

Political Science 30:119
Lobbying
Spring 2007
TTh 10:55am-12:10pm
Dr. Amy McKay

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Course Description

This course will examine multiple facets of lobbying—the political activity of pressuring public policymakers to adopt laws that an interested party wants. Policymakers, whether Members of Congress, state legislators, public agency bureaucrats, or even Supreme Court justices, are affected to a largely unknown extent by lobbying pressure. We will cover the many ways lobbying occurs, who is doing it, how effective it is, and most importantly, its effect on the public policies we all abide by. By the end of the course you will have developed a clear conception of the smaller mechanics of the lobbying process as well as the larger implications of the phenomenon of lobbying in American politics.

Books to Have

Herrnson, Paul S., Ronald G. Shaiko, and Clyde Wilcox. *The Interest Group Connection: Electioneering, Lobbying, and Policymaking in Washington*. 2nd ed. Washington, D.C.:CQ Press, 2005.

Wittenberg, Ernest, and Elisabeth Wittenberg. 1994. *How to Win in Washington: Very Practical Advice About Lobbying, the Grassroots, and the Media*. 2nd ed. Cambridge, MA: Blackwell.

Wright, John R. *Interest Groups and Congress: Lobbying, Contributions, and Influence*. Boston: Allyn & Bacon, 1996.

Exams

Your exams will be a combination of true/false questions, identifying terms, short answer, and essay questions. Questions will come from the reading, lecture, and course discussion. In your essays, you should be able to use examples from current events to make your point and demonstrate your comprehension.

Participation

Each day, one or two students will present a story from the news media that is relevant to lobbying or another aspect of politics relevant to the class. Each student will present at least one time. Your presentation should last about 5 minutes, and end with a couple of questions to the class to stimulate discussion. Fulfilling or not fulfilling this requirement will contribute to your participation grade, but presentations will not be graded.

Attendance will be noted, and multiple absences may lower the participation portion of your final average. However, emailing to tell me you are not coming to class or to explain why you did not come to class will not help you.

We will often break up into smaller groups to discuss a question or concept. In these smaller groups, your speaking up is especially important, and your silence will be noted.

Simulations

You will participate in three role-playing simulations of lobbying activity and its effects on lawmakers. The policy issue and your role will be assigned in advance. You should come to the simulation having researched your role and thought carefully about a plan of action. During the simulation you and your classmates will play their assigned roles and interact accordingly. You will receive a pass/fail grade for your preparation and participation in these in-class simulations.

In the Simulation I, you will play a lobbyist. You will focus on discussing the issue with other lobbyists and forming coalitions if you so choose. You will strategize for upcoming simulations. In Simulation II, half of you will change identities and become Members of an ad hoc joint congressional committee. In the classroom that day, you will either lobby or be lobbied. You also have the opportunity to talk with fellow Members of Congress or lobbyists. If you are on the committee, you may wish to invite lobbyists to testify at the third simulation; if you are a lobbyist you may ask to testify. Simulation III will be a formal committee hearing, with the chair and ranking members running the hearing as occurs on Capitol Hill (I strongly recommend you watch C-SPAN in preparation). All lobbyists are subject to being questioned. At the end of the period there will be a vote, and the bill and any amendments will pass or fail.

Papers

On the day of the first simulation, you will submit a 6-8 page policy strategy outlining your plan for the entire three-part simulation. First, briefly describe your position on the issue and what you hope to accomplish in the simulation. Spend the bulk of the paper talking very specifically about your strategic plan: Whom will you talk to? What arguments will you use? What research will you present? How will you get them to listen to? Whom will you form a coalition with, and why, and how? etc. Focus less on what you want to do and more on how you are going to do it. We will discuss good strategies in class beforehand.

After the last simulation, you will submit a 9-12 page paper (not 8, not 13) summarizing your experience as a lobbyist and, for some of you, a legislator. This paper should cover three topics: 1) what happened in the simulation, from your point of view and in detail, 2) what you learned from your experiences as a lobbyist (and legislator for some of you), 3) how realistic the simulation was, and what differences would you encounter if this were “real life,” and 4) your answer to the question of whether, given your experience in the simulation, you conclude that lobbying is largely beneficial or largely harmful to the policymaking process. This paper is your chance to show that you have integrated the theory and political science research we have covered in class into your understanding of a realistic policymaking situation.

Within the confines of one classroom and three class periods, you nevertheless can fabricate outside activities. Campaign contributions may be discussed (carefully, as we will see), grassroots lobbying may be referred to, and imaginary media coverage may exist.

Grading

You must be present for all scheduled examinations unless you have a valid legal or medical excuse. Make-up exams, if given, may be of a different type than the one taken by the rest of the class. Late papers will be penalized 1/3 of a letter grade for each *day* (not each class-meeting) they are late, excluding weekends and holidays, starting at the end of class on the due date. However I will accept papers until the last day of class (not at the final exam).

Grade Distribution

Participation	10%
Simulations (3)	15%
Policy strategy paper	20%
Term paper	25%
Final examination	30%

Course Plan and Reading Assignments

The date listed is the date on which you will be expected to have completed the readings listed below. To ensure your comprehension, I may give short assignments which will be completed either in class or collected the following class period. Such work will count toward your participation grade. Readings designated “ICON” are available either on the Content section or the Library Reserves section of the course webpage at <http://icon.uiowa.edu>.

Introduction and Theory

Tues., Jan. 16	Introduction
Thurs., Jan. 18	<i>Washington Post</i> and <i>New York Times</i> articles (ICON)
Tues., Jan. 23	Wright, Ch. 1-2
Thurs., Jan. 25	Wright, “Tobacco Industry PACs” (ICON)
Tues., Jan. 30	Schattschneider (ICON)
Thurs., Feb. 1	Wittenberg, Ch. 1-2

Outsider Lobbying

Tues., Feb. 6	Berry and Wilcox, Ch. 7 (ICON)
Thurs., Feb. 8	Goldstein, Ch. 5 (ICON)

Lobbying with Others

Tues., Feb. 13	Wittenberg, Ch. 10
Tues., Feb. 20	<i>Connection</i> , Ch. 12
Thurs., Feb. 15	Submit Policy Strategy Simulation, Part I

Lobbying in Congress

Thurs., Feb. 22	Wittenberg, Ch. 2-3, 7-8
Tues., Feb. 27	Wright, Ch. 3-4
Thurs., Mar. 1	Kingdon 1989, Ch. 5 (ICON)
Tues., Mar. 6	<i>Connection</i> , Ch. 9
Thurs., Mar. 8	Fenno, <i>Home Style</i> Ch. 5 (ICON)
Tues., Mar. 20	Simulation, Part II

Counteractive Lobbying

Thurs., Mar. 22 Austen-Smith and Wright Part I (ICON)
Tues., Mar. 27 Baumgartner and Leech, and Austen-Smith and Wright Part II

Lobbying the Bureaucracy

Thurs., Mar. 29 *Connection*, Ch. 14-15
Tues., April 3 Golden 1998 (ICON)

Presidential Lobbying

Thurs., April 5 Uslaner, "Lobbying the President and the Bureaucracy" (ICON)
Tues., April 10 *Connection*, Ch. 16
Thurs., April 12 Andres, "Lobbying for the President" (ICON)

Lobbying the Courts

Tues., April 17 *Connection*, Ch. 17-18
Thurs., April 19 **Simulation, Part III**

The Role of Money

Tues., April 24 Wright, Ch. 5
Paper Due
Thurs., April 26 *Connection*, Ch. 3
Tues., May 1 Makinson, Chs. 6-8 (ICON)

Conclusion

Thurs., May 3 Summary and Review
Mon., May 7 at noon **Final Exam**