Terms and Brief Definitions for Use in Connection with LaForge Course

1) **Business-Government Relations** – the interaction between the private business sector and the government on matters of public policy, law, and regulations that impact on the private sector;
2) **Lobbying** – communications with government officials in the legislative and executive branches of government that constitute a form of advocacy intended to persuade decision makers on a point of view on an issue and to influence favorable decisions and actions
3) **Lobbyist** – a person or group involved in the communications and strategies utilized to educate governmental officials in an effort to advocate a certain position on an issue and hopefully influence favorable decision making and actions
4) **Lobbying Strategies** – approaches, methodologies and tactics utilized by lobbyists in issue education and advocacy
    a) **Direct lobbying** – the actual communications, meetings and contacts utilized by lobbyists in an effort to educate government officials about an issue and to influence their decisions
    b) **Grassroots/grasstops** – use of communications with stakeholders of an issue to inspire their engagement on a public policy issue in hope that they will communicate with law makers to try to influence attitudes, decisions and actions
    c) **Coalitions** – the pooling or combining of like-minded individuals or organizations to form a more powerful and unified front in advocating a public policy issue
    d) **Making the record** – contributing to the public dialogue about a public policy issue through presentations and testimony before legislative and executive branch entities with the desired effect of educating government and advocating a certain position on an important issue
    e) **Media and communications** – the use of free and paid media, publications and other forms of public advocacy and written and oral communication to help educate lawmakers and the public on important public policy issues and to attempt to influence a desired outcome in decision making
    f) **Political entrepreneurship** – the use of political strategies such as campaign organization, fundraising, political contributions and PACs (political action committees) by business leaders to assist candidates for Congress and the presidency in their efforts to get elected or re-elected
    g) **Judicial** – in rare cases, the use of judicial actions in the court systems such as special motions to advance or protect the rights of an individual or organization, and to provide amicus curiae (friend of the court) briefs to appellate courts for their use in deliberating over and deciding a special case
    h) **Commissions** – use of membership on, and advocacy through, commissions, task forces and committees established to advise the President and various executive branch departments and agencies to present a case and make the record on an important public policy issue
5) **Models/forms of business organization for lobbying:** Corporate – corporation employs lobbyists who are "in-house" professionals; Association – businesses associate with trade or issue organizations that provide lobbying services for the association members; Contract lobbyists – 3rd party, hired professional lobbyists who operate in a law, government relations, or lobbying firm or who are solo practitioners

6) **Stakeholders** – individuals and organizations that have an interest or "stake" in a public policy issue
7) **Issue management** – the role of managing the advocacy of public policy issues much as a professional manages people and the production of goods and services
8) **Issue monitoring** – the activity of diligently observing the public policy processes to learn about and keep current on developments and decisions
9) **Framing the message** – skillfully characterizing a public issue so that the position being advocated is clearly understood with a compelling message
10) **Legislative champion** – a Senator or Representative who agrees to support and advocate for certain position on a public policy issue before the Senate or House for consideration
11) **Committee markup** – the vital stage of the Congressional committee system's process in which a draft of a legislative proposal is considered and debated by the members of the committee who may offer amendments and vote to report the measure to the full House or Senate for further consideration, or "kill" the bill
12) **Conference committee** – a group of Senators and House members representing their respective house's committee in discussions and negotiations to address the differences in legislation passed by each house, with the result being a conference report to each house explaining how the differences were resolved
13) **Political Action Committees (PACs)** – legally established political committees for U.S. businesses that are authorized to receive contributions from qualified donors and to distribute campaign contributions to candidates for Congress and the Presidency
14) Lobby registration and reporting – the administrative reporting duties of lobbyists to the Congress to comply with federal laws and regulations governing lobbying
15) **Separation of Powers** – a U.S. constitutional doctrine that establishes three co-equal branches of the federal government, each independent of the other, with specific responsibilities for shared governance in the United States – executive, legislative and judicial branches
16) **Checks and balances** – the various methods each branch of government has to scrutinize the other branches of government to ensure that too much power does not lie in any one branch
17) **First Amendment right to "…petition the government for redress of grievances…"** – the key constitutional provision that serves as the guarantee and protection to engage in lobbying
18) **Congressional hearings** – formal gatherings of Congressional committee members to hear testimony from witnesses who provide education and advocacy to the committee for its use in writing legislation, making important public policy decisions, establishing funding priorities, and conducting oversight of federal agencies and their functions
19) **Laws and regulations** – the governing rules that guide business and personal behavior; laws developed by Congress; regulations promulgated by federal agencies;
20) **Partisanship** – the friction and differences between law makers based on strong support for a particular side of a public policy issue, as well as on personal and political ideologies