
Lobbyism and Public Affairs

PID_00246645

Erika Casajoana i Daunert

UOC teaching material



Erika Casajoana i Daunert

The review of this teaching material has been coordinated
by the lecturer: Ferran Lalueza Bosch (2018)

First edition: February 2018
© Erika Casajoana i Daunert
All rights reserved
© of this edition, FUOC, 2018
Av. Tibidabo, 39-43, 08035 Barcelona
Design: Manel Andreu
Publishing: Oberta UOC Publishing, SL

*All rights reserved. Reproduction, copying, distribution or public communication of all
or part of the contents of this work are strictly prohibited without prior authorization
from the owners of the intellectual property rights.*

Introduction

Lobbying is popularly understood as the activity of trying to persuade or pressure a public authority to support laws or rules that favour an organisation, a group or an individual.

Lobbying has an important function in our democracies, despite its bad press. Citizens, individually or through interest groups, have the democratic right to interact with authorities to present their views on public decisions. Lobbying can inform public decision-makers with valuable insights and data while it tries to exert influence on policy-making at all levels.



Photo of the banner RESIST on a crane behind the White House, put up by Greenpeace shortly after the election of Donald Trump as president of the United States in November 2016.

Success at lobbying depends in good measure on the ability to communicate persuasively and convincingly to the relevant decision-makers at the adequate time and with the right allies.

This course intends to provide students with the working knowledge and tools to learn how to lobby ethically and effectively.

The course's material is divided into three modules, each covering fundamental aspects of the practice of lobbying:

- Module 1 introduces the subject. It deals with basic definitions and concepts, providing a brief history and putting lobbying and public affairs in their context.

- Module 2 is the most practical, covering each element of the famous 4-step process in public relations, of which lobbying is a branch: Research, Planning, Implementation and Evaluation.
- Module 3 offers a comparative study of lobbying practices and regulations across countries and political systems, covering Spain, the European Union and the United States. It concludes with a section on how different campaign finance and fundraising regimes affect lobbying.

Each module consists of theoretical and practical information delivered in written, graphic and audiovisual form. It includes examples and various case studies with direct experiences from active practitioners. The case studies will lay out successes and failures and lessons learned. At the end of each module there is simulation or a little exercise for students to apply what has been covered. For instance, students can be asked to analyse a real life case, create lobbying deliverables for a consultancy or develop a sales pitch for a target client.

This course has a mandatory bibliography of five books or articles, and a list of recommended bibliographies and references for each module.

Course evaluation may take two forms: Continuous Evaluation (CE) and/or Final Exam. Students who choose CE shall complete 3 practical exercises, one for each module, and deliver them in due time. Knowledge of the material is assumed to be cumulative, which means that each practical exercise assumes that material from previous modules is known and applied.

Students who have not completed all 3 exercises or failed them need to take a final exam to pass the course. The final exam is also open to students who passed CE, but would like to improve their grade. However, they should be aware that a final exam will be the only criterion for evaluation, regardless of the grade they obtained in CE.

Objectives

This course aims to provide students with an understanding of the fundamentals of lobbying while learning first-hand about national and international lobbying case studies from different sectors: corporate, nonprofit and public.

After successful completion of this course, students should:

- 1.** have learned the basics of the history and main concepts of lobbying and public affairs.
- 2.** have become familiar with lobbying practices, deontology and regulations in Spain, the European Union and the United States.
- 3.** have acquired professional skills to critically understand how political structures operate, and how they can be influenced.
- 4.** appreciate the strategic importance of public affairs in the political, business and governmental worlds.
- 5.** have a practical understanding of how established techniques of research are applied in the field of lobbying in an ethical manner.

Contents

Module 1

Lobbying and Interest Groups

Erika Casajoana i Daunert

1. Lobbying and Lobbyists
2. Interest Groups
3. Lobbying and Public Affairs in a Democracy. Legitimacy
4. The Role of the Press and Agenda-Setting
5. Think Tanks, Public Relations and Lobbying
6. The Business of Lobbying: Consultancies and Professionals. Deontology

Module 2

Strategic Relations with Public Authorities. The Communication Planning Process of RPIE (Research, Planning, Implementation and Evaluation)

Erika Casajoana i Daunert

1. Research
2. Planning
3. Implementation
4. Evaluation

Module 3

Comparative Lobbying. Practice and Regulation in the European Union, Spain and other EU Countries. Lobbying in the United States. Campaign Finance, Fund-Raising and Lobbying.

Erika Casajoana i Daunert

1. The European Union
2. Lobbying in Spain: Regulation and Practice
3. Transparency in European Countries. An Overview.
4. Lobbying in the United States
5. Campaign Finance, Fund-Raising and Lobbying

Bibliography

Mandatory bibliography

Bitonti, A; Harris, P. (eds.) (2017). *Lobbying in Europe. Public Affairs and the Lobbying Industry in 28 EU Countries*. London: Palgrave Macmillan.

Harris, P.; Fleisher, C. S. (eds.) (2017). *The SAGE Handbook of International Corporate and Public Affairs*. London: SAGE Publications.

Lovejoy, K.; Saxton, G. D. (2012). "Information, Community, and Action: How Nonprofit Organizations use Social Media". *Journal of Computer-Mediated Communication* (vol. 17, no. 3, pp. 337-353).

Obar, J. A.; Zube, P., Lampe, C. (2012). "Advocacy 2.0: An analysis of how advocacy groups in the United States perceive and use social media as tools for facilitating civic engagement and collective action". *Journal of Information Policy* (vol. 2, pp. 1-25).

OECD (2012). *Lobbyists, Governments and Public Trust, Volume 2. Promoting Integrity through Self-regulation*. Paris: OECD Publishing.

Complementary bibliography

Castillo, A. (2001). *Los grupos de presión ante la sociedad de la comunicación*. Málaga: Universidad de Málaga.

Chalmers, A. W.; Shotton, P. A. (2015). "Advocacy and Social Media: Explaining When and Why Interest Organizations Use Social Media Tactics". In: *European Consortium for Political Research*. Paper proposal. Colchester, United Kingdom. <https://ecpr.eu/filestore/paperproposal/259712cd-b8fb-48a7-8181-ea70e6860a3c.pdf>

Courty, G.; Devin, G. (2005). *La construction européenne*. Paris: La Découverte.

Farnel, F. J. (1994). *Le Lobbying*. Paris: Les éditions d'Organisation.

Francés, J. (2013). *¿Que vienen los lobbies! El opaco negocio de la influencia en España*. Barcelona: Destino.

Guéguen, D. (2012). *European Lobbying*. Brussels: Europolitics. <http://www.pacteuropa.eu/sites/default/files/publications-free/PACT%20EurLobUK%202012.pdf>

Joos, K. (2011). *Lobbying in the new Europe. Successful Representation of Interests after the Treaty of Lisbon*. Weinheim: Wiley-VCH Verlag.

Martins Lampreia, J. (2006). *Lobby: ética, técnica y aplicación*. Madrid: Texto Editores.

McCombs, M. E.; Shaw, D. L. (Summer 1972). "The Agenda-Setting Function of Mass Media". *The Public Opinion Quarterly* (vol. 36, no. 2, pp. 176-187).

Molins, J. M.; Muñoz, L.; Medina, I. dir. (2016). *Los grupos de interés en España*. Madrid: Tecnos.

Olson, M. (1971). *The logic of collective action: Public goods and the theory of groups*. Cambridge: Harvard University Press.

Ponsa, E.; González-Capitel, J. (2015). *Radiografía de los Think Tank en España*. Madrid Fundación Ciudadanía y Valores. http://oett.es/wp-content/uploads/2017/10/radiograf%C3%ADa_de_los_think_tanks_en_espa%C3%B1a._2pdf.pdf

Van Schendelen, R. (2010). *More Machiavelli in Brussels: The art of lobbying the EU*. Amsterdam: Amsterdam University Press.