Lobbying

What Lobbyists Do

- Research issues
- Build coalitions w/ other groups
- Develop strategy
- Meet with legislators & staff
- Attend/testify at committee hearings
- Negotiate with other legislators, administration, etc.
- Campaign to build public pressure

Lobbying Methods

- Inside - Direct lobbying
  - Personal persuasion
  - Research
  - Testifying at hearings
  - Bribery
• Inside - Indirect lobbying
  – Contact by constituents
  – Contact by friends
  – Personal entertaining
  – Party giving

• Outside lobbying
  – Public relations campaigns
  – Letter/telephone/email/internet campaigns
  – Publicizing voting records
  – Contributing money
  – Campaign work

A Lobbyist’s Ranking of Members

• Supporters, actively working for your bill - Best
• Supporters, inactive
• Undecided
• Opponents, inactive
• Opponents, actively working against bill - Worst

Who Gets the Money?

• Supporters, actively working
• Supporters, inactive
• Undecided - Hollywood
• Opponents, inactive
• Opponents, actively working against
Key Variable: Legislator’s Attention

Rule for Lobbyists: Contact Supporters or Neutrals

• Do not contact opponents & try to persuade them
  – You may mobilize opponents

• Legislators don’t like pressure
  – They can retaliate

Access is the Key

• In order to give the pitch, lobbyists must have access

• The skill of “Super-lobbyists” is high-level access

Michael Deaver
Deputy Chief of Staff
Reagan White House
Access is the Key

Michael Deaver
Lobbyist
Ex-Deputy Chief of Staff
Reagan White House

Lobbying vs. Public Opinion

Freedom of a Legislator’s action vs. Salience of Issue to Voters

Examples: FAA to SOPA

- FAA Modernization & Reform Act
- Consumer Protection Act
- Loretta Lynch Confirmation
- Iran negotiations

Freedom of Legislator’s action vs. Salience of Issue to Voters
Campaign $$ vs. Public Opinion

- Campaign money is used to win votes

- **High salience issues:** Voters care
  - Money has no influence
    - A $5,000 donation can win a few votes
    - A bad vote on Iran Deal could cost 1,000’s of votes

- **Low salience issues:** Voters don’t care
  - So MC can vote his/her conscience
  - Or vote with campaign donors to win votes