

PUBLIC AFFAIRS PLAN

UPDATE

SUBMITTED BY:

FLEISHMAN-HILLARD INC.

JUNE 5, 2002

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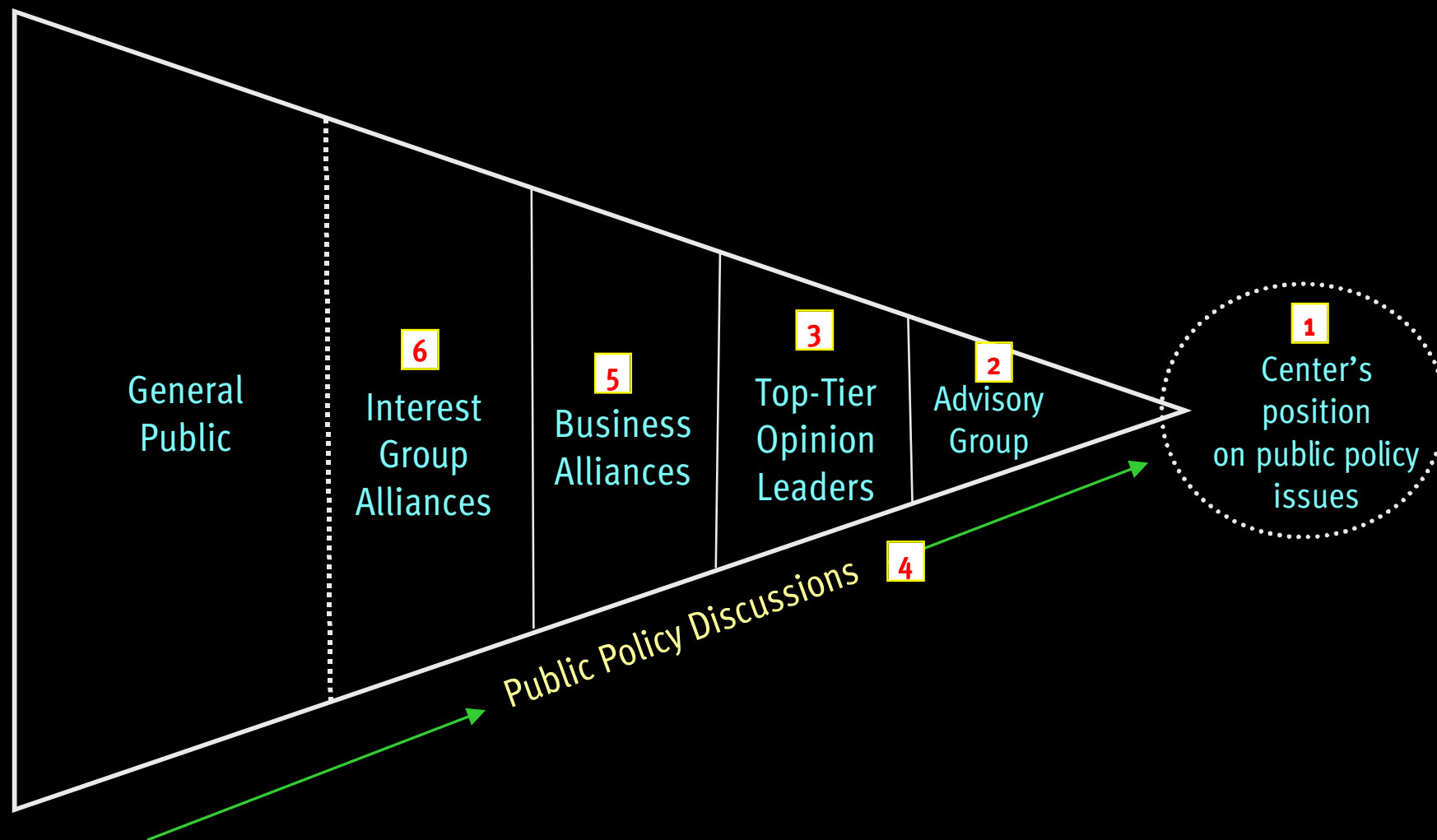


ELEMENTS OF THE PLAN:

- 1 Refine messages, develop material and structure a “campaign”
- 2 Create a Public Policy Advisory Group
- 3 Educate top-tier opinion leaders
- 4 Monitor and participate in public policy discussions
- 5 Widen the sphere of influence through Business Alliances
- 6 Widen the sphere of influence through Interest Group Alliances



ELEMENTS COMPLEMENT AND DRIVE PUBLIC POLICY DISCUSSION



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UPDATE: MESSAGE, MATERIAL & STRUCTURE

1

- ✓ Current message commercial focused

- ✓ Approach...

Auto-ID Center is developing a
standardized platform for a
technology that will...

and we want to tell you about it

- ✓ Produced advocacy packet

- ✓ Created “campaign structure” with point
persons in St. Louis, D.C. and Brussels



UPDATE: PUBLIC POLICY ADVISORY COUNCIL

2

- ✓ In response to Board feedback, expanded scope of Advisory Council role to include public policy issues in relation to use of EPC by companies and governments

Privacy

Security

Law Enforcement

Regulatory Piggybacking

Digital Divide

- ✓ Identified potential members, began outreach
- ✓ Proposed schedule: meet this fall, conversations quarterly or as needed

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PUBLIC POLICY ADVISORY COUNCIL (CONT.)

Criteria for membership:

- Expertise in one or more issue area
- Don't bring to the table a single-issue agenda
- A commitment to help the Center identify areas of policy concern and develop positive responses
- A desire to serve in role that provides a forum for others to participate in policy discussions
- Time and disposition to work in an advisory capacity



PUBLIC POLICY ADVISORY COUNCIL (CONT.)

Examples of potential members:

Elliot Maxwell – Senior Fellow for Digital Economy and
Director of Internet Policy Project at Aspen Institute

- ❖ former Special Advisor to the Secretary for the Digital Economy at the U.S. Dept. of Commerce
- ❖ former Deputy Chief of the Office of Plans & Policy at the U.S. Federal Communications Commission



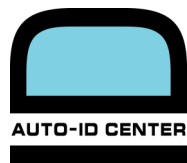
PUBLIC POLICY ADVISORY COUNCIL (CONT.)

Andrew Graham – Master of Balliol and Acting Director of the Oxford Internet Institute, Oxford University

- ❖ world's first "Internet Institute," a multi-disciplinary department researching the internet and its impact on policy and society

Sonia Arrison – Director of the Center for Technology Studies at the Pacific Research Institute

- ❖ author of "Consumer Privacy: A Free Choice Approach"
- ❖ formerly specialized in Canadian-U.S. regulatory and political issues at the Donner Canadian Foundation



PUBLIC POLICY ADVISORY COUNCIL (CONT.)

Additional considerations:

- ✓ Leave open door to create regional subcommittees/councils
- ✓ Receive input from advocacy groups who demonstrate desire to engage in dialogue on Center's work
 - ❖ Georgetown Center on Law & Technology
 - ❖ European Consumers' Union
 - ❖ Global Information Infrastructure Commission
 - ❖ Electronic Freedom Foundation
- ✓ Council/council members offered as third-party experts
 - ❖ Media
 - ❖ Top-Tier Opinion Leaders



UPDATE: EDUCATE TOP-TIER OPINION LEADERS

3

- ✓ Identified universe of U.S. and European top-tier outreach targets (elected and appointed government officials)
- ✓ Began discussions at staff level
- ✓ Successful meeting with Office of Homeland Security Director Tom Ridge



UPDATE: ENGAGE PUBLIC POLICY DISCUSSIONS

4

- ✓ Created legislative tracking/monitoring systems in the U.S. and Europe
- ✓ Assembled team of substantive experts with experience in government who are equipped to quickly analyze the impact of pending proposals (legislative and regulatory)
- ✓ Plan for Japan and China in development



UPDATE: BUSINESS ALLIANCES

5

- ✓ Developed advocacy material and mechanism for tracking outreach
- ✓ Identified universe of 50 organizations and associations as potential top-tier targets
- ✓ Met with EPC Alliance to introduce our plans and develop working relationship



UPDATE: INTEREST GROUP ALLIANCE

6

✓ When we are ready...

Create a more powerful and diverse army of supporters

- ❖ Healthcare advocates
- ❖ Disability Rights advocates
- ❖ Senior advocates



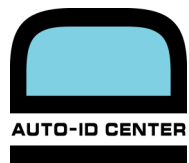
NEXT STEPS

- Move from planning to implementation
- A reminder: very important that public affairs, public relations and technology development/deployment strategies are aligned & complement each other



CAMPAIGN TIMELINE RECAP

- **Q1 2002:** Finalize plan of action, structure campaign
- **Q2 2002:** Finalize concept for Advisory Council, begin Business Alliance outreach, monitor legislation
- **Q3 2002:** Begin top-tier outreach, formalize Business Alliance coalition, develop plan for Japan and China
- **Q4 2002:** Public Policy Advisory Council meeting, mobilize Business Alliance coalition, update top-tier stakeholders
- **Q1 2003:** Only if ready begin Interest Group Alliance outreach, extend reach to state & local groups . . .



QUESTIONS & ANSWERS

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