



the Lobbyist **NEWSLETTER**

There may be better reasons or purposes for writing a **newsletter** than on the subject of **lobbying** but, due to the lack of columns on lobbying, I can't think of any.

Lobbying has become such an **interest flashing subject** that the media often forgets to say something negative about it and proceeds to use **lobbyists**, or **lobbying** as an important attention getting headline of important news.

*"The White House **lobbyists** said thus and so."*

*"After consulting his **lobbyist**, the President took the following action"*

There are few levels of government, if any, that does not use lobbyists. In the House and Senate, Important legislation is often *tweaked* or radically changed as a result of lobbying done "in house" by members themselves who, for the most part have had to become professionals at lobbying. They lobby **issues** almost daily. They unabashedly lobby **each other**, on a regular and expected basis.

Effective? very much so. Votes count and how and who votes today may have significance on future votes cast by others tomorrow.

WHEN ARE LOBBYISTS CALLED IN?

When specialized information is needed which could convince them how to vote one way or another, they know who to call from the large field of Washington lobbyists who are known to be informed on an issue. They sit down and share the likes, dislikes, merits or demerits of a people, a trade, an association, community or an industry which is affected by the proposed legislation.

HOW REPUTATIONS ARE MADE OR SOMETIMES RUINED

This is when the merit badges are handed out, not on misled or faulty information but on what a competent and ethical lobbyist provides. Legislators have long memories, if they have been fooled or taken down the primrose path by a lobbyist once, they are unlikely to ever trust a lobbyist again. This subject is fully and accurately emphasized in Chapter 10 of **Everybody Lobbies**.



PLAY THE LOBBY GAME

We are now receiving requests for game plans from those interested in accepting a challenge and have a little experimental fun in doing so.

To remind our friends out there, no cost or obligation is involved. You play the game at your own pace and submit the finished product whenever you feel like it. It will receive interested attention here and I promise to be objective and prompt in sending back our comment and analysis.

If given permission, we will likely publish in future bulletins some of the results. They should be interesting to all of us.

So, if you are so inclined, get the instructions off the internet and take a look at it.

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DOES MAGIC PLAY A PART IN LOBBYING?

IT is always surprising to see how many people seem to attach some sort of mystique to lobbying.

Basically, its probably because they know so little about the practice. Invariably when I attend a social function or a community meeting I am ask my profession, it goes something like this, "Are you a lawyer or a professor and when I reply that no, I've been a lobbyist for the past thirty five years.

The interchange that follows is always interesting because in two out of three cases, a similarity of questions follow and they invariably want to know what a lobbyist really does.

Is it true that lobbyists wield a great deal of power over all levels of government?

The questions are amazingly the same, ie

"By the way, how does one become a lobbyist? I'm not asking for myself but I have a grandson who has expressed some interest in lobbying and I wanted to tell him I met a real, honest to God lobbyist.

We sometimes exchange cards and I suggest that he log on to our web site, www.thelobbychannel.com if he is really interested. And, I'll admit, hope that he will buy a copy of **EVERYBODY LOBBIES.**

ACTIVE LOBBYISTS

Recently I had a luncheon at the state capitol in Phoenix, AZ with one of the representatives from the lower house, which is equivalent to the Assembly or House, in other states. We had an interesting conversation and I mentioned a news story in the Arizona Republic newspaper, noting that there were over 4000 lobbyists registered in Arizona. This seemed unbelievable even to me and when I checked on it, only about 400 were active lobbyists. The rest were people who had appeared only rarely before a committee or the legislature, (once or twice), but were still required to register as a Lobbyist. I had asked the Secretary of State in AZ for a list of the four thousand and while it was made available to me, it was

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interesting to see how many called Lobbying their profession. So, it wasn't nearly as crowded as it first appeared.

WHO WOULD YOU SAY IS THE MOST POWERFUL LOBBY IN THE USA?

When a colleague of mine first posed this question, we both could think of a number of very large entities that might qualify.

One that we did not think of however was suggested by none other than **Bill Moyers** of Public Broadcasting System.

On one of his broadcast programs, his guest was Charles Lewis, formerly with the program 60 Minutes. He pointed out that the **National Association of Broadcasters had spent \$11million dollars** to prevent campaign reform to **protect advertising revenue**.

According to him the NAB also financed 1400 all expense paid trips around the world for politicians and the Federal Communications Commission.

This, my friends, has the makings of a powerful lobby, no one can deny.

THE LOBBYIST NEWSLETTER would be happy to include articles or news dealing with reader's experience in or out of their work, or hope for work in the lobbying field.

If you have recently began a lobbying career, let us know and if there is any way we can help you, please be assured we will be happy to do so. The address is in this newsletter and the email is Stanley@thelobbychannel.com.

One of the very best definitions of what a lobbyist does on a day to day basis that I have ever read was included in an issue of the **Princeton Review**.

While it cannot be printed in its entirety, for those who missed it, here are a few excerpts. It was simply titled:

A Day in the Life of a Lobbyist

“Whether lobbyists work for large corporations a private individual, or the general public, their goals and strategies are the same. First and foremost, lobbyists must be adept at the art of persuasion, which is the mainstay of their job.

They must figure out how to sway politicians to vote on legislation in a way that favors the interest they represent. This means tailoring appeal to specific individuals as well as to group voting blocks, such as Southerners or pro-choicers. Lobbyists also occasionally lobby one another. When normally opposing groups find a common area of interest and can present a united front they are extremely effective.

Lobbying can be **direct** or **indirect**. Direct lobbying means actually meeting with Congress members and providing them with information pertinent to a bill being voted on.

The lobbyist imparts their information with the help of graphs, charts, polls, and reports that they have hunted up or created. Needless to say, this is usually information that the politician might not otherwise have access to, that casts the matter in a light favorable to the interest the lobbyist represents.

Sometimes, lobbyists will even sit down and help a politician draft legislation that is advantageous to their client. Maintaining good relations with politicians who can be relied on to support the lobbyist's interest is **key**.