



advocacy

**COMMUNICATIONS  
HANDBOOK**



IIDA Headquarters  
222 Merchandise Mart, Suite 567, Chicago, IL 60654 / 888.799.IIDA (4432) / [www.iida.org](http://www.iida.org)

This document was created by IIDA Headquarters. If you would like to reproduce or share any of the content in this handbook, please contact IIDA for our written consent.





# TABLE OF CONTENT

## INTRODUCTION

Overview .....	i
Purpose .....	i

## CHAPTER 1 Timing is Everything: When to Engage

When Legislative Issues Arise .....	01
Outside of the Legislative Session .....	01

## CHAPTER 2 Messaging, Mobilizing, and Activating: How to Engage

Message Development and Delivery .....	03
Tools to Engage Your Peers .....	03
Creating Clear Calls to Action.....	04

## CHAPTER 3 Supporting Your Cause

Leave Behind Materials .....	05
Drawing Attention to Your Issue .....	05
Using Your Resources .....	06

## APPENDICES

<b>Appendix A</b> Samples Messages .....	09
<b>B</b> Sample Form Letter .....	11
<b>C</b> Tips on Talking to a Lawmaker .....	12
<b>D</b> Sample Leave Behind .....	14
<b>E</b> Press Release Template and Sample .....	15
<b>Notes</b> .....	16



# INTRODUCTION

## Overview

IIDA advocates for its members and the profession so that commercial interior designers may practice to their fullest abilities. On the state level, IIDA members may be involved in advocacy through their IIDA chapter or through a state legislative coalition. However, IIDA advocacy efforts are only as strong as those who are willing to be actively engaged and in the strength of its message.

From mobilizing individuals to join a letter-writing campaign, to talking with a state lawmaker, and leveraging earned media to draw attention to your issue, developing a sound communications strategy is a critical function in the advocacy process. This guidebook walks through best practices as they relate to engaging others in advocacy initiatives to support the practice of commercial interior design.

## Purpose

The purpose of this guidebook is to educate chapter vice presidents of advocacy, chapter vice presidents of communications and/or public relations, and leaders of state legislative coalitions on successful communications strategies and tactics to boost their advocacy efforts.



# 1 TIMING IS EVERYTHING: WHEN TO ENGAGE

## When Legislative Issues Arise

It is vital to be on alert for new legislation in your state that could affect the practice of interior design. IIDA chapter vice presidents of advocacy are encouraged to regularly utilize CQ StateTrack, which can be found on the IIDA advocacy website ([advocacy.iida.org](http://advocacy.iida.org)), to track state legislation. *For a lesson on how to use CQ StateTrack, contact Abigail Rathbun at [arathbun@iida.org](mailto:arathbun@iida.org).*

If a state legislative coalition employs a lobbyist, then the lobbyist should be helpful in alerting coalition leadership to potential issues in the state. Many state legislatures also have online tools for tracking legislation. Follow key words such as “licensure” and “interior design.”

Once an urgent issue arises, timing is critical. Engaging your base, i.e. your peers and colleagues, fellow chapter members, and industry representatives, early in the legislative process is critical to your success. Do not wait until the issue has been picked up by the local media and begins to pique the interest of opposition. Once you hear about an issue, flag the issue with chapter and coalition leadership via email. If the issue is one that will need to be tracked closely during the legislative session and requires active participation, consider establishing a phone tree that can be utilized to activate members of the coalition. Anticipate —prepare a “call to action” template ready to send before the issue arises. The template should encourage your supporters to email, call, or visit their lawmakers.

*Read more about engagement tools in Chapter 2 of this guidebook.*

*For tips on talking to lawmakers and sending emails and letters, see Appendix C.*

## Outside of the Legislative Session

While the legislative session will be the busiest time for advocacy initiatives, it is important to keep your supporters engaged in the “off season.” Even when your state does not have an issue during the legislative session, regularly communicate with your chapter and coalition. Update your supporters on industry trends and policy discussions taking place in other regions and any of the coalition’s or chapter’s advocacy activities.

Work with chapter and coalition vice presidents of communications to share success stories and accomplishments. Highlight the profession in a positive way – not just legislative-related stories but examples that show the value of the industry.



# 2 MESSAGING, MOBILIZING AND ACTIVATING HOW TO ENGAGE

## Message Development and Delivery

Establishing a concise and consistent message will ultimately lead to better results if it can be shared with and used by everyone who has been recruited to help in your advocacy effort. Create a messaging document to use as a basic template for all other communications, such as emails and letters. Your messaging document should start with the basics including a definition and explanation of who interior designers are and what interior designers do. Try to make it as localized as possible. Next, summarize any specific legislation and explain why it would be beneficial or detrimental to the practice of interior design. All supporters, especially if the state has more than one chapter, should be relaying the same message with lawmakers and staff. *See Appendix A for sample messages.*

When delivering the message, remember to keep a level head. While discussing issues that impact the entire industry tend to evoke emotion, it is important to speak succinctly and objectively. Do not let emotions take over and derail you from your key messages. Make sure that you communicate this concept when asking your peers for support on an advocacy-related issue.

## Tools to Engage Your Peers

There are two important parameters to keep in mind when communicating an advocacy activity to your peers:

1. Communicate in a timely manner using regularly-used channels. In other words, don't keep them in the dark about an issue, make them come to you, or wait until the last minute to ask for their support.
2. Be clear about what you want. Make it simple and easy for them to take action.

Below are some tools to consider when communicating an advocacy activity:

**Coalition's and chapter's newsletters** – Share information on a legislative issue through a newsletter. Include a summary of the legislation, its potential impact, key dates and any information about the bill's sponsor. Consider creating or updating a section of your coalition's website where you will be posting information on the bill's progress. Learn the jargon used by lawmakers when they consider bills. For example, if lawmakers in your state track bills by the filing number, e.g. HB321 or SB1042, then make sure that filing number is on every piece of communication.

**Social media** – Social media can be an effective way to quickly reach your network with relevant information and calls to action. Work with chapter or coalition vice presidents of communications to ensure the right message goes out in a timely manner on various social media platforms.

**Form letter** – If your legislative strategy involves actively lobbying for a bill to be passed, develop a form letter that succinctly summarizes the key attributes of the bill and can be personalized by the sender. Share the letter with your peers in person via email or through the coalition's website and provide examples on how to personalize it. See Appendix B for sample letter.

**Contact list** – Make a contact list with phone numbers, email addresses, and the districts of all committee members where the bill is being heard. Provide the contact list to your advocates so they know who to contact with messages of support.

**Petition** – A petition drive can also be an effective way to demonstrate to lawmakers that a particular bill has significant support. Create a petition and circulate it to your peers, chapter members, clients, or others in the industry that may be supportive. Try an online petition, such as [ipetition.com](http://ipetition.com), in which a link can easily be shared via email, on a website, or through social media to encourage supporters to sign. Once you reach more than 100 signatures, you can share the petition with committee members, preferably in person, with an accompanying cover letter outlining the importance of their support. Petition drives are most effective when a bill is going into a vote and petition signatures can persuade a lawmaker to vote in your favor; they tend not to be as effective on general awareness advocacy campaigns.

**Postcard drive** – A postcard drive is also a way to get a lawmaker’s attention. By handing out postcards to your peers and asking them to sign and mail to the lawmaker directly, the lawmaker will receive regular reminders that voters are supportive of a particular bill. If your legislative coalition employs a lobbyist, and you have budget capacity, then they can help you identify grassroots vendors that can help with this process. A postcard drive can be effective to demonstrate a broad range of support, both geographically and across many professions/industries such as occupational licensure in general.

## Creating Clear Calls to Action

When providing tools to your peers, be sure to write a clear call to action in your materials. This means, “Send this letter” or “Sign and mail this postcard.” Keep the call to action simple. Avoid asking for too many actions; it can cause confusion or seem too time intensive. Similarly, be specific and concise when requesting a meeting with lawmakers — make one phone call, send one email, or attend one meeting.

# 3 SUPPORTING YOUR CAUSE

## Leave Behind Materials

Leave behind materials serve as reinforcement when you have in-person meetings with lawmakers or have the opportunity to share with their staff. Ensure the leave behind is consistent with your message, tailored to be state specific, and always includes the legislation number and identifying title.

Leave behind sample layouts:

**Palm card** – This is a double-sided 4” x 9” piece printed on lighter weight card stock, typically produced professionally by a graphic designer and printed at a printing house. It is suitable for one to two strong visuals, e.g. chart or graph, bullet points with key messages and room for a logo, website, and contact information. It can be easily slipped into a pocket or briefcase.

**Trifold brochure** – This is a double-sided 8.5” x 11” piece folded to a three-panel design, typically produced professionally by a graphic designer and printed at a printing house. It is suitable for three to five strong visuals, brief paragraphs or bullets with key messages and room for a logo, website, and contact information. It can be easily slipped into a pocket or briefcase.

**One-pager** – This is a one-sided 8.5” x 11” piece printed on standard copy paper, or on light weight card stock. It is suitable for one strong visual along with brief paragraphs or bullet points with key messages, and space for a logo, website, and contact information. It can be easily produced with Microsoft Word or Adobe and printed on an office or home printer. It is light weight and easy to transport.

*See Appendix D for a sample leave behind.*

Note: Some states have rules and regulations regarding lobbying efforts in which states differentiate between providing educational materials and specifically lobbying for legislation. A good rule of thumb is if you’re an unpaid volunteer in the advocacy effort, your communication is not considered lobbying. However, if you’re a paid lobbyist or staff member whose job description includes lobbying, there may be specific rules you must follow in your state. The National Conference of State Legislatures website has links to lobbying and ethics rules for each state. Visit <http://www.ncsl.org/research/ethics/50-state-legislative-ethics-and-lobbying-laws.aspx> and be sure to research and understand your state’s rules.

## Drawing Attention to Your Issue

In some cases, there may be the need to reach beyond your peers to supplement your direct contact with a lawmaker by generating external attention for a particular bill. For example, if a bill addresses professional licensure for a number of industries, e.g., landscapers, estheticians, contractors, as well as interior designers, and the bill stands to impact a significant number of professionals, you may want to seek out media attention. This includes:

**Earned media/news coverage** – Research the major daily newspaper that is based in your capital city. It is likely that state lawmakers read this paper and will pay attention to legislative news. Research the local/hometown paper for key lawmakers including committee chairs. Lawmakers typically read their local/hometown paper even during the legislative session when they spend the majority of the time at the state capitol. Identify reporters who cover government and politics and begin establishing relationships with them by emailing them a press release when something newsworthy occurs, such as when a bill with significant impact is introduced or passes out of committee. Additionally, understand the writer’s beat before contacting (if someone only covers the House, they will get annoyed if contacted about Senate coverage). Do not be disappointed if your news does not

get covered; reporters are bombarded with dozens of press releases each day and must determine what is most relevant and newsworthy. However, if you are confident your news has potential and is truly newsworthy, follow up with an emailed personalized pitch. Pitches should be short, succinct, and show why your news is valuable and useful. See press release template in Appendix E.

**Opinion or editorial coverage** – Another way to see coverage in the newspaper is to have a letter to the editor or guest editorial printed. A letter to the editor is an effective way to share your opinion on a topic that has been in the news. The average letter to the editor is between 150 and 200 words, and most newspapers offer online and email submissions. Outside of letters, while much of what you see in a newspaper’s editorial section is written by the editorial staff, some newspapers accept guest editorial columns. These are slightly longer in length (450 - 550 words) but require that the author be a widely-recognized name or entity. Identify a widely-recognized individual who could collaborate with you to submit a guest editorial. If your letter or guest editorial is published by the paper, you can use it in your advocacy efforts, post on social media, and share it with your peers.

**Paid media** – Paid media is advertising. Advertising space can be bought in newspapers, magazines, and online, among other channels. Advertising for advocacy efforts can be an effective way to secure guaranteed space in the newspapers (print and online versions) that your target lawmakers are reading. However, print paid media can be expensive. If your coalition has funds in the budget, consider contacting the advertising department at the newspaper or magazine you would like to advertise on for rates and ad specs. Online advertising, such as digital ads on Google and Facebook, can be cost-effective; however, you should research to determine if your target lawmakers are frequent online users before deciding to advertise online.

**Social media** – Your chapter or coalition should already have a social media presence through Facebook, Instagram, and Twitter accounts. In addition to using social media to communicate advocacy efforts with your peers, social media can be a way to reach lawmakers, media, and other groups about a particular bill. Consider, for example, “following” target lawmakers on Twitter and retweeting or mentioning them in a tweet in a positive way. Work with the vice president of communications of your chapter or coalition to create a social media calendar to organize and curate advocacy-related content for your followers throughout the year.

## Using Your Resources

IIDA resources are available at your disposal to support your efforts. The advocacy department can provide advice, access to samples, suggestions for improving messages, and model legislation to help shape your state’s interior design laws.

IIDA commissioned the Use Your Voice: Advocacy Webinar Series to assist chapters on educating members about advocacy. Individual sessions include “Building a Grassroots Network” and “Getting the Word Out: Communications and Message Strategies.” Each session is .1 CEU. Chapters may purchase an individual session or the complete series through [advocacy.iida.org](http://advocacy.iida.org).

Additionally, IIDA hosts an annual advocacy symposium with break-out sessions and information about advocacy communications. It is a great opportunity to meet and share success stories with advocacy and communications volunteers from IIDA chapters and coalitions across the country. IIDA Headquarters staff also attends providing valuable resources available on-site.

For questions about the resources, contact Emily Kluczynski at [ekluczynski@iida.org](mailto:ekluczynski@iida.org).





# APPENDICES

## Appendix A: Sample Messages



### INTERIOR DESIGNERS – WALK THE CAPITOL

March 12, 2015

The California Legislative Coalition for Interior Design (CLCID) and the Interior Design Coalition of California (IDCC) collectively represent ALL Interior Design Professionals within California – more than 10,000.

#### **PROFESSIONAL INTERIOR DESIGNERS:**

Interior designers are unique in that we deal with both the *function and the aesthetics* of residential and commercial buildings. Daily, our professionals create living design and space planning and work alongside others in a code-impacted environment by demonstrating:

- Competency to protect and enhance the health, safety, and welfare of the public, through education, experience and examination
- Ability to planning, design and create documents for the construction and installation of nonstructural or non-seismic design elements, finishes and furnishings within the interior spaces of a building
- Ability to design the interior non-structural alterations or additions, fixtures, cabinetwork, furniture, appliances, or equipment

#### **QUALIFICATIONS OF A CERTIFIED INTERIOR DESIGNER**

The title “Certified Interior Designer” (CID) is the legally recognized title for the interior design profession in CA as defined in the Business and Professions Code Section 5800(a). Certified Interior Designers are identified with the CID title, a unique number, an I.D. card and a stamp. The stamp is used to identify CID drawings to building officials.

The paths to certification demonstrate competency by completion of a combination of education and experience, and the successful passage of the IDEX California® examination, specifically developed for certification based upon the California Building Code, Title 24, California laws and regulations.

#### **OUR GOAL IS TO ENSURE ALL INTERIOR DESIGNERS CAN PRACTICE IN CALIFORNIA.**

Certified Interior Designers submit building plans to local building departments for approval. An exemption in the Architects Practice Act (Business and Professions Code Section 5538) permits designers to submit building plans for certain nonstructural, non-seismic projects.

However, not all local building departments accept designers’ plans. During the 2013 Sunset Review, interior designers unsuccessfully tried to add clarifying language explaining what we do to facilitate an understanding of CID qualifications. Unfortunately, in some jurisdictions, the interpretation of our exemption continues to be an impediment to designers’ ability to obtain complete plan approval for their projects. This causes undue inconvenience and additional costs to consumers. We are working to find a solution to this problem in the coming year.

**10 Ways Certified Interior Designers in New York State save lives, reduce consumer costs, promote energy efficiency, pursue environmental responsibility, and further increase productivity and well-being:**

1. **Fire Prevention** – Most fires occur in interior spaces and if not caught immediately can spread rapidly within the first 45 seconds producing deadly noxious gasses. Interior designers are trained to utilize products that have been treated and tested to comply with the strictest California fire codes.
2. **Slip & Fall Safety** – Most of the cases of slip and fall are due to inappropriate flooring materials. With over a million reports of slip and fall incidents each year (of which 1400 are fatal), it is imperative that correct flooring materials are specified for public environments. Proper flooring for egress, static build up and coefficients of friction ratings are just a few serious considerations designers look at when determining the most appropriate flooring material for building use and occupancy.
3. **Eliminating VOC's** – Volatile Organic Compounds (VOCs) are hydrocarbon solvents used in paints, stains, glues and other products. They are released in the air during the application of products like carpet glues, paint and other material finish coatings and adhesives. After time these off-gas fumes can cause working individuals to develop flu-like symptoms. Sick Building Syndrome (SBS) is one of the leading causes for lost productivity and workdays. Interior designers help eliminate VOC's by specifying products that are non-toxic and safe for people with allergies and asthma.
4. **Promoting Correct Ergonomics**– Ergonomics is the study of the relation between human physiology and the physical environment. Ergonomics uses the information developed by anthropometrics to study exactly how humans interact with physical objects like chairs, control panels, keyboards, desks, etc. Musculoskeletal disorders are caused from improper or non-existent ergonomically-sound design. The average medical cost for musculoskeletal injury is \$12,000. Interior Designers are aware of these studies and therefore specify ergonomic furniture and accessories.
5. **Universal Accessible Design** – The ADA (Americans with Disabilities Act) is a federal law that requires all commercial and public accommodations be accessible to people with disabilities. Interior designers are responsible for designing interior spaces that conform to ADA requirements making all public spaces universally accessible.
6. **Energy Efficiency** – An example is lighting. In commercial buildings, lighting accounts for a large part of the total energy consumed. Interior designers can help minimize energy use by maximizing the usage of daylight within a space layout, selecting high-efficiency lamps, using efficient luminaries, providing task lighting to reduce general lighting costs, and selecting high-reflectance ceiling, wall, and floor surfaces to reduce the total number of fixtures required to illuminate the space.
7. **Preserving the Environment** – Interior design is an integral part of the environmental context. Designers harmonize the way the built environment is constructed working in correlation with the natural environment. Many interior designers are LEED certified and specify products that are environmentally safe utilizing recycled goods and clean manufacturing.
8. **Life Cycle Costing** – Life Cycle Costs are defined as the expected life of materials, furniture and finishes utilized in interior environment. Interior designers must consider the client's project expectations for replacements costs, maintenance, and context/style longevity for every specialized design market in order to make the best recommendations for long-term use.
9. **Psychology of Color** – Color carries with it many symbolic and associative meanings that designers can utilize. Cool colors (blue, green, and violet) are considered to be restful and quiet while warm colors (red, yellow, and orange) are seen as more active and stimulating. Color plays key roles in the marketing success, ambiance, and social well-being of interior environments. One example is using the color pink in detaining facilities because the color temporarily neutralizes anger and aggression.
10. **Specialized Focus** – Knowledge of interior design practice is becoming popular as more individuals either in educational studies or in search of interior professionals are realizing the dynamics of interior design and the specialized services professional interior designers offer that directly affect public health, safety and well-being of those inhabiting the space. Every person entering an interior environment is "captive" to that space and deserves to be confident that the spaces they occupy are designed with maximum emphasis placed on personal safety, protected health, enhanced functionality and productivity, while increasing individual well-being.

## Appendix B: Sample Form Letter

January 30, 2015

Dear Member of the House Business and Labor Committee OR Senate Business and Labor Committee:

As a professional Interior Designer in (YOUR STATE) and a member of the International Interior Design Association (IIDA), I urge you to support HB 126, which will appear in your Committee very shortly. This non-mandatory licensing bill allows for Interior Designers to practice in an expanded scope of work that meets the standards of the state for specified licensed space through a combination of education, experience, and examination. Without a clear understanding of important regulations, an unqualified designer might inadvertently violate codes or even create life threatening hazards. This is why it's important to support House Bill 126.

The National Council for Interior Design Qualification (NCIDQ), which this bill supports, is an important national exam that qualified interior designers must take in order to register with the state in 26 states across the nation. I would welcome the opportunity to able to work across state lines on projects that require such an exam in the state of Utah. I would also be thrilled to work on projects in Utah that require those qualified to work in code-impacted environments to be licensed. This provides accountability for those designers whose drawings will be used for the interior space.

The difference between qualified and unqualified Interior Designers impacts everyone. While many in the general public believe interior designers only select curtains, paint, and upholstery fabric, they are mistaken. Interior Design goes beyond interior decorating. Interior Designers are often responsible for making informed decisions not only about style, but also about the health, safety, and well-being of people occupying the building they're designing.

A qualified interior designer understands the relevant safety codes and practices necessary to design a safe, effective space. When designing a hospital for example, a qualified interior designer knows which type of products and finishes are flame retardant, antibacterial, and anti-microbial; which products will withstand harsh cleansers and strict sanitary protocols; and which colors and types of lighting will aid recovery, enhance healing, or help a surgeon focus while operating. When designing a residential or commercial space, a qualified interior designer will address similar issues, such as product maintenance, air quality, environmental sustainability, and aging in place.

Professional interior designers are qualified by education, experience, and examination to enhance the safety, function, and quality of interior spaces. They're trained to choose products that meet the functional needs of the end-user while understanding how those materials and systems behave in a fire, how they affect air quality, ergonomic issues and other factors. Interior designers must make sure a space satisfies accessibility and safety requirements and applicable codes while being functional and aesthetically pleasing.

Remember, HB 126 does not require interior designers to obtain a license unless they want to work in some of the areas that currently require an architect's license. What it does, in fact, is allow interior designers who desire to expand their scope of practice now have pathways to meet the standards of the state for the specified licensed space through a combination of education, experience and examination. This expanded scope for a licensed interior designer is limited to specific types of interior spaces that already have the building exiting designed and does not involve changing beams, columns and bearing walls. It also increases the number and type of professionals that can compete for projects in this space. In this bill, residential spaces remain unregulated and the term "interior designer" is not being regulated.

Thank you again for your commitment to protecting the consumers of the state of Utah and please contact me at {insert email or phone number} with any questions you might have.

Sincerely,

Name

Address

## Appendix C: Tips for Talking to a Lawmaker

### How to Speak with Legislators: Tips for Getting the Most out of Your Contact with State Legislators

#### In Person

- **Know your legislator** – Research basic background information on your legislator: hometown, duration in office, profession, and committees. Most have their own website.
- **Dress professionally** – Business attire is appropriate.
- **Don't be disappointed if you meet with a staffer** – Staffers share information with their legislators. If you garner staff support, the legislator will likely give it stronger consideration.
- **Let them know if you live/work in their district** – Legislators are more likely to take a constituent's opinion into consideration. Even if you do not live in their district, if you work or have clients in their district, let them know. They care most about people who can vote for them.
- **Don't be nervous** – Legislators meet with many different constituent groups.
- **Keep discussions brief and on point** – Usually meetings with legislators are short, 10 to 15 minutes.
- **Have your talking points ready** – Rehearse and know what you're going to say so you can cover all the important topics in the brief window of time.
- **Don't assume legislators know anything about interior design** – There are a lot of varied issues that come across the desks of legislators.
- **Don't use jargon** – Use simple language to explain industry specific concepts.
- **Know your facts** – Prior to meeting with a legislator, review all your facts. It's important to be knowledgeable on the issues.
- **Make the issue personal** – Legislators want to know why you care about the issue. Be sure to tell them how the legislation will impact you and your career but try not to be overly emotional. Be positive.
- **Know your opposition** – Every bill has opposition. Knowing your opposition demonstrates your ability to see both sides.
- **Be sincere** – If you don't know an answer, let them know you don't know now but are happy to send them more information after the meeting to help answer their questions.
- **Be a good listener** – Actually listen to what the legislator has to say. Respond accordingly and acknowledge what was said.
- **Bring a leave-behind** – Review IIDA advocacy materials from the Advocacy Toolkit and consider tailoring materials with state specific information.
- **Send a thank you note** – After meeting with a legislator or a staffer, be sure to send a thank you note. It will also give you the opportunity to reiterate your key points.

## Phone

- **Be polite, friendly, and brief** – Make your case concisely for why you are seeking their support. Use the specific bill number and title, if possible. It's okay to leave a message.
- **Say thank you** – Be sure to thank the legislator, or whoever you speak with, for their time.
- **Request a follow-up** – If you would like to speak to the legislator, request a call back or an in-person meeting.

## Email/Letter

- **Always type your letter** –The legislator cannot consider your point of view if they cannot read your handwriting.
- **Be specific** – Especially if writing about draft legislation. Use the bill number and title in your correspondence. Address the purpose of the bill.
- **Be courteous** –Thank your legislator for his/her time and consideration.
- **Ask for a response** – If you would like a response, ask for it.

# Interior Design Coalition of California

BRINGING THE CALIFORNIA DESIGN COMMUNITY TOGETHER FOR PROFESSIONAL REGISTRATION

---

## VISION STATEMENT

The Interior Design Coalition Of California advocates for the legal recognition of qualified Interior Designers in the State Of California

## MISSION STATEMENT

Through collaboration, education and advocacy, IDCC strives to present a unified voice for the California Interior Design Community to support and protect the profession of Interior Design

## IDCC ONGOING GOALS

Strengthen collaborative alliances among other organizations and interior design stakeholder groups in our state through continued open communication.

Obtain uniform acceptance statewide by California Building Departments of the CID stamp on appropriate interior design projects. This means strengthening compliance with our current law, through local & regional regulation and education.

Obtain legal recognition through state and local regulations and education. We are working towards legal recognition of the profession of interior design, as practiced by qualified, educated and experienced professionals and verified by a national rigorous qualifying examination. Our desire is to obtain the title of "registered design professional," allowing interior designers to enjoy reciprocity in their work within the state of California and in other states.

[idc-ca.org](http://idc-ca.org)   [info@idc-ca.org](mailto:info@idc-ca.org)



INTERIOR DESIGN COALITION OF CALIFORNIA

## Appendix E: Press Release Template and Sample

[Insert coalition logo here]

### **PRESS RELEASE**

#### **FOR IMMEDIATE RELEASE**

**Media contact:** [Insert name of VP of advocacy here]

[Insert phone number]

[Insert email address]

[Headline]

[Sub-headline]

[City, State] ([date]) – [Begin your press release copy here]

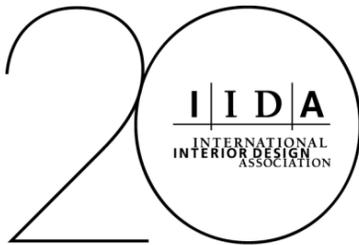
#### **Tips:**

- The lead sentence should be the news (who and what).
- Keep the content concise and to the point.
- Consider inserting a quote from a leader within the interior design community or other important stakeholder.
- Be sure to include the basics about what an interior does and the local impact – refer to your keep messages
- If there is a link to draft legislation, include it.

#### **About [coalition name]**

[This is where the “boilerplate” goes – this is the 3-5 sentence standard description of your coalition.]

**Learn more at [coalition website].**



CELEBRATING 20 YEARS OF DESIGN EXCELLENCE

phone 312.467.1950 | fax 312.467.0779  
communications@iida.org | www.iida.org

## NEWS RELEASE

Contact: Emily Kluczynski, Director of Advocacy, Public Policy, and Legislative Affairs, 312.379.5128,  
advocacy@iida.org

**FOR IMMEDIATE RELEASE  
AUG. 22, 2014**

### **New Interior Design Law in Massachusetts Opens Access and Opportunity for Design Professionals in the Commonwealth**

**Chicago, IL** — Yesterday, Gov. Deval Patrick signed into law a bill that expands the rights and privileges of Interior Designers to bid on state contracts in the Commonwealth of Massachusetts. The new law, which goes into effect Nov. 21, 2014, establishes the right of Interior Designers to serve as the prime consultant for state contracts, allowing credentialed designers increased opportunities for work and wholly recognizing the profession of Interior Design.

On behalf of the International Board of Directors, **IIDA Vice President, Susanne Molina**, IIDA, CID, LEED AP, ID+C, extends thanks and appreciation to the IIDA New England Chapter, the Massachusetts Interior Design Coalition (MIDC), and lobbyist Serlin Haley, LLP in helping to see this bill to passage.

“The passage of this legislation is the catalyst that will drive continued innovation for the built environment in the Commonwealth of Massachusetts, and elevate the industry and profession of Interior Design in the state,” said Molina. IIDA Director of Advocacy, Public Policy, and Legislative Affairs, Emily Kluczynski, said, “The successful passage of this new law is due in no small part to the dedication and tireless efforts of our members in Massachusetts, the IIDA New England Chapter, and the MIDC. By eliminating unfair and outdated restrictions on Interior Designers in the state, this new law will enable designers to contribute to the long-term development of construction projects in the Commonwealth.”

IIDA Members and collateral organizations played a significant part in mobilizing colleagues and building grassroots support for this legislation through advocacy efforts that stressed the value in affording Massachusetts Interior Designers more flexibility in their practice and ability to be more involved in state work that is code-defined.

IIDA, on behalf of its Membership, commends Gov. Patrick, State Rep. Louis L. Kafka, and the Massachusetts Legislature for their support and action on this issue.

###

#### **About International Interior Design Association**

IIDA is the Commercial Interior Design Association with a global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 13,000+ Members across 50 countries. IIDA advocates for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. [www.iida.org](http://www.iida.org)

# Notes

# Notes

# Notes

