

NCPLA Annual Conference

Sheraton Downtown, Raleigh, NC * Wednesday, November 4, 2015

- 1:00 p.m. **Registration Opens & Board Meeting**
- 2:00 p.m. **Welcome and Annual Meeting – Doug Heron**
- 2:10 p.m. **Representative Jason Saine**
- 2:30 p.m. **Campaign Finance Law – The 411 on IEs and How They Differ from Standard PACS & The Trends Leading Up To The 2016 Election.**
Presented by Steven Long, Partner, Parker Poe Adams & Bernstein, LLP & Roger Knight, Attorney, Roger W. Knight, P.A.
- Brief examination of the history of how Independent Expenditures came to be and what their largest differences are from standard PACs. Also, will discuss the basic laws regarding Independent Expenditures and the types of Independent Expenditures.
- Trending for 2015-16: What be spent, where and why? Why will 2016 spending be up over 2012. Also covered will be where the money goes & why; cost pressures; and prohibitions and regulation. Finally are corporations really putting a lot of money into elections? Is IE spending good or bad for democracy? Can an election be bought?
- 3:25 p.m. **Senator Harry Brown**
- 3:40 p.m. **Break**
- 3:50 p.m. **IE Real World Experience**
Panel moderated by Alex Johnson, State Director of Generation Opportunity
Panelists:

Bob Rosser, President, Impact Strategies, Inc.
Nathan Babcock, Political Director, North Carolina Chamber
Tom Jensen, Director, Public Policy Polling
- Independent Expenditures have become a significant part of the political landscape in our state and nation. This panel will discuss how Independent Expenditures have been used since it first began in the 2010 election cycle, and offer their insights as to what to expect in 2016.
- 4:30 p.m. **Fact Checking Campaign Ads**
Mark Binker, Reporter, WRAL-TV
- Campaign ads can pull on heartstrings, build narratives, attack opponents, or challenge assumptions. They can also be wildly inaccurate. Misleading political ads helped spawn a national boom in fact checking columns and websites that blossomed between 2003 and 2007 and is still going strong today. Fact checkers have now branched out to running down political speeches and checking the pundits on Sunday morning roundtable shows. Mark Binker with WRAL News will talk about why his station writes and airs fact checks, how journalists determine what to fact check and how fact checks are done.

5:15 p.m.

Reception

6:00 p.m.

Dinner & Presentation by Chris Sinclair and Alastair Macaulay of Cornerstone Solutions

Meaningful Impact: Maximizing Your Independent Expenditures in a Busy Election Season

Since *Citizens United*, North Carolina businesses, organizations and associations have developed and implemented independent expenditure programs during election season. Campaigns will spend over \$300 million in the 2016 crowded presidential election cycle. How do you stand out with your IE, maximize your resources and make a difference in 2016? Join Chris Sinclair and Alastair Macaulay of Cornerstone Solutions, as they share their thoughts, insights and suggestions for making the most of your electoral advocacy in the coming year.

7:00 p.m.

Adjourn