

Keeping You and the Public Informed

Industry Publications and Media Outreach

ABC provides a variety of resources that help contractors stay current with the industry-related information they need to make informed business decisions. In addition, ABC provides communications leadership and support by working closely with the news media and trade publications to communicate the industry's position on a wide range of public policy issues.

Construction Executive

ABC launched a monthly magazine, *Construction Executive*, in January 2003. Already, it has garnered both industry and national recognition. The magazine provides members with information and insights on business issues and common concerns of construction professionals.



Newsline

ABC's *Newsline* provides up-to-date construction news and information in a concise format. ABC emails this weekly electronic newsletter to members to provide them with the latest legislative, regulatory, political and legal news that impacts their business and the merit shop construction industry.

Media Relations

National, state and trade news media look to ABC as the authority on the merit shop construction industry. ABC initiates contacts with reporters and editors to communicate the industry's public policy positions and to represent the industry's views on a wide range of issues. ABC is sought out as a source for industry perspective and information and has been quoted or featured in *The Wall Street Journal*, *The Washington Post*, *USA Today*, *FOX-News*, *Kiplinger's*, *The Washington Times*, *C-Span*, *Engineering News-Record* and many other media outlets.

Public Relations Guide

The *Public Relations Guide for Contractors* offers ABC members practical advice on maintaining a positive corporate image, writing news releases and letters to the editor and creating an effective website. Written for the owners of construction firms, the guide is available on ABC's website.

Advertising

ABC places national and regional ads in construction-related publications to promote the merit shop construction industry, as well as ABC programs, products and services.

Community Outreach

Through its ABCares program, ABC promotes chapter and member company efforts to improve their communities. ABC documents these community outreach efforts and features them on its website and in ABC's *Construction Executive* magazine, as well as in a special presentation at the association's national convention.