

Lobbying is *Not* a Dirty Word: Advocacy, Technology & the Political Debate



Brian Hawkinson & Dan Murphy, DDC

***UC Washington Center Forum
and The Bryce Harlow Foundation
October 20, 2008***

Topics

- Definitions
- Why Lobby?
- Lobbying's Roles
- Lobbying
- Advocacy
- Technology
- Careers

Definitions

Advocacy:

Process of speaking out on issues of concern in order to exert some influence on behalf of ideas or persons.

Its purpose is to shape public policy and/or public opinion in order to create competitive advantage.

Has roots in:

- U.S. Constitution Bill of Rights (1st Amendment; *Right to petition the government...*)
- English Bill of Rights (1689)
- Magna Carta (1215)

Definitions

Lobbying:

The government-regulated version of Advocacy.

Why Engage in Lobbying?

- Government scope and action:
 - Taxes
 - Trade
 - Entitlements
 - Workplace
 - Environment
- Competing claims regarding priorities & policy
- Desire to achieve favorable policy decisions

Lobbying's Roles

Legislative:

- Build relationships; raise visibility & awareness.

Ideological:

- Promote public policy agenda;
- Elect legislators who share policy perspective.

Activist:

- Educate stakeholders about issues & impacts;
- Encourage involvement;
- Provide vehicles for involvement.

About Lobbying

Highly regulated:

Registration required:

- 2 or more lobbying “contacts”
- 20% or more of time in “lobbying activity”
- Spend >\$10,000; earn >\$2,500 per quarter

About Lobbying

Highly regulated:

Reporting required quarterly:

- \$ amount spent (or earned) lobbying
- Issues lobbied
 - General
 - Specific
- Houses of Congress/Federal Agency lobbied
- Foreign entity lobbied for

About Advocacy

Advocates:

- Executives & managers
- Key contacts
- Employees, members, etc.
- Third parties:
 - Suppliers
 - Customers

About Advocacy

Advocacy activities:

- Direct advocacy
- Issue advocacy communications
- Grassroots
- PACs

Organizations that Lobby

Corporations: American Express to Verizon.

Labor Unions: AFL-CIO to SEIU.

Associations: American Association of Justice (Trial Lawyers); National Rifle Association; American Forest & Paper Assn.; National Football League.

Interest Groups/Non-Profits: AARP; ACLU; American Heart Association; Sierra Club.

Advocacy Organizations

International: Greenpeace

National: Coalition for Free Trade

State: Canary Coalition

Local: Stop Playa Vista Now

Technology Enables Advocacy

Proprietary Advocacy Tools:

- Democracy Direct
- Legislator Direct
- CapitolConnect
- GOTV
- Virtual Town Hall/other phone

Technology Enables Advocacy

Publicly Available Advocacy Tools:

- Internet
- Web 2.0
 - Viral Marketing
 - Community Building
 - Blogging

Lobbying Careers

Where Washington Lobbyists come from:

- Capitol Hill staff (50%)
- Federal Gov't Dept. or Agency (35%)
- Corporate: operations; staff department (35%)
- Trade or business associations (26%)
- Other (15%)

Lobbying Careers

Where to begin:

Capitol Hill staff:

- legislator's office or committee

Company:

- PAC or Grassroots advocacy

Associations:

- PAC or Grassroots advocacy

Non-profit:

- PAC or Grassroots advocacy



Thank You

Democracy Data & Communications, L.L.C.
www.democracydata.com

44 Canal Center Plaza, Suite 200
Alexandria, VA 22314

P: (703) 684-9690
F: (703) 683-9626
E: info@democracydata.com