



Campaign Overview

Dates: Thursday, May 11, 2017 - Tuesday, May 16, 2017

Spokesperson: Ray LaHood, former U.S. Department of Transportation Secretary & Ed Rendell, former Governor of Pennsylvania

Topic: The fifth annual Infrastructure Week (May 15-19, 2017) highlighted the pressing need for more investment in America's infrastructure systems. Former U.S. Secretary of Transportation Ray LaHood and former Pennsylvania Governor Ed Rendell, co-chairs of Building America's Future, a bipartisan group of the nation's top officials, were available for interviews to discuss the need to dedicate more federal funding to help rebuild the country's transportation, water, technology and energy infrastructure systems. Mr. LaHood and Mr. Rendell joined forces to send lawmakers one collective message: It's #TimeToBuild.




Strategy: Lyons PR targeted national radio programs, including both politically conservative and progressive, as well as shows focused on business and the economy.

Results: In all, Lyons PR's efforts garnered over 3,000 airplays and 19 million gross impressions.



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Interview Breakdown

Outlet	Show	Market	Media Type	Broadcast Date(s)	Airings	Gross Impressions	Live or Taped
Dial Global Networks	The Bill Press Show	National	Talk	05-11-2017	104	560,000	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_BillPress-aircheck.mp3 https://www.youtube.com/watch?v=gejSCzh7VJQ
Sirius XM Ch. 124	Steele and Ungar	National	Talk	05-11-2017	1	1,200,000	LIVE
							* LaHood portion begins at 1:06:00. http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_SteeleandUngar.mp3
							
Westwood One	The Jim Bohannon Show	National	Talk	05-12-2017	240	1,282,850	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_JimBohannon.mp3
American Public Media	Marketplace	National	National	05-16-2017	49	1,200,000	Taped
National Public Radio	Here and Now	National	NPR	05-16-2017	900	3,700,000	Live-to-tape
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_HereandNow.mp3 Web Story- Former Transportation Secretary LaHood: Trump's Infrastructure Plan a 'Good Start'
Sirius XM Ch. 124	The Morning Briefing with Tim Farley	National	Talk	05-16-2017	1	1,200,000	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_TimFarley.mp3
Westwood One	The Stephanie Miller Show	National	News	05-16-2017	64	2,500,000	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_StephanieMiller.mp3
							
WHYY-FM	Newscasts	Philadelphia, PA	NPR	05-17-2017	4	140,000	Taped
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_WHY-aircheck.mp3
Sirius XM Ch. 125	The David Webb Show	National	Newstalk	05-16-2017	1	1,002,000	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_DavidWebb.mp3
							
Bloomberg Radio	Bloomberg Markets AM	National	Business	05-16-2017	250	1,788,100	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_Bloomberg.mp3
Fox News Radio Network	Kilmeade and Friends	National	Newstalk	05-16-2017	125	312,500	LIVE
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_KilmeadeandFriends.mp3
NBC News Radio/iHeartRadio	Newscasts	National	News	05-18-2017	1850	4,625,000	Taped
							http://lyonspr.com/clients/wp-content/uploads/2017/05/BAF_InfrastructureWeek2017_NBCRadio.mp3

Media Advisory

It's #TimeToBuild Bipartisanship Efforts Underway to Build America's Future

Former Secretary of Transportation Ray LaHood and Former Pennsylvania Governor Ed Rendell available to discuss the urgent need to invest in America's transportation, water, technology and energy systems during Infrastructure Week (May 15-19)

WHAT: TELEPHONE INTERVIEWS AVAILABLE, 5- to 8-minutes each

WHO: [Secretary Ray LaHood](#), former U.S. Secretary of Transportation

[Governor Ed Rendell](#), former Pennsylvania Governor

WHEN: Tuesday, May 16th, 2017; 7:30 a.m.-11:00 a.m. ET

WHY: There are a few issues that bind politicians together in this fractious political environment. Addressing the nation's crumbling infrastructure is one item both sides of the aisle can agree on - it needs to be fixed and it needs to be fixed now. Infrastructure Week (May 15-19) is a rare time when both political parties, the business and labor communities, and leaders at all levels of government will come together with one collective message: It's #TimeToBuild.

America's infrastructure is crumbling, inefficient, and inadequately designed to meet 21st century needs. Failing infrastructure has an enduring impact on quality of life and the economy. It costs hardworking families and businesses through wasted time and fuel, higher prices for goods, vehicle repairs, lost work hours due to power or water disruptions and drained disposable income.

Twenty-first century challenges require 21st century solutions. During Infrastructure Week, former U.S. Secretary of Transportation, [Ray LaHood](#) and former Governor of Pennsylvania [Ed Rendell](#), co-chairs of [Building America's Future](#), will be available to highlight the state of our nation's infrastructure - roads, bridges, rail, ports, airports, water and sewer systems, the energy grid, and more - and encourage policymakers to invest in the projects, technologies, job creation, and policies necessary to make America competitive, prosperous, and safe - and to encourage citizens to get involved.

[Building America's Future](#) recommends:

- A \$2 trillion in infrastructure investment between now and 2025 to close the investment gap. If we fail to close that gap, we will undercut our standing in the global economy, endangering 2.5 million American jobs, \$3.9 trillion in U.S. gross domestic product (GDP) and \$7 trillion in business losses.
- Increase investment at all levels of government and private sector: Solving our infrastructure problems requires public funding, coupled with innovative financing mechanisms. Build America's Future recommends increasing from 2.5 percent to 3.5 percent of U.S. GDP by 2025.
- Utilizing new approaches, materials and technologies to ensure our infrastructure is resilient and sustainable. Emerging technologies and shifting social, environmental and economic trends - autonomous vehicles, distributed power generation and storage, for example - should inform the development of new infrastructure to assure long-term utility. And research and

development will help to modernize and extend the life of infrastructure, expedite overhauls and promote efficiencies

“In order to get the country on the best path forward we need a strong vision and a long-term infrastructure strategy,” states Secretary LaHood. “We must create incentives for cities and regions to collaborate on the most efficient ways to leverage public investments with private sector dollars. We need to reward innovations by offering competitive grants to take ideas from pilot projects to widespread adoption.”

“What we do, or fail to do, now is not about the past — it is about our future,” agrees Gov. Rendell. “Building America’s Future is optimistic about the possibilities, now and in the decades to come, and will continue to encourage visionary leadership that ensures America’s place as the world’s technological leader and preeminent global economic power.”

During Infrastructure Week 2017, there is no better time to take to social media to tell lawmakers that it’s #TimeToBuild. Listeners can also go to www.infrastructureweek.org/participate to find ways on how they can contribute during the week.

About Building America’s Future: Building America’s Future Educational Fund is a bipartisan coalition of elected officials dedicated to bringing about a new era of U.S. investment in infrastructure that enhances our nation’s prosperity and quality of life. Founded by former Governor Edward Rendell of Pennsylvania, former Governor Arnold Schwarzenegger of California, and former Mayor Michael Bloomberg of New York, BAF Ed Fund boasts a politically diverse membership of state and local elected officials from across the nation. BAF Ed Fund seeks to advance a new national vision for infrastructure investment that strengthens our cities and rural communities, focuses on economic growth and global competitiveness, job creation, and environmental sustainability. In addition, we embrace a wide definition of infrastructure - from roads and bridges to water and sewer systems, energy systems, buses, trains, ports, airports, levees, dams, schools and housing.

Suggested Questions:

1. It seems like there’s a lot of momentum behind the investment in infrastructure more than ever before. Are you feeling optimistic?
2. What do our listeners need to know about the current state of infrastructure in our country?
3. Why is Infrastructure Week so important in highlighting infrastructure issues across the board?
4. In terms of priorities, what are Building America’s Future recommendations?
5. How will investing in infrastructure create jobs?
6. How can local governments work with federal agencies to help improve their infrastructure home needs?
7. How can our listeners get involved in the movement?
8. Where can our listeners go to learn more information?

Interview Schedule

Date: Thursday, May 11, 2017

Time (E.T.)	Station	Format	Market	Host	Live or Taped
8:00 a.m. (30 mins)	"The Bill Press Show," Dial Global Networks	TK	National	Bill Press	LIVE
6:25 p.m. (15 mins)	"Steele and Ungar," SiriusXM CH. 124	TK	National	Michael Steele & Rick Ungar	LIVE
10:00 p.m. (30 mins)	"The Jim Bohannon Show," Westwood One	TK	National	Jim Bohannon	LIVE

Monday: Monday, May 15, 2017

Time (E.T.)	Station	Format	Market	Host	Live or Taped
2:15 p.m. (15 mins)	"Marketplace," American Public Media	NT	National	Tom Scheck	Taped
2:45 p.m. (15 mins)	"Here and Now," National Public Radio	NPR	National	Jeremy Hobson	Live-to-tape

Date: Tuesday, May 16, 2017

Time (E.T.)	Station	Format	Market	Host	Live or Taped
8:35 a.m. (15 mins)	"The Morning Briefing with Tim Farley," Sirius XM Ch. 124	TK	National	Tim Farley	LIVE
9:30 a.m. (10 mins)	The Stephanie Miller Show	N	National	Stephanie Miller	LIVE
9:45 a.m. (10 mins)	WHYY-FM	NPR	Philadelphia, PA	Tom MacDonald	Taped
10:05 a.m. (10 mins)	"David Webb Show," Sirius XM Ch. 125	NT	National	David Webb	LIVE
10:45 a.m. (15 mins)	"Bloomberg Markets AM," Bloomberg Radio	BN	National	Pimm Fox	LIVE

11:05 a.m. (10 mins)	"Kilmeade and Friends," Fox News Radio Network	NT	National	Brian Kilmeade LIVE
11:15 a.m. (10 mins)	NBC News Radio/iHeartRadio	N	National	Jared Schaefer Taped