising
- Branding & Design
- Content
- Websites & Technology
- Video Production
- Activations



ADVISE

- Policy & Issue Strategy 📍
- Campaign Strategy & Planning 📍
- Executive Positioning & Counsel
- Thought Leadership
- Stakeholder Engagement 📍
- Government Relations 📍
- Corporate Social Responsibility 📍

ENGAGE

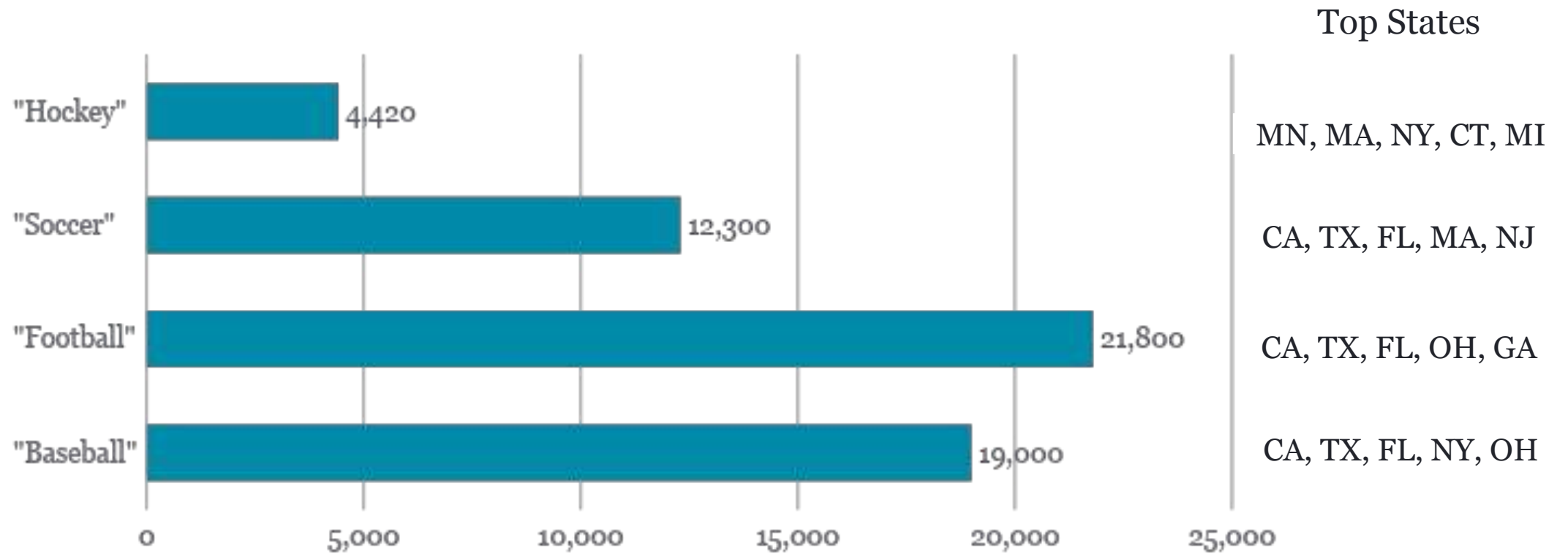
- Strategic Communications 📍
- Media Relations 📍
- Crisis Management
- Reputation Management
- Digital Strategy
- Coalition Building 📍



What Are Electeds Talking About?

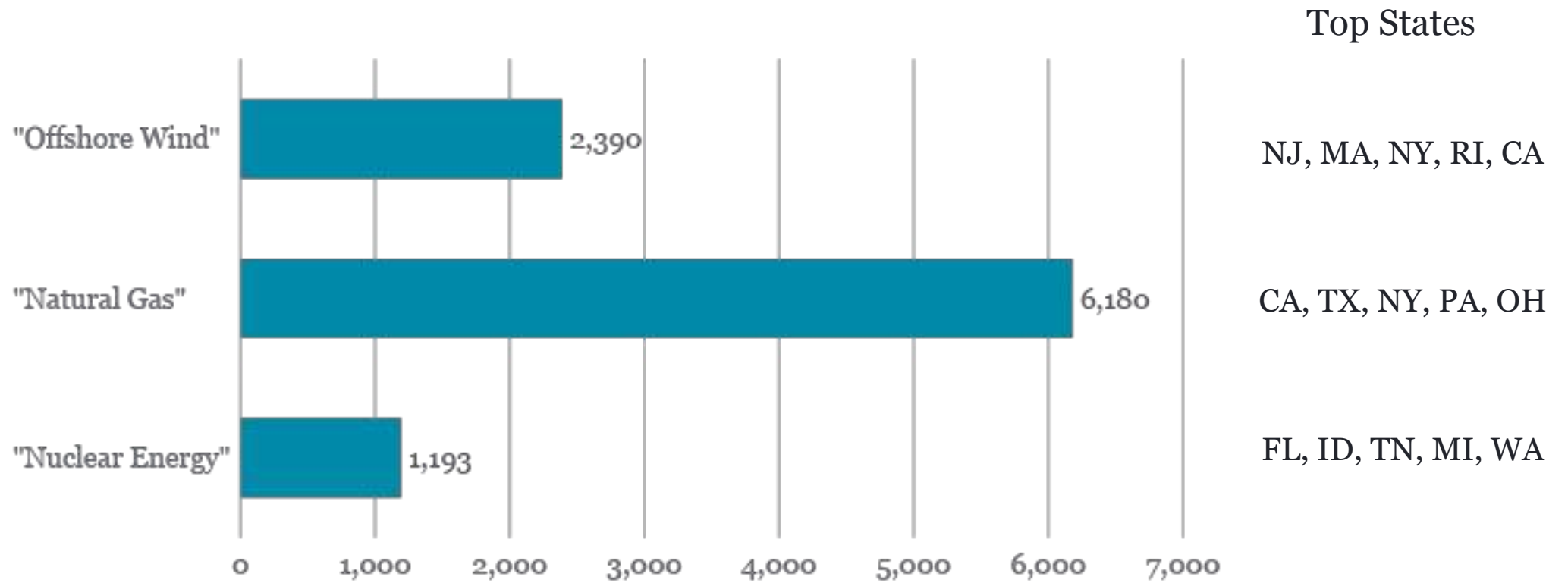
Analyze – What are Electeds Talking About?

- Mentions have to make sense by geography and context:



Analyze – What are Electeds Talking About?

- Mentions are barometers for elected official engagement, need to evaluate for sentiment.

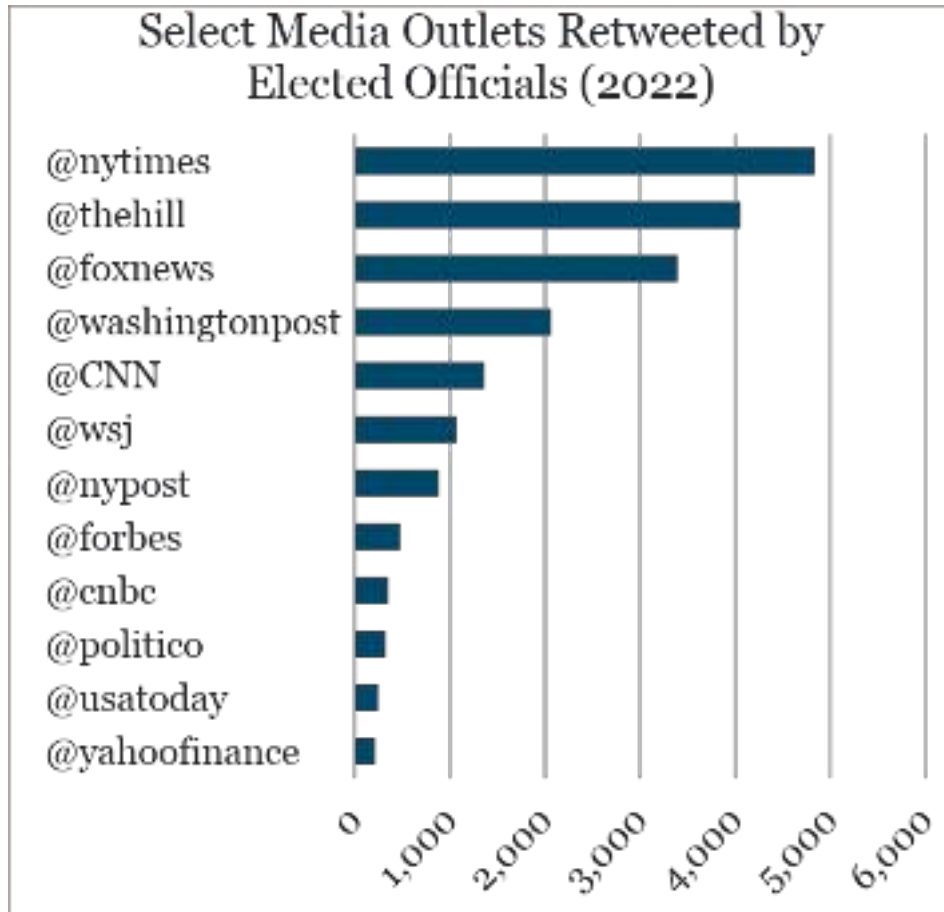




What Media Outlets Are Relevant?

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- Understanding what outlets Elected officials pay attention to, can guide media engagement and advertising strategy:



North Carolina Policy Watch was retweeted 84 times and the lead reporter 103 times.



The Sacramento Bee was retweeted 175 times.



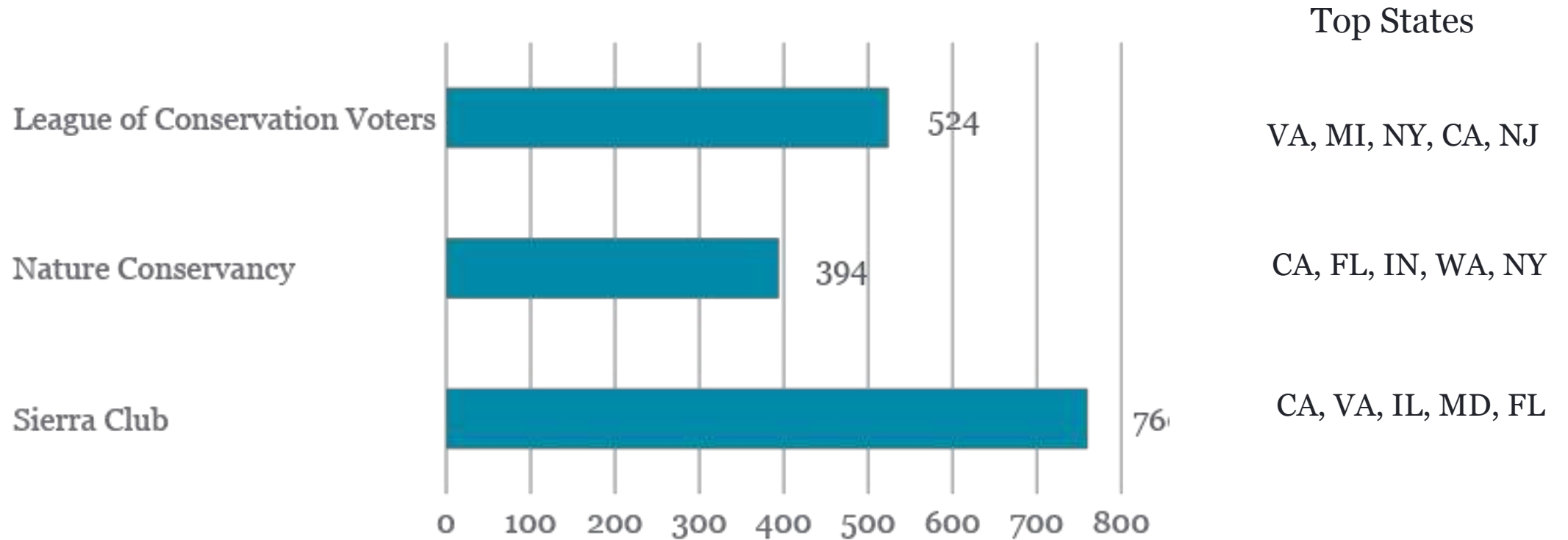
Florida Politics was retweeted 1,045 times.



What Stakeholder Groups Get Attention?

What Stakeholder Groups are Getting Attention?

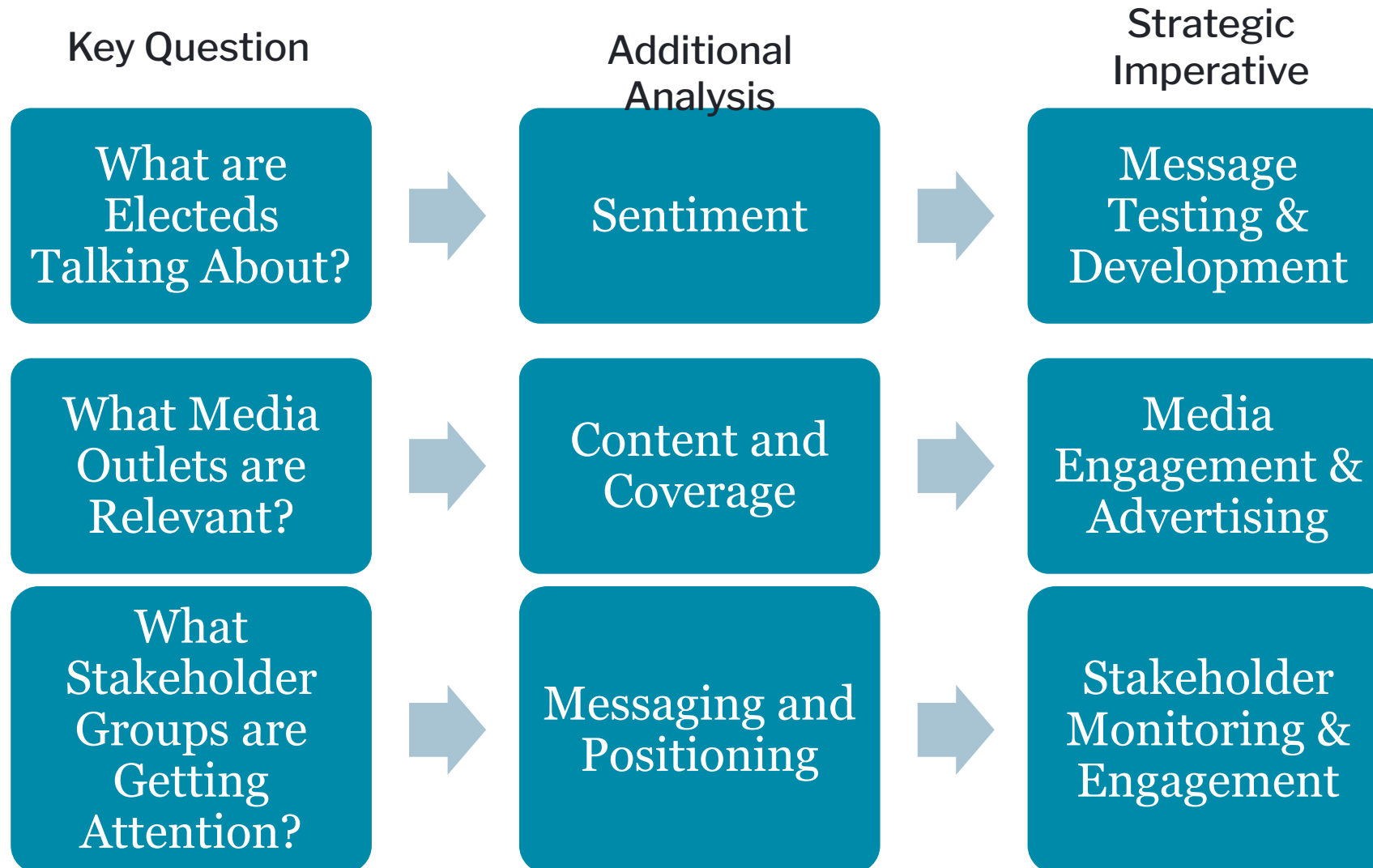
- Like media, curated lists of stakeholder groups can be checked for their relevance with elected officials:





Data-Driven Public Affairs Strategy

Strategy Development





Use Cases

Use Case: Custom Data - Most Vocal Elected Officials Who Represent Company Facilities

Identified were federal, state, and local policymakers who represent Company facilities that have been the most vocal about EJ in 2023 to date.

- The most vocal elected officials in districts with Company facilities tend to be Democrats at the federal level who emphasize support for EJ.
- Representatives who have expressed opposition to EJ are highlighted in red.

| | ELECTED OFFICIAL | MENTIONS OF EJ | STATE | # OF FACILITIES | PARTY | EJ STANCE |
|----|--------------------------------|----------------|-------|-----------------|------------|---------------|
| 1 | Sen. Tammy Duckworth | 35 | IL | 1 | Democrat | In support |
| 2 | Sen. Cory Booker | 21 | NJ | 1 | Democrat | In support |
| 3 | Sen. Alex Padilla | 15 | CA | 5 | Democrat | In support |
| 4 | Rep. Frank Pallone | 11 | NJ | 1 | Democrat | In support |
| 5 | Rep. Melanie Stansbury | 11 | NM | 1 | Democrat | In support |
| 6 | Governor Gavin Newsom | 9 | CA | 5 | Democrat | In support |
| 7 | Sen. Shelley Capito | 8 | WV | 1 | Republican | In opposition |
| 8 | Attorney General Kwame Raoul | 7 | IL | 1 | Democrat | In support |
| 9 | Whip Dick Durbin | 7 | IL | 1 | Democrat | In support |
| 10 | Governor Philip "Phil" Murphy | 6 | NJ | 1 | Democrat | In support |
| 11 | Rep. Cori Bush | 6 | MO | 1 | Democrat | In support |
| 12 | Rep. Robert Garcia | 6 | CA | 1 | Democrat | In support |
| 13 | Sen. Bob Menendez | 5 | NJ | 1 | Democrat | In support |
| 14 | Rep. Troy Carter | 5 | LA | 1 | Democrat | In support |
| 15 | Sen. Marsha Blackburn | 4 | TN | 2 | Republican | In opposition |
| 16 | Sen. Ben Cardin | 4 | MD | 1 | Democrat | In support |
| 17 | Sen. Ted Cruz | 4 | TX | 4 | Republican | In opposition |
| 18 | Leader Chuck Schumer | 4 | NY | 3 | Democrat | In support |
| 19 | Council Member Zeke Cohen | 3 | MD | 1 | Democrat | In support |
| 20 | TN Rep. Justin Pearson | 3 | TN | 1 | Democrat | In support |
| 21 | Governor Jay Inslee | 3 | WA | 1 | Democrat | In support |
| 22 | Attorney General Peter Neronha | 3 | RI | 1 | Democrat | In support |
| 23 | Governor J.B. Pritzker | 3 | IL | 1 | Democrat | In support |
| 24 | Sen. Martin Heinrich | 3 | NM | 1 | Democrat | In support |
| 25 | Sen. Markwayne Mullin | 3 | OK | 1 | Republican | In opposition |

Use Case: Legislative & Media Monitoring

2023 Metrics

- ~14,100 Mentions Evaluated
- 88 legislative and local proposals
- 83 Relevant Articles

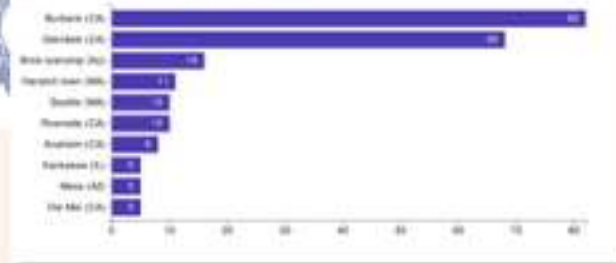
| Legislative Tracker | |
|------------------------------|-----------|
| Engagement Tier | Count |
| One - Ban | 6 |
| Two - Restriction | 4 |
| Three - Deeper Engagement | 2 |
| Four - Relationship Building | 22 |
| Passed or Inactive | <u>54</u> |
| Total In Tracker: | 88 |

50-State Legislative and Local Government Monitoring

Mentions Heat Map Since 2021



State and Local Hotspots



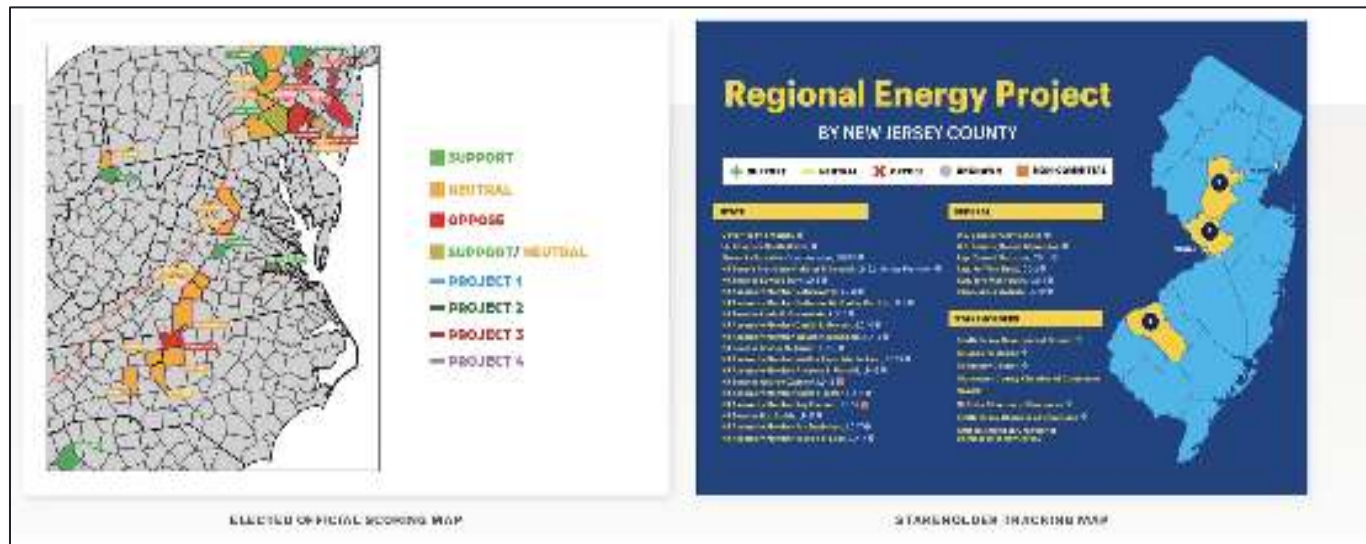
Engagement Model:



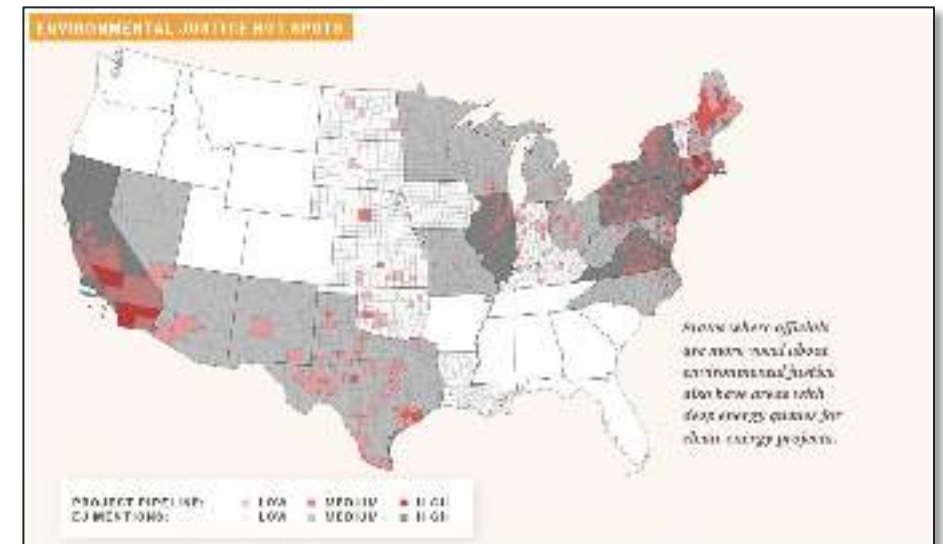
Use Case: Risk Analysis

Clients with projects or facilities in multi-state environments need to keep track of elected officials, stakeholders and the policy environment to conduct expansion planning or understand political operating risk

Elected Officials and Stakeholders



Policy and Regulatory





Key Takeaways

Key Takeaways

- **Quorum is part of our integrated stack of analytics tools** and has a role to play in many aspects of public affairs strategy planning
- **Mention counts are just the beginning.** Mentions need to be evaluated for geography, context, sentiment before moving to the next phase of strategic planning for public affairs campaigns. Look out for outliers as that data could be interesting.
- There are **specific media outlets** that are better at reaching elected officials than others. Mentions/reposts are an indicator of elected official media consumption. Evaluate for earned and paid media opportunities.
- **Identifying elected officials and stakeholder groups** are just a beginning datapoint to a more integrated approach such as monitoring, risk analysis, stakeholder engagement and other more traditional corporate strategies like CSR partnerships.



Thank You. ■

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