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Court ruling reaffirms role of corporate issue messaging in elections
But BIPAC cautions, times have changed the way money and message merge

Washington D.C. -- In the wake of the Supreme Court's ruling in Citizens United vs. FEC and Austin vs. The Michigan Chamber of Commerce, the nation's oldest business political action committee said the Court's action is "certain to increase the discussion on economic issues in the 2010 elections, which is a very good outcome."

"The Supreme Court's ruling frees American business from the yoke of second class citizenship. It returns the right of American business to talk about workplace issues and hold candidates accountable," said Gregory Casey, President and CEO of the Business and Industry Political Action Committee, or BIPAC.

Casey predicts business will accelerate their conversations about issues he calls "cornerstone building blocks of a vibrant economy" but cautioned against expectations the ruling would open the flood gates of money that would "take us back to the last century where big money, big television, and centralized political parties ruled public opinion."

"The reason American business is active in politics in the first place is to influence public policies that impact the prosperity of its employees and shareholders." Citing BIPAC research, he reports, "The employer is more credible on jobs-related issues than political parties, particularly with independents. CEOs wanting to effect policy in this age of skepticism and transparency already know the value of educating stakeholder communities in cities, counties and states where people actually live, work, attend church and raise families."

Casey said recent elections have been increasingly dominated by an "independent-minded public demanding something better than bickering between political parties. Don't look for solution-minded business leaders to spend fortunes on television ads supporting some one else's political priorities."

Casey says his organization's leadership was already prepared for a nationwide election approach that increases business focus on economic issues. "This ruling allows us to more effectively execute a public issue education and advocacy strategy already in place."

BIPAC, founded in 1963, boasts the largest and fastest growing business grassroots network in the country, with affiliated operations in more than 40 states. Its web-based issues network, known nationally as the Prosperity Project, includes thousands of corporations, hundreds of national business associations and dozens of state manufacturing associations and chambers of commerce. The network's issue-based workplace communications distributed 107 million electronic messages in 2008, while providing more than two million voter forms. The network is capable to communicating with over 15 million employees.

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