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## Agenda setting at the municipal level: A comparison of strategies in two campaigns to increase wage standards in a mid-size Canadian city

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UWill Discover Abstract:

**Agenda setting at the municipal level: A comparison of strategies in two campaigns to increase wage standards in a mid-size Canadian city**

Type of Proposal: **Oral Presentation**

Faculty: **Faculty of Arts, Humanities and Social Science**

Presenter (Principal Investigator):

**Linda K. Coltman**, from the Political Science Department at the University of Windsor is conducting this research as part of an undergraduate Outstanding Scholars research project  
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Faculty Sponsor (and Coinvestigator):

**Professor Blake C. Roberts**, Journalist and Adjunct Professor of Journalism and Political Science, Past Chair, Digital Journalism,  
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Grand Challenge Category: **Viable, Healthy and Safe Communities**

Purpose of Study:

**In this study the Principal Investigator (PI) and coinvestigator researched the strategies employed in the Windsor-Essex “Living Wage Campaign” and the Windsor-Essex “Fight For \$15 and Fairness” campaign and whether the campaigns were effective in bringing the issue of raising wage standards onto the municipal policy agenda.**

Abstract:

**In terms of understanding the social, economic and health conditions that will lead to viable communities, wage matters form a central consideration. Related to such are the concepts of how wage discussions transfer from the public to the policy arena through agenda setting methodologies. To that end, research in agenda setting theory rarely focusses on local level investigations, but this project examined two community-based parallel public campaigns focused on raising wage standards. The effectiveness of the “Windsor-Essex Living Wage” campaign and the “Windsor-Essex Fight for \$15 and Fairness” campaigns was measured through an analysis of the level of public, political and media/social media penetration each group achieved as well as how effective they have been in accomplishing their campaign goals. Such was done to determine the effectiveness of the strategies employed in each to assess what factors had been successful in bringing the issue of increasing wage standards onto the municipal policy agenda and why. Through employing a research methodology which combined the cataloguing of public data found from traditional and new media sources, such as local newspapers, social media feeds and blog postings, as well as conducting interviews with politicians, political staff, other policy elites and other individuals identified through snowball sampling techniques as being knowledgeable about one or both campaigns, an examination of data was able to be undertaken which compared the organizational structures and distinctions between the two campaigns. Through the investigations undertaken, this research aims to provide a better understanding of how social movements can be more effectively organized and what strategies are successful in raising issue salience at the municipal level.**