



*The Art and Craft of Lobbying*  
*January 3-16, 2000*

Syllabus for Spring 2000  
GOVT 523.001

**Location:** Ward Circle Building, Room 106  
American University Main Campus

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## Introduction

Welcome to the fifteenth session of the Lobbying Institute! The workshop provides an intensive exploration into the art and craft of the lobbying profession. You will be immersed in strategies, tactics, methods, techniques, regulations, and ethics of those who advocate particular public policy options to elected officeholders.

The course will meet daily to hear from members of the faculty, academics, professional lobbyists, public officials, and journalists. These speakers will bring both applied and theoretical approaches to their subjects. From them, you will gain both understanding and insight into the lobbying profession as currently practiced at the federal level.

In addition, each student will be placed on a team that will construct a lobbying strategy for a particular policy issue. For this aspect of the seminar, students will be aided by a Mentor, a professional lobbyist who has designed a case study for students to pursue.

Written work for this course will consist of the team lobbying plan as well as one short analytical/theoretical essay to be completed by each student. The team lobbying plan will account for sixty percent of the final grade, with the essay worth fifteen percent. The final twenty-five percent of the grade will include ten percent for the oral presentation of the lobbying plan and fifteen percent for class participation (attendance – no absences, quality of questions, and participation in discussions).

## The Lobbying Plan

The final day of the seminar, Sunday, January 16<sup>th</sup> will be devoted to the oral presentations of the group-designed written lobbying plan before a panel of professional lobbyists and faculty members. The team of students will be organized by the Mentor to formulate a comprehensive lobbying strategy on a particular political issue. The policy issues to be pursued in this seminar will be discussed on the first day of class.

Each student is expected to participate in the preparation of the oral presentation and take responsibility for a minimum of one section of the final written document. The oral presentation is limited to forty-five minutes for the team, followed by fifteen minutes of questions from the review panel. Members of the team are required to speak or be prepared to defend any part of the plan to the panel. All members of the class will be present to hear each oral presentation.

The evaluation panel will be asked to consider: thoroughness, creativity, organization, comprehensiveness, practicality of the plan and oral presentation. The plan must include an overview section that integrates all of the various strategies and tactics applied to the policy in the case study. In addition to the evaluations of the review panel members, the Mentor will also evaluate each student's ability to work with the team, to coordinate efforts and to arrive at a cohesive lobbying plan.

The particulars of the lobbying plan will be discussed as the course progresses. Each speaker will present material that will help develop the plans. Collectively, they will also introduce you to the modern world of professional lobbying. As this program is an intensive undertaking, it is crucial that students keep in close contact with their colleagues as well as the course instructor and mentors.

The mentors for the course are April Burke and Todd Dickinson, Terry Bevels, Matt Hamill, and Tom Williams. Short biographical sketches of the mentors will be distributed on the first day of class.

## Required Reading

The following required reading should be completed during the first week of class. You will need these readings to write your theoretical essay. The books will also be useful for your lobbying plan.

- *The Interest Group Connection: Electioneering, Lobbying, and Policymaking in Washington* by Herrnson, Shaiko, and Wilcox
- *Lobbying Congress* by Bruce Wolpe
- *The Interest Group Society* by Jeffrey Berry
- *The Lobbyists: How Influence Peddlers Work Their Way in Washington* by Jeffrey Birnbaum.

## Course Schedule

All classes will be held in Ward 106 except for those on Friday, January 7<sup>th</sup> and 11<sup>th</sup> when we will meet in offices in downtown Washington, DC. It is imperative that you arrive ahead of time at all seminars, whether on campus or downtown. If you are unable to attend a session, please contact Lindsay Musser in advance.

## COURSE SCHEDULE

### Monday, January 3

- 9:00 am Introduction to the Art and Craft of Lobbying  
James Thurber
- 10:00 am Overview of Lobbying Profession  
Tom Williams  
The Conservation Fund
- 11:30 am Introduction to Mentors and Initial Meetings  
Terry Bevels, April Burke & Todd Dickinson,  
Matt Hamill, and Tom Williams
- 2:00 pm Conceptualizing Political Issues and Strategies  
Bill Sweeney, Director of Government Relations  
Electronic Data Systems (EDS)
- 3:30 pm Lobbying for the President  
Patrick Griffin, Partner  
Griffin, Johnson, Dover, & Stewart

### Tuesday, January 4

- 9:00 am Lobbying and the Dynamics of Policy Subsystems  
James Thurber
- 10:00 am Grassroots Workshop  
Victoria Calvert Chapman, CEO  
Revenue Solutions Forum
- 1:00 pm Issue Advocacy/Independent Expenditures  
Dan Weiss, Political Director  
Sierra Club
- 2:30 pm Grassroots Policy and Politics in a Large Organization  
Brent Littlefield, Northeast Regional Political Director  
National Federation of Independent Business
- 4:00 pm Lobbying for Education  
Diane Shust, Senior Professional Associate, Government Relations  
National Education Association of the U.S.

Wednesday, January 5

- 9:30 am *Fortune's* Top 50 Lobbyists  
Jeff Birnbaum, Washington Bureau Chief  
Fortune Magazine
- 11:00 am Lobbying for the Association Community  
Ray Towle, Director, Public Policy  
American Society of Association Executives (ASAE)
- 1:30 pm The Anti-Tobacco Campaign  
Judy Wilkenfeld  
Matthew Myers, President  
The Campaign for Tobacco-Free Kids
- 3:00 pm Lobbying for Trade Associations  
Paul Equale, CEO  
Independent Insurance Agents of America

Thursday, January 6

- 9:30 am Lobbying the Hill: 1957-1999  
Evelyn Dubrow, Vice President and Legislative Director  
UNITE
- 11:00 am Using Survey Research and Focus Groups to Formulate Political  
Messages  
James Lauer, Partner  
Lauer, Lally, Victoria, Inc.
- 1:30 pm Non-Profit Lobbying: Limits and Strengths  
April Burke, President  
Lewis-Burke Associates
- 3:00 pm Topic TBA  
Timothy Boggs, Senior Vice President, Public Policy  
Time Warner Inc.

Friday, January 7

- 10:30 am The Role of Interest Groups in Party Politics  
Rob Engel, Executive Director  
Democratic National Committee  
Location: DNC, 430 South Capitol Street SE

1:30 pm Lobbying the Legislative Process  
Walter Oleszek  
Congressional Research Service  
Location: Madison Building on Independence Avenue Room: LM209

3:00 pm New Lobbying Rules  
Richard Sachs, Senior Analyst, American National Government  
Congressional Research Service  
Location: Madison Building on Independence Avenue Room: LM209

Monday, January 10

9:00 am Lobbying and the Internet  
Pam Fielding, Principal, E-Advocates  
Capitol Advantage

10:30 am Lobbying the Appropriations Process  
Terry Bevels, Consultant and Sole Proprietor  
Terry Bevels Consulting

12:00 pm Lunch with Mentors

1:30 pm Grassroots Mobilization at the NRA  
Glen Caroline, Director of Grassroots Programs  
National Rifle Association

3:30 Lobbying for the Gaming Association  
Frank Fahrenkopf, President and CEO  
American Gaming Association

Tuesday, January 11

9:00 am Coalition-Building  
Mr. Matthew Hamill, Vice-President, Public Policy  
Independent Sector  
Location: 1200 18<sup>th</sup> St NW, 2<sup>nd</sup> Floor

10:30 am Grassroots, Grasstops, or Astroturf?  
Jack Bonner, President  
Bonner and Associates  
1101 17<sup>th</sup> Street NW Suite 800

- 1:00 pm Political Representation of Manufacturing Interests  
Michel Baroody, Senior Vice President,  
Policy, Communications and Public Affairs  
National Association of Manufacturers  
Location: NAM Headquarters, 1331 Pennsylvania Ave NW 6<sup>th</sup> Floor  
Manufacturer's Room
- 3:00 pm Representing Senior Citizens in the 106<sup>th</sup> Congress  
Martin Corry, Director, Federal Affairs  
AARP  
Location: AARP Headquarters: 800 E Street NW, Room B2-120

Wednesday, January 12

- 9:00 am INVITED - Fundraising for the President  
Terry McAuliffe
- 10:30 am Lobbying Constraints: Membership Bases and Coalition Building for  
Health Care Reform  
Mark Seklecki, Director of Political Affairs  
American Hospital Association
- 1:00 pm Lobbying on International Issues  
Frank Vogl  
Vogl Communications
- 2:30 Contribution Patterns in the 1998 Elections and Projections for 2000  
Larry Makinson, Executive Director  
Center for Responsive Politics

Thursday, January 13

- 9:30 am Political Action Committees and Lobbying  
Robert Healy, Vice President, Federal Government Relations  
ARCO
- 11:00 am Advertising: Positioning the Client  
Timothy MacCarthy
- 1:30 pm Lobbying the Regulatory Process  
Neil Kerwin, Provost  
American University
- 3:00 pm Initiative/Referendum Campaigns in the States  
Les Francis, Executive Vice President  
Winner and Associates

Friday, January 14

- 9:30 am      Lessons Learned About Lobbying Congressional Leadership  
Jeffrey Biggs  
American Political Science Association
- 11:00 am     Labor Unions and the 106<sup>th</sup> Congress  
Mr. Jay Power, Senior Lobbyist  
AFL-CIO
- 1:00 pm      Lobbying for the President  
Gary Andres, Partner and Vice President  
The Dutko Group
- 3:00 pm      A Four Decade Perspective on Lobbying in Washington  
Charls Walker

Saturday, January 15<sup>th</sup>

Work on presentations

Sunday, January 16<sup>th</sup>

10 am        Student Presentations and Course Evaluations