



“A Must-Have Resource”

Publisher: AALEP Publishing Division (APD)

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Publication: 10/29/2011

ISBN: 978-2-930313-02-3

Number of Pages: 438 Pages-Hard Cover, 1,100 Entries

Price: € 79.50 TTC

Shipping and Handling: Add € 12.45 (European Union)

“A phenomenal resource at your fingertips. Excellent calibre and filled with information that can make a great advocate out of a good one.”

- Mark D. Landreth, Chief Executive Officer, Florida Association of Professional Lobbyists

The Fouloy's Explanatory Lobbying Dictionary is a single, one-stop resource not available anywhere on the subject. It contains 1,100 entries providing up-to-date meanings and clear and concise definitions of how lobbying and advocacy works, drawing on such related disciplines as law, public policy, public affairs, communications, public relations, political science, journalism.

Along with a European perspective, the book covers principles of lobbying which are universal in scope.

The objective of the Fouloy's Explanatory Lobbying Dictionary is to give full explanations of the meaning and usage of advocacy and lobbying terms, chosen for their importance and complexity. This requires a full description of the underlying concepts, processes and a concise treatment of the techniques used going beyond a normal dictionary.

Among the groups that will find this dictionary helpful are: Professional Lobbyists, Beginning Lobbyists and Students, Government Affairs Managers, Association Executives, Consumers

of Lobbying Services, Public Interest Activists, Corporate Executives, Academics, Lawmakers and Legislative Staff, National Organizations.

Every library, every trade association, every practitioner really should have a copy on hand. Additionally, this Dictionary will be good to have on the occasion of seminars, workshops, training sessions and the like. This Dictionary is intended to be a portable, useful study aid and students in lobbying and public affairs will find most of the terminology that they come across in their assignments.

Sample Pages

can lead public officials to sacrifice the public interest in the administration of programmes and services for private gain and benefit.

Government/Political Monitor: Person(s) responsible for scanning the political and social environment and monitoring groups, themes and trends that may give rise to legislative proposals that could impact upon the organisation.

Government Relations: Government relations abbreviated GR is the application of communication techniques by individuals or institutions to influence the actions and policies of government at the local, state, national, European, international or global level to help achieve particular objectives or protect particular interests. Lobbying is a core activity of government relations but one of its components. Activities falling under government relations include:

- Advocacy;
- Coalition Building;
- Public Education;
- Research, Analysis and Advocacy Duties;
- Advancing a variety of activities including Legislative Services, Grassroots Lobbying and Development of Policy and Strategy;
- Representation as a Legislative Advocate;
- Making Presentation at Legislative and Administrative Hearings.

Government relations apply marketing and political techniques to the objective of lobbying in order to affect the policies and actions of the public sector.

Government Relations Strategies: Government relations strategies might include the following:

1. **Reactive Crisis:** This is a non-programmed, purely reactive activity. Issue monitoring is not systematic. Information and government proposals and developments are gleaned from publications and trade associations. Direct lobbying action is undertaken either by a staff executive expert in the issue or by retained independent lobbyists

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only in crisis situation affecting vital interests and in response to the initiative of someone else. Involvement in trade associations is passive; the company may be represented on boards and committees, but little effort is made to influence industry positions or actions significantly.

2. **Reactive-Regulatory Monitoring:** This strategy is based on systematic monitoring of key regulatory agencies including utilization of consultants or tracking services and use of company or organisation personnel to cultivate information sources within the agencies. Legislative monitoring is less intense unless proposals are of burning concern. There is much greater involvement in trade associations position development and action planning, but the company's own lobbying is still reactive only to crisis.

3. **Reactive-Regulatory Lobbying:** Issues monitoring is more intense and includes systematic cultivation of personal contacts with government agencies and among other relevant sources, for example, other interest groups, key legislators and staff members. Serious efforts are made to obtain early warnings of potential regulatory action and to influence its direction by frequent, personal, and systematic lobbying of regulatory officials and staff. Monitoring of legislative issues is likely to become more systematic as a by-product of regulatory tracking.

4. **Reactive-Legislative Lobbying:** This is the stage where monitoring of both legislative and regulatory issues is intensive. Major efforts are made to lobby on all relevant issues, though still defensively and with the degree of activity proportional to the potential impact of the issue. The beginnings of grassroots and coalition activity are found here, particularly on top priority issues.

5. **Proactive Political:** Under the proactive political strategy, grassroots programmes that involve stakeholders or members in personal lobbying and political efforts are extensive and often tied to community relations activity. The organisation lobbies extensively on pertinent issues although pertinence may be defined in defensive terms. The organisation frequently assumes leadership roles in

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Lobbying -Common Good: A genuine commitment to the common good, the comprehensive and enduring well being of the political community as a whole, by clients, lobbyists, and policy makers, is essential if the integrity of democracy is to be preserved and enhanced. To secure this end, the concerns of all citizens who may be affected by specific legislative and policy decisions should be effectively represented in the decision making process. Since the purpose of lobbying is to influence the making of public policy, lobbyists should recognize that their responsibilities are different from those of an advocate in a purely private controversy between two adversaries, such as the parties to a lawsuit. By its nature, the lobbying process is designed to influence policy makers whose choices will have much broader political consequences. Therefore, in deciding whether to undertake an engagement or assignment and in determining what arguments to advance in support of, or in opposition to, a position, lobbyists should weigh the implications of their efforts for the well being of their country as a whole; and should inform both their client and the policy maker of the probable economic, social and political consequences of the policy objectives being pursued. The lobbyist should give special attention to the effects of government action or inaction on the least advantaged and most vulnerable citizens. While serving as an advocate for a client's position, the lobbyist retains a personal responsibility as a citizen for the fairness, integrity and effectiveness of the policy making process as well as for the substantive political outcome to which it leads.

Lobbying Concessions Strategy: Case where the decision-maker is neutral, competing interests are favourable but the public opinion is against the proposal. In this situation the lobbyist should create a majority among the constituents of the decision-maker on the positive side of the issue and increase the visibility of the organized interests. The lobbyist should refrain, however, from bringing the issue before the public at large. If public discussion begins, then the lobbyist can try to mould the public opinion. This situation often arises in the beginning of an issue life-cycle.

Lobbying Contact: In the United States, a lobbying contact is defined as any direct communication-written, oral or in person- to a covered official intended to influence legislation or public policy, awarding government contracts or affecting governmental appointments.

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Lobbying Defensive Strategy: Case where the decision-maker is an opponent to the proposal for the decision. Competing interests are, however, favourable to the lobbyist but the media and citizens have turned into adversaries. In this case, the lobbyist can create dispersion among the constituents of the decision-makers and increase the visibility of the organized interests. It is not advisable to go public. A convenient approach is to proceed step by step considering every move carefully. A change in the opinion of the decision-maker is a result of skilful constructing. Tactics to be used include direct contacts with the decision-maker, grass-roots and constituency mobilization and coalitions. It is very likely that the lobbyist will be attacked from many sides and he/she must be on the defensive.

Lobbying Distributive Negotiation Strategy: Case where the decision-maker is neutral, the competition is intense and unfavourable to the lobbyist, and public opinion has joined the opposition. An appropriate lobbying strategy would be to create a majority among the constituents of the decision-maker on the positive side of the issue, to increase the visibility of organized interests and to avoid stimulating public discussion or mould public opinion. In addition, the lobbyist should time his/her actions right and be distinctive among the competitors. If resistance is widespread, the possibilities to influence the political decision-making might be reduced for the lobbyist. He/She may have to change the lobbying strategy directed to the decision-maker. The tactics of lobbying include grass roots and constituency mobilization, coalition building and competition tactics.

Lobbying Ethical Principles: Articulated by the Woodstock Theological Centre at Georgetown University, these Principles are intended to provide practical guidance to persons who engage in the process of lobbying. They reflect the essential considerations that a participant in this process should address and evaluate in order to perform the functions of a lobbyist with professional competence, personal integrity and civic responsibility. The Principles also address the decisions to be made by persons who retain lobbyists as well as by the persons whom the lobbyists seek to influence, so that lobbyists have a clear understanding of what is properly expected of them in their work as political agents. For the purposes of these Principles, "lobbying" means the deliberate attempt to influence political decisions through various forms of advocacy directed at policy makers on behalf of

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