

case study



Project Information

Public Affairs Campaign

Campaign Coverage

DC

Results

Pending

Project Introduction

The internet service providers at the core of Broadband for America (BFA) have a unique challenge: Despite a responsible and fair-minded decision by the FCC to adjust internet policy to return to the path of booming (and bi-partisan) success for the country from the mid-1990s through the mid-2000s, a faction in Congress was committed to using an obscure legislative tactic to overturn the FCC's recommendation — and to keep BFA's members from having clear guidance for investment ahead. BFA engaged Gunster Strategies to simplify a narratively complicated “process” issue for key constituencies and to position BFA for success with both a critical short-term problem and its long-term strategy.

Gunster Strategies' roadmap for BFA includes multiple tracks: To solve the most immediate and pressing public affairs issues, Gunster Strategies launched a war room with BFA to monitor the campaign from all sides, to help create seamless collaboration between BFA and its many specialized consultants and to provide rapid-response solutions to a context that was changing rapidly. For example, over the course of the campaign, the issue of data privacy from edge provider social networks like Facebook has emerged as the primary internet-related issue for voters and their representatives in Congress; Gunster Strategies was able to lead a shift in strategic and tactical focus in messaging and media management to emphasize data privacy as a core flaw in the opposition's plan to rush through a closed-door tactic that actually undermines privacy.

Gunster Strategies and BFA were able to shift the terms of the national discussion. The outcome of the procedural voting issue remains in flux, but the collaboration helped BFA to untangle a complicated issue for key constituencies and, as external conditions changed, helped BFA to “flip the field” from defense to offense for the short-term issue and BFA's long-term opportunities to succeed.