Lobbying and Advocacy: Its Impact on Public Policy
UEP 295 Section 2 & POLS 295
Jeffrey Seymour
Syllabus for Fall 2014

Wednesday, 3:00–5:55 PM, Treehouse North
Office location: UEP I Rm#104
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What this Course is About

This course examines the influence of lobbyists and community based advocates on elected and appointed decision makers at local levels of government. The course will bring elected and appointed decision makers as well as professional lobbyists and community advocates to the class with the goal of providing their “real world” experience for discussion with class members.

The semester’s focus includes:

Techniques and Strategies

The unit begins with a brief history of the origins of advocacy and lobbying. We will focus on the techniques used by private sector lobbyists and community based advocates to communicate their positions to elected and appointed decision makers. We explore the dynamics and conflicts between the lobbyist and advocate and the competing pressures both may place on decision makers. As important as our study of the interaction between lobbyists, advocates and decision makers is, we also take time to explore the ethical issues involved for those serving as lobbyists with focus on their backgrounds, preparation and the ethics of representing one client or another.

With the concentration on local government we invite representatives from neighborhood advisory councils, homeowner associations and or special interest groups as well as elected officeholders, commissioners, city managers and/or department directors to discuss the impact that lobbyists and special interest advocates have on public policy and decisions to support or oppose a specific issue.

Effective Lobbying and Advocacy: Rules of the Road

The second unit will emphasize who and what make an effective lobbyist or community advocate. The goal is to provide a clear and concise outline of techniques used to move public policy decision makers towards a given determination or outcome. The class will have an opportunity to meet professional lobbyists, public policy advocates and both current and former elected officeholders who discuss the
strategies they find effective to move an issue, policy or land-use project to a successful conclusion.

As part of their final grade student teams are asked to present their term project as lobbyists and community advocates. In addition to preparing a written strategic plan a group of evaluators representing professional lobbyists, community advocates and elected officeholders are asked to participate at a class session and provide input to each team.

Course Objectives

- Understand the decision making process by elected and appointed office holders and the roles played by lobbyists and community based advocates in approving or denying public policy.

- Understand the techniques and strategies used by both lobbyists and community based advocates as they communicate their position and seek to influence elected and appointed decision makers.

- Dialogue with representatives in government and those who influence decision makers to better understand the role each play during the legislative process.

- Prepare and present a strategic plan aimed at influencing the position of a decision making body to support or oppose a specific community project or citywide policy.

This final objective coupled with readings and discussions is aimed at determining the students understanding of course content.

Course Requirements

1-One-third of your grade is based on class participation to include discussions related to assigned readings, dialogue with guest speakers and course members. Readings can be found in the class syllabus and will consist of books, articles and case studies. Each week students are responsible for selecting a passage from the readings (as short as a sentence but no longer than a paragraph) or a comment made by a speaker, which they find compelling. The excerpt or quote must be posted on Moodle by Friday evening each week, followed by a 3-5 sentences reflection by the student.

2-One-third of your grade is based on written assignments which will include the preparation of two OpEd columns one supporting the other opposing an issue, case or project and a lobbyists/advocates strategic plan as part of a term project.
One-third of your grade is based on presenting a term project in which student teams will role-play lobbyists and community advocates with the goal to win support or mount a successful strategy opposing a community based project or citywide policy. A group of evaluators including professional lobbyists, community advocates and elected officeholders will be asked to participate at a class session and provide input to each team.

Attendance and participation: Attendance for this course is mandatory. Students are expected to attend every class having done the assigned readings, and to be ready to participate in structured discussions on a weekly basis. Questions about readings and/or items in the news are particularly welcome.

Respect for others: Differences of opinion and belief are welcomed in this class, but it is of outmost importance that students respect one another’s person even if they disagree on particular issues. Just keep in mind that education is as much about unlearning as it is about learning, and that without reflective understanding, neither is ever possible.

**Academic Dishonesty Policy**

Plagiarism consists of any form of passing off, or attempting to pass off, the knowledge or work of others as your own. It is a form of cheating. Examples of plagiarism include: unattributed quotations from a book, magazine or article; copying from the notes or essays of others; the submission of work actually written or dictated by others; and unattributed use of other peoples’ ideas. Remember, plagiarism includes information from books, newspapers, journals and the Internet.

**PLAGIARISM IS GROUNDS FOR FAILING THE COURSE AND POSSIBLE EXPULSION FROM THE COLLEGE. STUDENTS SHOULD CONSULT OCCIDENTAL’S STUDENT HANDBOOK FOR INFORMATION ON ACADEMIC MISCONDUCT POLICY AT THE COLLEGE: [http://www.oxy.edu/student-handbook/academic-ethics/academic-misconduct](http://www.oxy.edu/student-handbook/academic-ethics/academic-misconduct).**

**Classroom Conduct**

- Cell phones and all other electronic devices are to be turned off or put on silent. Additionally, they are to be put away to avoid distraction.
- Laptops are allowed to be used for class-related purposes. Any found to be using it for other reasons will lose their privilege for the rest of the semester.

**Selected Readings**

*Total Lobbying: What Lobbyists Want (and How They Get It)*-Anthony J. Nownes is the only book you will be required to purchase and is available at
the bookstore. The other readings will be available on the Moodle website. The Community Tool Box is accessed via its website, ctb.ku.edu.

**Additional Readings**

**Federalist Papers: Federalist No. 10**-James Madison  
**The Waxman Report**-Henry Waxman with Joshua Green  
**Profiles in Courage**-John F. Kennedy  
**Interest Group Politics (Eighth Edition)**-Alan Cigler & Burdett A. Loomis, Editors  
**The Lobbying Strategy Handbook: 10 Steps to Advancing Any Cause Effectively**-Pat Libby & Associates  
**The Third House: Lobbyists and Lobbying in the States**- Alan Rosenthal  
**City of Los Angeles-Government Ethics Ordinance, LAMC 2-10-14**  
**County of Los Angeles Chapter 2.160-County Lobbyists-Code of Ordinances**  
**City of West Hollywood-Section 2.72.020 WEHO Municipal Code**  
**Community Tool Box-Workgroup for Community Health and Development, University of Kansas**

**Case Studies**

**The MTA vs. City of Beverly Hills & the Subway to the Sea**  
**Lobbying the Case for Melrose Triangle, A Mixed-Use Development, in the City of West Hollywood**  
**Millennium Hollywood: A Seismic Debate To Build or Not to Build**  
**Occidental College: The City of Los Angeles Permits Renovation of Swan Hall**  
**Regulating Smoking in Multi-Unit Housing from California to Florida**  
**Take Back the Boulevard: Revitalization of Eagle Rock's Colorado Boulevard**  
**Same Sex Marriage in California: The Fight Against Proposition 8**

**Discussion Topics, Speakers & Reading Schedule**

**Week 1-Wednesday, August 27-History of the Lobby**

**Topics:**

- Lobbyists and Advocates Defined
  - Who Lobby’s?
    - Special interest lobbying:
      - Corporations
Organized Labor
Citizen Groups
Chambers
Homeowner and Residence Associations

Speakers:

- Ernie Powell, Ernie Powell Public Policy & Campaign Consultant, Former Senior Manager of Advocacy, AARP
- Anne McIntosh, Chair, Planning Commission, City of Monrovia, Former Director of Community Development, Cities of Beverly Hills and West Hollywood

Readings:

Madison, The Federalist No. 10
Wolfensberger, “An Introductory Essay For the Wilson's Center Congress Project Seminar on Congress, Lobbyists and the Public Interest”
Nownes, Total Lobbying: What Lobbyists Want (And How They Try To Get It), (Chapters 1 & 2)

Week 2-Wednesday, September 3-Politicians: The Good, Bad & Ugly

Topics:

- What Makes Them Run
- Politics and Decision Making
- Defining an Effective Officeholder

Speakers:

- Honorable Richard Katz, Member, Planning Commission, City of Los Angeles, Former Member, California State Assembly
- Honorable Susan Rose, Co-Chair, Santa Barbara Human Rights Watch, Former Member of the Santa Barbara County Board of Supervisors

Readings:

Kennedy, Profiles in Courage, (Chapters 6 and 9)
Rose, Three articles in “footnotes, a blog of the Center for American Women & Politics”
**Week 3-Wednesday, September 10-Rise of the Community Advocate**

**Topics:**

- The California Initiative and Proposition 13
- Homeowner & Resident Associations
- Single Issue Organizations
- Evolution of the LA City Neighborhood Advisory Councils

**Speakers:**

- Linda Lucks, Linda Lucks & Associates, Former Member, Board of Neighborhood Commissioners, City of Los Angeles
- David Greene, President, Eagle Rock Neighborhood Council

**Readings:**

Initiative & Referendum Institute, “What is Initiative and Referendum?” and “The History of the Initiative & Referendum in the United States”
Baldassare, “Reforming California’s Initiative Process”, (At Issue, Public Policy Institute of California, October 2013)
Drum, “Happy 35th Birthday, Tax Revolt...” (Mother Jones, June 7, 2013)
Marois & Nash, “California Schools Suffering as Proposition 13 Tax Cap Breeds Fiscal Chaos” (Bloomberg, July 12, 2011)
“Empower LA, About Neighborhoods Councils” (City of Los Angeles)

**Week 4-Wednesday, September 17-The Bureaucracy**

**Topics:**

- Role of the Chief Administrative Officer (CAO) or City Manager in Defining Public Policy
- Role of the Departments, Divisions & Agencies as Policy Lobbyists
- Relationship Between the Bureaucracy, Professional Lobbyists and Community Advocates

**Speakers:**

- Danny Castro, Director of Development Services, City of Sierra Madre
- Elizabeth Savage, Director of Human Services and Rent Stabilization, City of West Hollywood
Readings:


Week 5 - Wednesday, September 24 - Ethics and the Professional Lobbyist

Topics:

- Lobbyist Background & Preparation
- The Ethics of Representation
- Government Regulating Lobbyists

Speakers:

- Steven Kaufman, Kaufman Legal Group

Readings:

Rosenthal, The Third House, Lobbyists and Lobbying in the States, (Chapter 2 & 5)
Lepore, “The Crooked and the Dead” (New Yorker, August 25, 2014)

Lobbyist Ordinances:

- City of Los Angeles
- County of Los Angeles
- City West Hollywood

Week 6 - Wednesday, October 1 - Techniques & Strategies Used by Professional Lobbyists

Topics:

- Contact with Elected and Appointed Decision Makers
- Fundraising/Political Action Committees (PACS)/Independent Expenditure Committees (IE’s)
- Gifts
- Community Outreach
  - Polling
  - Canvass
  - Recruiting Support
- Hearings
Speakers:

- Steven Afriat, President, Afriat Consulting Group
- Derek Chernow, Chief of Staff, Assemblymember Bob Wieckowski

Readings:

Libby, *The Lobbying Strategy Handbook* (Chapters 5-7)
Rosenthal, *The Third House*, (Chapters 6 & 7)

**Session 7-Wednesday, October 8-Community Based Advocates: Techniques and Strategies**

Topics:

- Organizing Support
- Contact with Decision Makers
- Participation & Impact on Commissions, Committees and Elected Bodies
- Role in Electing Representatives

Speakers:

- Ana Mascarenas, Board of Directors, East LA Residents Associations, Membership Coordinator, Physicians for Social Responsibility-Los Angeles
- Sue Dunlap, President, Planned Parenthood of Los Angeles
- Jeff Jacoberger, Take Back the Boulevard

Readings:

Baggetta, Lim, Andrews, Ganz & Han, “Learning Civic Leadership Leader Skill Development in the Sierra Club” (Chapter 6 in Cigler & Loomis, Interest Group Politics)
University of Kansas, Community Tool Box (Chapters 30 & 35, Toolkit 10)

**Session 8-Wednesday, October 15-Introducing Case Studies & Role Play Assignments**

Readings:

- Waxman, *The Waxman Report*, (Chapters 3, 9 & Conclusion)
Case Studies:

- The MTA vs. Beverly Hills and the Subway to the Sea
- Lobbying the Case for Melrose Triangle, A Mixed-Use Development in the City of West Hollywood
- Millennium Hollywood: A Seismic Debate To Build or Not to Build
- Occidental College: The City of Los Angeles Permits the Renovation of Swan Hall
- Take Back the Boulevard: Revitalization of Eagle Rock’s Colorado Boulevard
- Same Sex Marriage in California: The Fight Against Proposition 8
- Regulating Smoking in Multi-Unit Housing

Session 9-Wednesday, October 22-Effective Lobbying: Rules of the Road

Topics:

- Lobbyists Discuss Strategies Used to Support or Oppose Cases and Projects Before Elected and Appointed Decision Makers.

Speaker:

- Rani Woods, Deputy Political Director, LA County Federation of Labor

Readings:

Nownes, Total Lobbying, (Chapters 3-5 & 7)

Session 10-Wednesday, October 29-Community Advocacy: Rules of the Road

Topics:

- Strategies Used by Community Advocates to Support or Oppose a Project or Case.

Speakers:

- Roberto Coto, Tenant Services Coordinator, East LA Community Corporation
- Bob Gotham, President, The Eagle Rock Association (TERA)

Readings:

- University of Kansas, Community Tool Box, (Chapter 5)
**Session 11, Wednesday, November 5-Preparing a Strategic Plan**

**Speakers:**

- Richard Saldivar, Founder, The Wall Las Memorias
- Jake Stevens, Governmental Relations Manager, Afriat Consulting Group

**Readings:**

Seymour Consulting Group, “Strategic Plan: Monarch Mixed-Use Project, City of West Hollywood”

University of Kansas, Community Tool Box, (Chapter 8, Toolkit 5)

**Session 12, Wednesday, November 12-Class Charette**

Teams Present Class Project

Panel To Be Named

**Session 13, Wednesday, November 19-Class Charette**

Teams Present Class Project

Panel To Be Named

**Session 14, Wednesday, December 3-Class Concludes**

Class Re-Cap and Guest Speaker