

The Graduate School
of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management
Spring Semester
February 1, 2021 – April 15, 2021

Course Name: Lobbying
Course Number: PMGT 6414
Credits: 3.00

Wednesdays: 7:10 pm – 9:10 pm
Webex

BASIC INFORMATION AND RESOURCES

Instructor

Julius W. Hobson, Jr., Adjunct Professor & Senior Policy Advisor, Polsinelli PC

Contact Information

Phone Number: (202) 626-8354 (o); (202) 364-8866 (h).

Email Address: Julius.hobson@verizon.net

Communication

Office Hours: By appointment.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://www.gwu.edu/~ntegrity/code.html>.

Support for Students with Disabilities

GW's Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify me if you require accommodations. Additional information is available at www.gwu.edu/~dss.

In the Event of an Emergency or Crisis during Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet in front of Lisner Auditorium in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University's operating status: <http://www.campusadvisories.gwu.edu/>.

Attendance Policy

Attendance will be taken the first two weeks as a means of verifying registered students. Thereafter no attendance will be taken. If a student is absent from class, she/he will be responsible for acquiring missed material from fellow classmates.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Lara Brown
Director, Political Management Program
larambrown@gwu.edu 202-994-4545

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu 202-994-3592

Dr. Todd Belt
Professor & Political Management Program Director
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Laura Vasisko
Academic Advisor
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THE COURSE

Political Management Program Objectives

1. Assess a political environment, develop a strategy to achieve specified goals within that environment, and act to carry out that strategy through a campaign.
2. Draw upon a repertoire of effective campaign communication skills.
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize a campaign.
4. Find, engage, and motivate the right people – leaders, professional colleagues, and citizens – to join and contribute to a campaign.
5. Address the recurring dilemmas of political life in a manner that upholds ethical standards as they practice the profession.

Course Description and Overview

Survey of and training for lobbying in the U.S. federal system. Students design a detailed lobbying plan for implementation and practice a variety of influence techniques, including those associated with digital media and communications technologies. The course also covers legal compliance, organizational and public accountability, professional standards and practices. The goal is to equip students with the knowledge and skills necessary to successfully impact the federal policymaking process; how lobbying and organized advocacy fit into the American political process and the development and implementation of advocacy strategies; lobbying by business, labor, public interest groups, and other nonprofit organizations; and, lobbying within and among the Legislative and Executive Branches of the Federal Government.

Course Learning Objectives

1. Understand the legislative process as it relates to lobbying. Students will learn the functions and operations of the Legislative Branch of Government as it relates to lobbying. This will include the House and Senate committee structure and leadership. Students will learn how lobbyists engage in the legislative process
2. Understand how laws are implemented in the Executive Branch. Students will learn the basics of the regulatory process and how lobbyists attempt to engage in the rulemaking. Students will also learn the President’s role as a lobbyist as he pursues legislative and budgetary goals and objectives. Students will learn that the President’s actions directly impact the lobbying process.
3. Learn lobbying strategy and tactics. Successful lobbyists must develop strategy and tactics in order to succeed on behalf of their employers/clients. Students will learn, through development of Talking Points, Oral Lobbying Presentation, and Strategy Memorandum, how to successfully engage the policymakers.
4. Campaign finance and elections have a significant impact on the policymaking process. Students will learn how the political process impacts the public policy process.

Course Requirements

- Each student is required to produce a one-page fact sheet (also known as “Talking Points”). The topic must be selected and approved by **February 10**. Grammar and spelling will affect the paper’s grade. The fact sheet should include name of organization, contact information, and “ask”. The fact sheet must provide necessary background information on the policy issue in question. The purpose is to lobby for enactment of legislation in Congress leading to the President’s signature. The assignment is due **March 10**.
- Each student will prepare a 12 page lobbying strategy memorandum based on the same topic as the Talking Points. The memo must illustrate strategy and tactics for passing (or

defeating) a bill through both Houses of Congress and conference. The memo must identify key members of the relevant House and Senate committees of jurisdiction and the leadership, and suggest ways (such as direct lobbying, grassroots, and campaign contributions) to influence those members. The memorandum must also address lobbying the appropriate Federal department/agency in preparation for drafting proposed regulations implementing the law you lobbied for. The purpose of the memo is to test each student’s ability to think strategically in the public policy arena. Grammar and spelling will affect the paper’s grade. The paper must be double-spaced (do not triple or quadruple space between paragraphs or headings) with margins of no more than one inch, maximum 12 point font size, and no charts, graphs, lists, appendices, addenda, footnotes or endnotes. The memo **must** follow the format located at the end of this syllabus. **Failure to follow these directions will automatically result in a lower grade. The memorandum is due, via e-mail, by 9:00 pm, April 16. The highest grade papers late up to five (5) days can receive is B+. Papers more than five (5) days late can achieve a grade no higher than C+.**

- Oral participation in the classroom is required. This means the student actively participates and makes a contribution in class discussions.
- Each student will develop a 10-slide power point presentation consistent with the strategy memorandum. **The power point presentation must use the slide template located on Blackboard and is due via email by 9:00 pm, April 21. The highest grade power point presentations late up to five (5) days can receive is B+. Presentations more than five (5) days late can achieve a grade no higher than C+.**

Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Talking Points			10%
Lobbying Strategy Memorandum			50%
Oral Class Participation			5%
Power Point Presentation			35%
Total			100%

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.

B-	80-82	You've completed the assignment, but you are not meeting all of the requirements.
C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance, or inability to submit the assignment.

*** Failure to complete assigned work by the due date means the maximum possible grade on that assignment will be B+. If the memorandum is more than five (5) days late, highest possible grade will be C+.**

Required Text and Learning Materials

Each student is expected to read newspapers (*Washington Post*, *New York Times*, *Wall Street Journal*, *Financial Times*, *The Hill*, *Roll Call*, *Politico*, *Bloomberg Businessweek*, *Washington Examiner*, *Los Angeles Times*, etc.), various news magazines (*Time*, *Newsweek*, *U.S. News & World Report*, *National Review*, *Forbes*, *Time*, *The Economist*, and *New Republic*, etc.), blog posts, and e-newsletters and web sites (*Slate Magazine*, politicalwire.com, talkingpointsmemo.com; politico.com; drudgereport.com) throughout the semester. The books and other required assignments in the course are as follows:

- *Congress Reconsidered*, 12th Edition, edited by Lawrence C. Dodd, Bruce I. Oppenheimer & C. Lawrence Evans, CQ/Sage Press, 2021, ISBN: 978-1-5443-4501-7 (paperback).
- *Interest Group Politics*, 10th Edition, edited by Allan J. Cigler, Burdett A. Loomis, and Anthony J. Nownes, 2020, Rowan & Littlefield, ISBN: 978-1-5381-2463-5 (paperback).
- *Interest Groups and Lobbying: Pursuing Political Interests in America*, 2nd Edition by Thomas T. Holyoke, Westview Press, 2021, ISBN: 978-0-367-48590-0(paperback).
- Legislative and Regulatory Process (Blackboard).

Tentative Course Calendar*

*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Class Date: February 3

Week 1

Topic and Content Covered:

- Overview of the course and requirements.
- Class objectives and rules.
- Introduction to Lobbying.
- The American Political System in the context of lobbying.

Learning Objective(s) Addressed:

- Introduction to the course.

Reading Due Today:

- Federalist Paper No. 10.

- Holyoke, Introduction.
- Cigler et al, Introduction

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Richard D. Brown, *The Strength of a People: The Idea of an Informed Citizenry in America, 1650-1870*, Chapel Hill, 1996.
- Byron E. Shafer, *The Two Majorities and the Puzzle of Modern American Politics*, Kansas University Press, 2003.
- Frank Newport, *Polling Matters: Why Leaders Must Listen to the Wisdom of the People*, Warner Books, 2004.
- The Annenberg Democracy Project, *A Republic Divided*, Oxford University Press, 2007.
- Iwan Morgan & Philip John Davies, *Broken Government? American Politics in the Obama Era*, Institute for the Study of the Americas, 2012.
- Charles S. Bullock III & Mark J. Rozell, *The New Politics of the Old South: An Introduction to Southern Politics*, 5th edition, Rowman & Littlefield, 2014.
- James A. Thurber & Antoine Yoshinaka, Editors, *American Gridlock: The Sources, Character, and Impact of Political Polarization*, Cambridge University Press, 2015.
- David Goldfield, *The Gifted Generation: When Government Was Good*, Bloomsbury USA, 2017.
- Jon Meacham, *The Soul of America: The Battle for Our Better Angels*, Random House, 2018.
- Jill Lepore, *These Truths: A History of the United States*, W.W. Norton & Company, 2018.
- Alan Greenspan & Adrian Wooldridge, *Capitalism in America: A History*, Penguin Press, 2018
- Ezra Klein, *Why We're Polarized*, Avid Reader Press, 2020.
- Angie Maxwell & Todd Shields, *The Long Southern Strategy: How Chasing White Voters in the South Changed American Politics*, Oxford University Press, 2019.
- Kay Lehman Schlozman, Henry E. Brady, & Sidney Verba, *Unequal and Unrepresented: Political Inequality and the People's Voice in the New Gilded Age*, Princeton University, 2018.
- James A Morone, *Republic of Wrath: How American Politics Turned Tribal, from George Washington to Donald Trump*, Basic Books, 2020.

Class Date: February 10

Week 2

Topic and Content Covered:

- President as Lobbyist & Legislator

Learning Objective(s) Addressed:

- Understanding the role of the President as a lobbyist and legislator.
- Understanding of the agencies that comprise the institutional presidency.

Reading Due Today:

- CRS Report, “Regular Vetoes and Pocket Vetoes: An Overview”, RS22188, July 18, 2019.

- CRS Report, “Veto Override Procedure in the House and Senate”, RS22654, March 26, 2019.
- CRS Report, “Executive Orders: Issuance, Modification, and Revocation”, RS20846, April 16, 2014.
- CRS Report, “Congressional Liaison Offices of Selected Federal Agencies” (reference only), 98-446, October 10, 2018.

Assignment(s) Due Today:

- Talking Selection Approval

Supplemental Reading:

- Mark A. Peterson, *Legislating Together: The White House and Capitol Hill From Eisenhower to Reagan*, Harvard, 1990.
- Charles O. Jones, *Separate But Equal Branches: Congress and the Presidency*, Chatham House, 1995.
- Kenneth E. Collier, *Between The Branches: The White House Office of Legislative Affairs*, University of Pittsburgh Press, 1997.
- Charles M. Cameron, *Veto Bargaining: Presidents and the Politics of Negative Power*, Cambridge, 2000.
- Bradley H. Patterson, Jr., *The White House Staff: Inside The West Wing And Beyond*, Brookings, 2000; and, *To Serve the President: Continuity and Innovation in the White House Staff*, Brookings, 2008.
- Phillip J. Cooper, *By Order of the President: The Use & Abuse of Executive Direct Action*, University of Kansas Press, 2002.
- Kenneth R. Mayer, *With The Stroke of a Pen: Executive Orders and Presidential Power*, Princeton University Press, 2001.
- Richard S. Conley, *The Presidency, Congress and Divided Government*, Texas A&M University Press, 2003.
- Mary E. Stuckey, *Defining Americans: The Presidency and National Identity*, University Press of Kansas, 2004.
- Joel D. Aberbach & Mark A. Peterson, editors, *The Executive Branch*, Oxford University Press, 2005.
- Donald R. Kelley, editor, *Divided Power: The Presidency, Congress, and the Formation of American Foreign Policy*, University of Arkansas Press, 2005.
- Colin Campbell, Bert A. Rockman, & Andrew Rudalevige, editors, *The George W. Bush Legacy*, CQ Press, 2008.
- Martha Joynt Kumar, *Managing the President’s Message: The White House Communications Operation*, Johns Hopkins University Press, 2007.
- Richard Wolffe, *Revival: The Struggle for Survival inside the Obama White House*, Crown Publishers, 2010.
- Julian E. Zelizer, *The Presidency of George W. Bush: A First Historical Assessment*, Princeton University Press, 2010.
- Theda Skocpol & Lawrence R. Jacobs, editors, *Reaching for a New Deal: Ambitious Governance, Economic Meltdown, and Polarized Politics in Obama’s First Two Years*, Russell Sage Foundation, 2011.
- Carol McNamara & Melanie M. Marlowe, *The Obama Presidency in the Constitutional Order: A First Look*, Rowman & Littlefield, 2011.

- Ron Suskind, *Confidence Men: Wall Street, Washington, and the Education of a President*, Harper, 2011.
- Mitchel A. Sollenberger & Mark J. Rozell, *The President's Czars: Undermining Congress and the Constitution*, University Press of Kansas, 2012.
- David Corn, *Showdown: The Inside Story of How Obama Fought Back Against Boehner, Cantor, and the Tea Party*, William Morrow, 2012.
- Peter Baker, *Days of Fire: Bush and Cheney in the White House*, Doubleday, 2013.
- Michael A. Genovese, Todd L. Belt & William W. Lammers, *The Presidency and Domestic Policy: Comparing Leadership Styles, FDR to Obama*, 2nd Edition, Paradigm Publishers, 2014.
- Jules Witcover, *The American Vice Presidency: From Irrelevance to Power*, Smithsonian Books, 2014.
- Jon Meacham, *Destiny and Power: The American Odyssey of George Herbert Walker Bush*, Random House, 2015.
- Linda L. Fowler, *Watchdogs on the Hill: The Decline of Congressional Oversight of U.S Foreign Relations*, Princeton, 2015.
- Richard J. Ellis, *The Development of the American Presidency*, 2nd edition, Routledge, 2015.
- Matthew N. Beckmann, *Pushing the Agenda: Presidential Leadership in U.S. Lawmaking, 1953-2004*, Cambridge, 2010.
- Douglas L. Kriner & Eric Schickler, *Investigating the President: Congressional Checks in Presidential Power*, Princeton, 2016.
- Steven G. Calabresi & Christopher S. Yoo, *The Unitary Executive: Presidential Power from Washington to Bush*, Yale, 2008.
- Robert Dallek, *Franklin D. Roosevelt: A Political Life*, Viking, 2017.
- John A. Farrell, *Richard Nixon: The Life*, Doubleday, 2017.
- Bob Spitz, *Reagan: An American Journey*, Penguin Press, 2018.
- Doris Kearns Goodwin, *Leadership in Turbulent Times*, Simon & Schuster, 2018.
- Michael Beschloss, *Presidents of War: The Epic Story, From 1807 to Modern Times*, Crown, 2018.
- Jeffrey A. Engel, *When the World Seemed New: George H. W. Bush and the End of the Cold War*, Houghton Mifflin Harcourt, 2017.
- Bob Woodward, *Fear: Trump in the White House*, Simon & Schuster, 2018; *Rage*, Simon & Schuster, 2020.
- Nicholas Wapshott, *The Sphinx: Franklin Roosevelt, the Isolationists, and the Road to World War II*, W.W. Norton & Company, 2014.
- Louis Fisher, *Supreme Court Expansion of Presidential Power: Unconstitutional Leanings*, University Press of Kansas, 2017; *President Obama: Constitutional Aspirations and Executive Actions*, University Press of Kansas, 2018.
- Lara M. Brown, *Amateur Hour: Presidential Character and the Question of Leadership*, Routledge, 2021.
- Philip Rucker & Carol Leoning, *A Very Stable Genius: Donald J. Trump's Testing of America*, Penguin Press, 2020.
- Barack Obama, *A Promised Land*, Crown, 2020.

Class Date: February 17

Week 3

Topic and Content Covered:

- Organized Interests in the United States

Learning Objective(s) Addressed:

- The role of organized interest groups in the United States.

Reading Due Today:

- Holyoke, Chapters 1, 2, & 4.
- Cigler et al, Chapters 2-5, 9.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Allan J. Cigler & Burdett A. Loomis, *Interest Group Politics*, 1st--9th editions, CQ Press.
- H. R. Mahood, *Interest Group Politics in America: A New Intensity*, Prentice Hall, 1990.
- Frank R. Baumgartner & Beth L. Leech, *Basic Interests: The Importance of Groups in Politics and in Political Science*, Princeton University Press, 1998.
- William P. Browne, *Groups Interests, and U.S. Public Policy*, Georgetown University Press, 1998.
- John C. Berg, editor, *Teamsters and Turtles? U.S. Progressive Political Movements in the 21st Century*, Rowman & Littlefield, 2003.
- Scott H. Ainsworth, *Analyzing Interest Groups: Group Influence on People and Policies*, Norton, 2002.
- Ollie A. Johnson III & Karin L. Stanford, editors, *Black Political Organizations in the Post-Civil Rights Era*, Rutgers University Press, 2002.
- Christina Walbrecht & Rodney E. Hero, *The Politics of Democratic Inclusion*, Temple University Press, 2005.
- Andrea Louise Campbell, *How Policies Make Citizens: Senior Political Activism and the American Welfare State*, Princeton University Press, 2003.
- Matt Grossman, *The Not-So-Special Interests: Interest Groups, Public Representation, and American Governance*, Stanford University Press, 2012.
- Kim Phillips-Fein & Julian E. Zelinger, editors, *What's Good for Business: Business and American Politics since World War II*, Oxford University Press, 2012.
- Hahrie Han, *How Organizations Develop Activists: Civic Associations and Leadership in the 21st Century*, Oxford University Press, 2014.
- Lillian Faderman, *The Gay Revolution: The Story of the Struggle*, Simon & Schuster, 2015.
- Richard R. John & Kim Phillips-Fein, *Capital Gains: Business and Politics in Twentieth-Century America*, Penn, 2017.
- Mark Harvey, *Celebrity Influence: Politics, Persuasion, and Issue-Based Advocacy*, University of Kansas Press, 2017.
- Martha S. Jones, *Vanguard: How Black Women Broke Barriers, Won the Vote, and Insisted on Equality for All*, Basic Books, 2020.

Class Date: February 24

Week 4

Topic and Content Covered:

- Interest Groups and Lobbying

Learning Objective(s) Addressed:

- How interest groups lobbying.

Reading Due Today:

- Holyoke, Chapters 5 & 9.
- Cigler et al, Chapters 6, 10,& 12.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Denton L. Watson, *Lion in the Lobby: Clarence Mitchell, Jr. 's Struggle for the Passage of Civil Rights Laws*, Morrow, 1990.
- John Mark Hansen, *Gaining Access: Congress and the Farm Lobby, 1919-1981*, Chicago, 1991.
- Taylor Branch, *Pillar of Fire: America in the King Years, 1963-65*, Simon & Schuster, 1998.
- Allen D. Hertzke, *Representing God in Washington: The Role of Religious Lobbyists in the American Polity*, Tennessee, 1988.
- Mitchell T. Maki, Harry H. L. Kitano, and S. Megan Berthold, *Achieving the Impossible Dream: How Japanese Americans Obtained Redress*, Illinois, 1999.
- Daniel J.B. Hofrenning, *In Washington But Not Of It: The Prophetic Politics of Religious Lobbyists*, 1995.
- John R. Wright, *Interest Groups & Congress: Lobbying, Contributions, and Influence*, Allyn and Bacon, 1996.
- Robert J. Duffy, *The Green Agenda in American Politics: New Strategies for the Twenty-First Century*, University Press of Kansas, 2003.
- Elisabeth S. Clemens, *The People's Lobby: Organizational Innovation and the Rise of Interest Group Politics in the United States, 1890-1925*, Chicago University Press, 1997.
- John J. Mearsheimer & Stephen M. Walt, *The Israel Lobby and U.S. Foreign Policy*, Farrar, Straus & Giroux, 2007.
- Willard C. Richan, *Lobbying for Social Change*, Third Edition, Haworth Press, 2006.
- Robert G. Kaiser, *So Damn Much Money: The Triumph of Lobbying and the Corrosion of American Government*, Alfred A. Knopf, 2009.
- Deirdre Martinez, *Who Speaks for Hispanics? Hispanic Interest Groups in Washington*, SUNY Press, 2009.
- Linda Hirshman, *Victory: The Triumphant Gay Revolution*, Harper, 2012.
- Peter Harry Brown & Daniel G. Abel, *Outgunned: Up Against the NRA*, Free Press, 2003.
- McGee Young, *Developing Interests: Organizational Change and the Politics of Advocacy*, University of Kansas Press, 2010.

- Dara Z. Strolovitch, *Affirmative Advocacy: Race, Class, and Gender in Interest Group Politics*, University of Chicago Press, 2007.
- Janelle Wong, S. Karthick Ramakrishnan, Taeku Lee, & Janje Junn, *Asian American Political Participation: Emerging Constituents and Their Political Identities*, Russell Sage Foundation, 2011.
- Paul A. Djupe & Christopher P. Gilbert, *The Political Influence of Churches*, Cambridge University Press, 2005.
- Kay Lehman Schlozman, Henry E. Brady, & Sidney Verba, *Unequal and Unrepresented: Political Inequality and the People's Voice in the New Gilded Age*, Princeton University Press, 2018.
- Edward E. Curtis IV, *Muslim American Politics and the Future of US Democracy*, New York University Press, 2019.
- Paul Burstein, *American Public Opinion, Advocacy, and Policy in Congress: What the Public Wants and What It Gets*, Cambridge University Press, 2014.

Class Date: March 4

Week 5

Topic and Content Covered:

- Interest Groups and Lobbying
- Corporations and Nonprofits

Learning Objective(s) Addressed:

- How interest groups lobby.

Reading Due Today:

- Cigler et al, Chapters 7, 11, 14, & 16.
- Dodd et al, Chapter 6.
- CRS Report, “Lobbying Regulations on Non-Profit Organizations, 96-809A, May 7, 2008.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Benjamin C. Waterhouse, *Lobbying America: The Politics of Business From Nixon to NAFTA*, Princeton University Press, 2014.
- McGee Young, *Developing Interests: Organizational Change and the Politics of Advocacy*, University of Kansas Press, 2010.
- Lyn Spillman, *Solidarity in Strategy: Making Business Meaningful in American Trade Associations*, University of Chicago Press, 2012.
- Kim Phillips-Fein & Julian E. Zelizer, *What's Good for Business: Business and American Politics since World War II*, Cambridge University Press, 2012.
- Otto Lerbinger, *Corporate Public Affairs: Interacting With Interest Groups, Media, and Government*, Lawrence Erlbaum Associates, Publishers, 2006.
- Jeffrey M. Berry, with David F. Arons, *A Voice For Nonprofits*, Brookings Institution Press, 2003.
- Sheldon Gen & Amy Conley Wright, *Nonprofits in Policy Advocacy: Their Strategies and Stories*, Palgrave Macmillan, 2020.

Class Date: March 10

Week 6

Topic and Content Covered:

- Lobbyists & Elections
- Campaign Finance & Lobbying

Learning Objective(s) Addressed:

- Role of lobbyists in financing candidates for federal office.
- Campaign finance laws.

Reading Due Today:

- Holyoke, Chapter 10.
- Dodd et al, Chapters 3, 4, 5, & 17.
- CRS Report, “Campaign Contribution Limits: Selected Questions About McCutcheon and Policy Issues for Congress, R43334, April 7, 2014.
- CRS Report, “The State of Campaign Finance Policy: Recent Developments and Issues for Congress”, R41542, December 13, 2018.
- CRS Report, “Campaign Finance Law: An Analysis of Key Issues, Recent Developments, and Constitutional Considerations for Legislation”, R45320, September 24, 2018.

Assignment(s) Due Today:

- Talking Points due.

Supplemental Reading:

- James A. Thurber, Editor, *The Battle for Congress: Consultants, Candidates, and Voters*, Brookings, 2001.
- Colton E. Campbell & John F. Stack, Jr., *Congress and the Politics of Emerging Rights*, Rowman & Littlefield, 2002.
- Peter L. Francia, John C. Green, Paul S. Herrnson, Lynda W. Powell, & Clyde Wilcox, editors, *The Financiers of Congressional Elections: Investors, Ideologues, and Intimates*, Columbia University Press, 2003.
- Michael J. Malbin, editor, *Life After Reform: When the Bipartisan Campaign Reform Act Meets Politics*, Rowman & Littlefield, 2003.
- Robert F. Bauer, *More Soft Money, Hard Law*, 2nd edition, Perkins Cole, 2004.
- David B. Magleby & J. Quin Monson, editors, *The Last Hurrah: Soft Money and Issue Advocacy in the 2002 Congressional Elections*, Brookings Institution, 2004.
- Melvin I. Urofsky, *Money & Free Speech: Campaign Finance Reform and the Courts*, University Press of Kansas, 2005.
- Mark J. Rozell, Clyde Wilcox, & Michael M. Franz, *Interest Groups in American Campaigns: The New Face of Electioneering*, 3rd Edition, Oxford University Press, 2011.
- David C.W. Parker, *The Power of Money in Congressional Campaigns, 1880-2006*, University of Oklahoma Press, 2008.
- Richard M. Skinner, *More Than Money: Interest Group Action in Congressional Elections*, Rowman & Littlefield Publishers, 2006.

- Marian Currinder, *Money in the House: Campaign Funds and Congressional Party Politics*, Westview Press, 2009.
- Tracy Sulkin, *The Legislative Legacy of Congressional Campaigns*, Cambridge University Press, 2011.
- Paul S. Herrnson, Christopher J. Deering, & Clyde Wilcox, editors, *Interest Groups Unleashed*, CQ Press, 2012.
- Eric S. Herberlig & Bruce A. Larson, *Congressional Parties, Institutional Ambition, and the Financing of Majority Control*, University of Michigan Press, 2012.
- Michael M. Franz, *Choices and Changes: Interest Groups in the Electoral Process*, Temple University Press, 2008.

Class Date: March 17 (No Class—Spring Break)

Class Date: March 24

Week 7

Topic and Content Covered:

- Technology & Lobbying
- Regulation of Lobbying
- Lobbying and the Congressional Budget Process

Learning Objective(s) Addressed:

- History and impact of technology on lobbying.
- Regulation of lobbying.
- Congressional budget process and lobbying.

Reading Due Today:

- Holyoke, Chapter—Conclusion.
- Allan et al, Chapters 13 & 15.
- Dodd et al, Chapter 13.
- CRS Report, “Congress and the Internet: Highlights”, RL34148, August 29, 2007.
- CRS Report, “Introduction to the Federal Budget Process”, 98-721, December 3, 2012.
- CRS Report, “Lobbying Registration and Disclosure: Before and After the Enactment of the Honest Leadership and Open Government Act of 2007”, R40245, April 22, 2011
- CRS Report, “Lobbying Registration and Disclosure: The Role of the Clerk of the House and the Secretary of the Senate”, RL34377, April 19, 2017.
- CRS Report, “The Executive Budget Process: An Overview”, R42633, July 27, 2012.
- CRS Report, “The Budget Reconciliation Process: The Senate’s ‘Byrd Rule’”, RL30862, November 22, 2016.
- CRS Report, “The Budget Reconciliation Process: Stages of Consideration”, R44058, January 25, 2021.
- CBO-“An Introduction to the Congressional Budget Office”, May 2019.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Daniel Bennett & Pam Fielding, *The Net Effect: How Cyberadvocacy is Changing the Political Landscape*, e-advocates Press, 1999.
- C. Richard Neu, Robert H. Anderson, & Tora K. Bikson, *Sending Your Government a Message: E-mail Communication Between Citizens and Government*, Rand, 1999.

- Elaine Ciulla Kamarck & Joseph S. Nye, Jr., Editors, *Governance.com: Democracy in the Information Age*, Brookings, 2002.
- Bruce Bimber, *Information and American Democracy: Technology in the Evolution of Political Power*, Cambridge University Press, 2003.
- James A. Thurber & Colton C. Campbell, *Congress and the Internet*, Prentice Hall, 2003.
- Dennis W. Johnson, *Congress Online: Bridging the Gap Between Citizens and Their Representatives*, Routledge, 2004.
- Richard Davis, *Politics Online: Blogs, Chatrooms, and Discussion Groups in American Democracy*, Routledge, 2005.
- David Karpf, *The Moveon Effect: The Unexpected Transformation of American Political Advocacy*, Oxford University Press, 2012.
- Jason Gainous & Kevin M. Wagner, *Tweeting To Power: The Social Media Revolution in American Politics*, Oxford University Press, 2014.
- Andrew Chadwick, *The Hybrid Media System: Politics and Power*, Oxford University Press, 2013.
- Walter Williams, *Honest Numbers & Democracy: Social Policy Analysis in the White House, Congress, and the Federal Agencies*, Georgetown University Press, 1998.
- Louis Fisher, *Congressional Abdication on War & Spending*, Texas A&M Press, 2000.
- Glen S. Krutz, *Hitching A Ride: Omnibus Legislating in the U.S. Congress*, Ohio State University Press, 2001.
- Barry S. Reinquist & Thomas M. Carsey, *Congress and Defense Spending: The Distributive Politics of Military Procurement*, University of Oklahoma Press, 2002.
- Irene S. Rubin, *Balancing The Federal Budget: Trimming The Herds or Eating the Seed Corn?*, Chatham House/Seven Bridges Press, 2003.
- Shelley Lynne Tomkin, *Inside OMB: Politics and Process in the President's Budget Office*, M.E. Sharpe, 1998.
- Diana Evans, *Greasing The Wheels: Using Pork Barrel Projects to Build Majority Coalitions in Congress*, Cambridge University Press, 2004.
- Scott A. Frisch & Sean Q. Kelly, *Cheese Factories on the Moon: Why Earmarks Are Good for American Democracy*, Paradigm, 2011.
- Richard Davis, *Typing Politics: The Role of Blogs in American Politics*, Oxford University Press, 2009.
- David Wessel, *Red Ink: Inside the High-Stakes Politics of the Federal Budget*, Crown Business, 2012.
- Dennis S. Ippolito, *Deficits, Debt, and the New Politics of Tax Policy*, Cambridge, 2012.
- John Hudak, *Presidential Pork: White House Influence Over The Distribution of Federal Grants*, Brookings Institution, 2014.
- John F. Cogan, *The High Cost of Good Intentions: A History of U.S. Federal Entitlement Programs*, Stanford University Press, 2017.
- Helen Margetts, Peter John, Scott Hale & Taha Yasseri, *Political Turbulence: How Social Media Shape Collective Action*, Princeton University Press, 2017.
- Bruce Bimber, Andrew J. Flanagin, & Cynthia Stohl, *Collective Action in Organizations*, Cambridge University Press, 2012.
- Philip M. Napoli, *Social Media and the Public Interest: Media Regulation in the Disinformation Age*, Columbia University Press, 2019.

- David Tewksbury & Jason Rittenberg, *News on the Internet: Information and Citizenship in the 21st Century*, Oxford University Press, 2012.
- Nathaniel Persily & Joshua A. Tucker, *Social Media and Democracy: The State of the Field and Prospects for Reform*, Cambridge University Press, 2020.

Class Date: March 31

Week 8

Topic and Content Covered:

- Congressional Committee Hearing Witness Preparation
- Lobbying Senate Confirmation of Presidential Nominees
- Key U.S. Supreme Court Cases, Congress & Judicial Nominees

Learning Objective(s) Addressed:

- The role of lobbyists in Congressional hearings.
- How to prepare a witness for a hearing.

Reading Due Today:

- Holyoke, Chapter 8.
- Dodd et al, Chapter 10.
- CRS Report, “Hearings in the U.S. Senate: A Guide for Preparation and Procedure”, RL30548, March 18, 2010.
- CRS Report, Senate Committee Hearings: Preparation, 98-489, December 4, 2017.
- CRS Report, “Senate Committee Hearings: Arranging Witnesses”, 98-336, December 6, 2017.
- CRS Report, “Hearings in the House of Representatives: A Guide for Preparation and Procedure”, RL30539, June 13, 2006.
- CRS Report, “Senate Consideration of Presidential Nominations: Committee and Floor Procedure”, RL31980, April 11, 2017.
- CRS Report, “Appointment and Confirmation of Executive Branch Leadership: An Overview”, R44083, June 22, 2015.
- CRS Report, “Cloture Attempts on Nominations: Data and Historical Development Through November 20, 2013”, RL32878, September 28, 2018.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- G. Calvin Mackenzie, editor, *Innocent Until Nominated: The Breakdown of the Presidential Appointments Process*, Brookings, 2001.
- John Anthony Maltese, *The Selling of Supreme Court Nominees*, Johns Hopkins University Press, 1998.
- Norman Vieira & Leonard Gross, *Supreme Court Appointments: Judge Bork and the Politicization of Senate Confirmations*, Southern Illinois University Press, 1998.
- Michael Comiskey, *Seeking Justices: The Judging of Supreme Court Nominees*, University Press of Kansas, 2004.
- Nancy Sherer, *Scoring Points: Politicians, Activists, and the Lower Federal Court Appointment Process*, Stanford University Press, 2005.
- Patrick B. McGuigan & Dawn M. Weyrich, *Ninth Justice: The Fight for Bork*, Free Congress Research and Education Foundation, 1990.

- Richard Davis, *Electing Justice: Fixing the Supreme Court Nomination Process*, Oxford University Press, 2005.
- Henry J. Abraham, *Justices, Presidents, and Senators: A History of the U.S. Supreme Court Appointments from Washington to Bush II*, Rowman & Littlefield, 2007.
- John W. Dean, *The Rehnquist Choice*, Simon & Schuster, 2001.
- John W. Johnson, *Griswold v. Connecticut: Birth Control and the Constitutional Right of Privacy*, University Press of Kansas, 2005.
- N. E. H. Hull & Peter Charles Hoffer, *Roe v. Wade: The Abortion Rights Controversy in American History*, University Press of Kansas, 2001.
- Robert Justin Goldstein, *Flag Burning & Free Speech: The Case Texas v. Johnson*, University Press of Kansas, 2000.
- Robert M. Cottrol, Raymond T. Diamond, & Leland B. Ware, *Brown v. Board of Education*, University Press of Kansas, 2003.
- Mark C. Miller, *The View of the Courts from the Hill: Interactions Between Congress and the Federal Judiciary*, University of Virginia Press, 2009.
- Anita Miller, editor, *The Complete Transcripts of the Clarence Thomas—Anita Hill Hearings, October 11, 12, 13, 1991*, Academy Chicago Publishers, 1994.
- Mitchel A. Sollenberger, *The President Shall Nominate: How Congress Trumps Executive Power*, University Press of Kansas, 2008.
- Mark C. Miller & Jeb Barnes, editors, *Making Policy, Making Law: An Interbranch Perspective*, Georgetown University Press, 2004.
- Amy Steigerwalt, *Battle over the Bench: Senators, Interest Groups, and Lower Court Confirmations*, University of Virginia Press, 2010.
- Paul M. Collins & Lori A. Ringhard, *Supreme Court Confirmation Hearings and Constitutional Change*, Cambridge University Press, 2015.
- Ruth Marcus, *Supreme Ambition: Brett Kavanaugh and the Conservative Takeover*, Simon & Schuster, 2019.
- Carl Hulse, *Confirmation Bias: Inside Washington's War Over the Supreme Court, from Scalia's Death to Justice Kavanaugh*, Harper Collins, 2019.

Class Date: April 7

Week 9

Topic and Content Covered:

- Grassroots Lobbying & Advocacy

Learning Objective(s) Addressed:

- Importance of grassroots activity and lobbying.

Reading Due Today:

- Holyoke, Chapter 3.
- Cigler et al, Chapter 5.
- CRS Report, “Grassroots Lobbying: Constitutionality of Disclosure Requirements”, RL33794, February 26, 2008.
- Congressional Management Foundation, *Face-to-Face with Congress: Before, During, and After Meetings with Legislators*, November 2014; *Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement*, 2017.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Tom Adams, *Grass Roots: How Ordinary People Are Changing America*, Citadel Press, 1991. Charles R. Morris, *The AARP: America's Most Powerful Lobby and the Clash of Generations*, Times Books, 1996.
- Gaines M. Foster, *Moral Reconstruction: Christian Lobbyists and the Federal Legislation of Morality, 1865-1920*, University of North Carolina Press, 2002.
- Stuart McConnel, *Glorious Contentment: The Grand Army of the Republic, 1865-1900*, Chapel Hill, 1992.
- Sue E. S. Crawford & Laura R. Olson, editors, *Christian Clergy in American Politics*, Johns Hopkins University Press, 2001.
- Lee Staples, *Roots to Power: A Manual For Grassroots Organizing*, 2nd edition, Praeger, 2004.
- Jeffrey Stout, *Blessed Are The Organized: Grassroots Democracy in America*, Princeton University Press, 2010.
- David S. Meyer, *The Politics of Protest: Social Movements in America*, Oxford University Press, 2007.
- Francesca Polletta, *Freedom is an Endless Meeting*, University of Chicago Press, 2002.
- David S. Meyer, Valerie Jenness, Helen Ingram, *Routing The Opposition: Social Movements, Public Policy, and Democracy*, University of Minnesota Press, 2005.
- S. Laurel Weldon, *When Protest Makes Policy: How Social Movements Represent Disadvantaged Groups*, University of Michigan Press, 2011.
- Dana R. Fisher, *American Resistance: From the Women's March to the Blue Wave*, Columbia University Press, 2019.

Class Date: April 14

Week 10

Topic and Content Covered:

- Lobbying the Executive Branch
- Lobbying the Regulatory Process

Learning Objective(s) Addressed:

- Lobbying the executive branch.

Reading Due Today:

- Holyoke, Chapter 7.
- CRS Report “Lobbying the Executive Branch: Current Practices and Options for Change”, R40947, October 31, 2011.
- CRS Report, “Midnight Rulemaking: Background and Options for Congress”, R42612, October 4, 2016.

Assignment(s) Due Today:

- None.

Supplemental Reading:

- Daniel Carpenter & David A. Moss, *Preventing Regulatory Capture: Special Interest Influence and How to Limit It*, Cambridge University Press, 2014.
- Mordecai Lee, *Congress vs. the Bureaucracy: Muzzling Agency Public Relations*, University of Oklahoma Press, 2011.

**Lobbying Strategy Memorandum
Required Format
12 Pages**

Memorandum

To: Julius W. Hobson, Jr.

From:

Subject:

Date:

Objective:

One-three sentences stating the overall objective of your lobbying strategy.

Background:

Provide public policy history and background on the subject matter.

Strategy:

Describe a careful plan or method for achieving your objective.

Tactics:

Employing the means available to your association, organization, or firm to accomplish your objective.

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