

Summer 2008

PMGT 265.16: Lobbying State and Local Government

Wednesday 6:10-9:00 PM
Monroe 353 (2115 G Street)

Course Summary:

State and local government and politics is a growing, dynamic arena for political consultants, lobbyists, fundraisers, interest groups, and candidates. This course will focus on developing effective lobbying professionals at both the state and local levels. We will explore all facets of the lobbying experience: contract, associations, corporate, grassroots, public relations, and political. We will also discuss integrating effective strategies for holistic lobbying as it relates to policy and political activities.

The course will examine all aspects of the legislative process. Another particular emphasis for the class will be how political culture shapes policy and politics.

The course will be lecture/discussion oriented, with considerable attention on role-playing and case studies. Guest speakers from a range of political niches will be utilized to focus on particular important subject areas.

Assignments:

The course will be heavily reliant on practical skills, case studies, and role playing. Class exercises, quizzes, and assignments will build on materials discussed in lectures and readings. Class participation will be part of your final grade. As a ten-week course, every class is a must attend. Missing more than one class will negatively impact your final grade.

Each student will be assigned one additional book from the course readings section. The assignment will be to analyze a book and prepare a discussion for the class regarding the relevant issues as it relates to state politics.

Presenting a lobbying plan and presenting it to the class will be the major assignment for the course, due during the last two weeks.

Instructor: Delegate Christopher B. Shank has served ten years in the Maryland General Assembly, the last two as Minority Whip of the House of Delegates and is a 1994 graduate of the GSPM.

Hours: By appointment on campus. Call during day or evenings before 8:30 PM at 301-730-5041.

Email: shankfordelegate@hotmail.com

Required Texts:

Rosenthal, Alan, *Heavy Lifting: The Job of the American Legislature*, Congressional Quarterly Press, Washington, D.C., 2004.

Rosenthal, Alan, *Third House: Lobbyists and Lobbying in the States*, Congressional Quarterly Press, Washington, D.C., 2001.

Staying Current:

We will be referring frequently to issues and initiatives at the state and local levels. Accordingly, the expectation is that you will have a working knowledge of current policy and political issues at the state and local levels. An excellent way to do this is to familiarize yourself with the websites of the advocacy organizations for state and local governments. They are:

National Conference of State Legislatures: ncsl.typepad.com/the_thicket/

American Legislative Exchange Council: www.alec.org

National Association of Counties: www.Naco.org

National League of Cities: www.nlc.org

***Other reading materials will be handed out in class, made available through Gelman reserves, or the Blackboard system as the course progresses. It is **your** responsibility to stay current with the reading if you miss class as there may be assigned readings not on the syllabus.

Supplemental Reading List:

Jacobs, Bradford, *Thimblerriggers: The Law vs. Governor Mandel*, The Johns Hopkins University Press, 1984.

Keyserling, Harriet, *Against the Tide: One Woman's Political Struggle*, University of South Carolina Press, 1998.

Loftus, Tom, *The Art of Legislative Politics*, Congressional Quarterly Press, 1994.

McDonough, John E., *Experiencing Politics: A Legislator's Stories of Government & Health Care*, 2000.

Van Assendelft, Laura A., *Governors, Agenda Setting, and Divided Government*, University Press of America, 1997.

Wright, Ralph, *Inside the Statehouse: Lessons from the Speaker*, Congressional Quarterly Press, 2005.

Grading:

Lobbying Plan	40%
Presentation on assigned reading	20%
Attendance/Participation	20%
Quizzes, Assignments, Exercises	20%

Course Outline

1. May 21

Course Introduction/Assignments, Political Culture, Lobbying Trends

Reading: -Heavy Lifting chap. 1

2. May 28

Federalism, Representation

Reading: Heavy Lifting chaps. 2-3

3. June 4

Process: Committees, Hearings, Floor Strategy, Bicameralism,
Rules of the Game, Parliamentary Procedure

Reading: Heavy Lifting chap. 4-6

4. June 11

Lobbying: Issues, Government Relations, Interest Groups, National Associations

Reading: Third House, chaps. 1-4, 10

5. June 18

Persuasion, Leadership, Partisanship, Executive Branch

Reading: Third House Chap. 6, 9

Heavy Lifting Chap. 7-10

6. June 25

Grassroots, Public Opinion, Media

Reading: Third House, 8

7. July 2

Guest Speaker: Bruce Bereano, Maryland Lobbyist

Reading: TBA

8. July 9

Guest Speaker: The Hon. Steve Silverman, Chief Consumer Protection Division, Former
Montgomery County Maryland Councilman

Issues—Growth, Zoning, Budgets, Taxes

Reading: TBA

9. July 16

Ethics in State and Local Government

Reading: Third House, chap. 5

Heavy Lifting, chap. 11

*****Major Projects Due**

10. July 23

Leveraging Political Capital, Fundraising, Term Limits, Public Financing

Reading: Third House, chap. 7

*****Major Projects Due**

NOTE: The instructor reserves the right to modify the course content and/or the evaluation/grading procedures as deemed necessary upon prior notice.