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Abstract:

Many factors discouraging donations included media reports of unfair aid distributions, warfare or internal insurrection, and inefficiency in the relief operation. Combined fund-raising efforts covering several organizations were viewed more favorably than individual charity initiatives. This theory examines fund-raising from the perspective of applied ethics through examining Albert Anderson's Ethics for Fundraisers. Fund-raising, moreover, falls victim to business imagery likening donors with customers or stockholders and uncritically comparing fund-raising with marketing. Exploratory study assessed the need for training and development of both administrators and education directors working in informal learning environments in the United States. Training for either administrators or education directors should include development of the following skills and attributes: personnel skills, fund-raising skills, financial skills, enthusiasm about doing science with others, knowledge of diverse publics, ability to interact with diverse publics, and volunteer interaction skills. Data suggest that informal science learning can be understood as a collective entity using descriptors such as: industry, field, profession and discipline. Moreover, candidate agendas have little effect on electoral outcomes. This research empirically explores the relationship between firms' market behavior, marketing communications, and their lobbying activities in a regulated market. Lobbying activities can also be regarded as endogenous in the study of marketing conduct.

Marketing Communications:

Within the four P's of Marketing (Product, Price, Place, Promotion), Public Relation (PR) helps meet the marketing communication needs of promotion, along with components of the other P's, to advance sales of products and services. PR plays a role in advertising, publicity, packaging, point-of-sale display, trade shows, and special events.

Government Affairs: Representing an organization's interests to governing bodies and regulatory agencies, often through direct "lobbying" efforts, and also through public affairs and other PR activities building issue constituencies.

Internal Communications: Internal communication (IC) serves as a conduit for information flow between management and the ranks. Grounded in communication theory, IC taps tools of newsletters, Intranet pages, management memos, position statements, presentations and special events to disseminate information regarding company updates, management policies, Human Resources issues & benefits, business initiatives, crisis management, etc.

Community Relations: Enhancing your organization's participation and position within a community through outreach efforts for the mutual benefit of the organization and the community. See Public Affairs below.

Crisis Management: Maintaining relations with the public, government agencies, news media, employees, shareholders, and other affected parties on behalf of an organization involved in a crisis situation.

Employee Relations: Typically representing an organization's management to inform and motivate the organization's employees through internal communications, training, awards programs, and other events.

Investor Relations: Developing confidence and positive relations for your organization with investors in the financial community. Also called Financial Relations and Shareholder Relations

Media Relations:

To conduct outreach or responding to the news media on behalf of your organization or client. A Media relation is often considered a specialized function within a public relations campaign. Public affairs, lobbying governments for the purpose of advancing public policy outcomes favorable to those funding or directing the efforts. Public affairs (military), the public relations efforts of the United States military public affairs programming, which refers, in the broadcasting industry programming which focuses on matters of politics and public policy discussing public administration, the study and implementation of policy. The adjective 'public' often denotes 'government', though it increasingly encompasses non-governmental organizations such as those of civil society or any entity and its management not specifically acting in self-interest public relations, managing the public image of an organization or person

Lobbying

Lobbying is a concerted effort designed to achieve some result, typically from government authorities and elected officials. It can consist of the outreach of legislative members, public actions (e.g. mass demonstrations), or combinations of both public and private actions (e.g. encouraging constituents to contact their legislative representatives). As a professional occupation it is also known as "government affairs" or "public affairs". Practitioners may work in specialist organizations or as part of government relations or as public relations consultancies. The origins of the term "lobbyist" vary. One story states that the term originated at the Willard Hotel in Washington, DC, where it was used by Ulysses S. Grant to describe the political wheelers and dealers frequenting the hotel's lobby in order to access Grant who was often found there, enjoying a cigar and brandy. The term "lobbying" more probable originates from the British Parliament, where the term was in use in the 1840s. Members of the British Public can go to the Parliament's Central Lobby and request to meet with their representative Member of Parliament. Letters from Washington affirm, that members of the Senate, when the compromise question was to be taken in the House, were not only "lobbying about the Representatives' Chamber," but were active in endeavoring to intimidate certain weak representatives by insulting threats to dissolve the Union.

Lobbying in the United States

Many jurisdictions, in response to concerns of corruption, require the formal registration of lobbyists who come in contact with government representatives. Since 1995, under the federal Lobbying Disclosure Act, most persons who are paid to make direct "lobbying contacts" with members of Congress and officials of the federal executive branch are required to register and file reports twice a year. However, there are ongoing conflicts between organizations that wish to impose greater restrictions on citizens' attempts to influence or "lobby" policymakers, and groups that argue that such restrictions infringe on the "right to petition" government officials, which is a right guaranteed by the First Amendment to the Constitution of the United States. A bill contained a provision (Section 220) to establish federal regulation, for the first time, of certain efforts to encourage "grassroots lobbying." The bill said 'grassroots lobbying' means the voluntary efforts of members of the general public to communicate their own views on an issue to Federal officials or to encourage other members of the general public to do the same." This provision was opposed by a broad array of organizations, including the American Civil Liberties Union, the National Right to Life Committee, and the National Rifle Association, who argued that attempts by constituents to influence their representatives are at the heart of representational democracy, and that neither such contacts nor efforts to motivate such contacts should be considered "lobbying." On January 18, 2007, the U.S. Senate voted 55-43 to strike Section 220 from the bill. However, other proposed regulations on "grassroots lobbying" remain under consideration in the 110th Congress. Another

controversial bill, the "Executive Branch Reform Act, H.R. 984, would require over 8,000 Executive Branch officials to report into a public database nearly any "significant contact" from any "private party." Although promoted as a regulation on "lobbyists," the bill defines "private party" as any person or entity" except "Federal, State, or local government official or a person representing such an official." Thus, under the proposal, anyone who contacts a covered government official is in effect deemed to be a lobbyist, unless the communicator is another government official or government staff person. The bill defines "significant contact" to be any "oral or written communication (including electronic communication) . . . in which the private party seeks to influence official action by any officer or employee of the executive branch of the United States." The bill is supported by some organizations as an expansion of "government in the sunshine," but other groups oppose it as an infringing on the right to petition by making it impossible for citizens to communicate their views on controversial issues without having their names and viewpoints entered into a government database. The U.S. Department of Justice has raised constitutional and other objections to the bill.

The U.S. Supreme Court has rejected congressional efforts to regulate grassroots communications as a form of "lobbying," on constitutional grounds. In 1953, in a suit involving a congressional resolution authorizing a committee to investigate "all lobbying activities intended to influence, encourage, promote, or retard legislation," the Supreme Court narrowly construed "lobbying activities" to mean only "direct" lobbying ,which the Court described as "representations made

directly to the Congress, its members, or its committees”, and rejected a broader interpretation of “lobbying” out of First Amendment concerns. (United States v. Rumely, 345 U.S. 41 (1953). The Supreme Court thereby affirmed the earlier decision of the U.S. Court of Appeals for the District of Columbia Circuit, which said: “ In support of the power of Congress it is argued that lobbying is within the regulatory power of Congress, that influence upon public opinion is indirect lobbying, since therefore attempts to influence public opinion are subject to regulation by the Congress. Lobbying, properly defined, is subject to control by Congress. But the term cannot be expanded by mere definition so as to include forbidden subjects. Neither semantics nor syllogisms can break down the barrier, which protects the freedom of people to attempt to influence other people by books and other public writings. It is said that lobbying itself is an evil and a danger phenomena. We agree that lobbying by personal contact may be an evil and a potential danger to the best in legislative processes. It is said that indirect lobbying by the pressure of public opinion on the Congress is an evil and a danger. That is not an evil; it is a good, the healthy essence of the democratic process.

European Union

Lobbying in Brussels was only born in the late 1970s. Up to that time, “diplomatic lobbying” at the highest levels remained the rule. There were few lobbyists involved in the system and except for some business associations, representative offices were rarely used. The event that sparked the explosion of

lobbying was the first direct election of the European Parliament in 1979. Up until then the Parliament consisted complex, and companies increasingly felt the need of an expert local presence to find out what was going on in Brussels. The foundation of lobbying was therefore the need to provide information. From that developed the need to influence the process actively and effectively. The next important step in lobbying development was the Single European Act of 1986, which both created the qualified majority vote for taking decisions in the Council and enhanced the role of the Parliament, again making EU legislation more complex and lobbying more important and attractive for stakeholders. In short, the stronger the EU developed from a Member States organization to an own political player in the world, the more policy areas it covered, the more important it became as a lobbying target. With the EU enlargement in 2004 this development has taken a further step, bringing in not only a lot more players and stakeholders but also a wide range of different political cultures and traditions. In the wake of the Abramoff scandal in Washington and in light of the massive impact that this had on the lobbying scene in the U.S.A., the rules for lobbying in the EU --- which until now only consist of a non-binding code of conduct may also be tightened.

Current practice

The fragmented nature of EU institutional structure provides multiple channels through which organized interests may seek to influence policy-making. Lobbying takes place at the European level itself and within the existing national states.

The most important institutional targets are the Commission, the Council, and the European Parliament. The Commission has a monopoly on the initiative in Community decision-making. Since it has the power to draft initiatives, it makes it ideally suited as an arena for interest representation. There are three main channels of indirect lobbying of the Council. First, interest groups routinely lobby the national delegations in Brussels; the second indirect means of lobbying the Council is for interest groups to lobby members of the many Council-working groups. The third means of influencing the Council is directly via national governments. As a consequence of the co-decision procedures, the European Parliament attracts attention from lobbyists who target the reporter and the chairman of the committee. The reporters are appointed by Committees to prepare the parliament's response to the Commission's proposal and to those measures taken by the Parliament itself. There are currently around 15,000 lobbyists in Brussels (consultants, lawyers, associations, corporations, NGOs etc.) seeking to influence the European Union's legislative process. Some 2,600 special interest groups have a permanent office in Brussels.

United Kingdom

In the United Kingdom lobbying traditionally referred to the attempt to influence an MP's vote by either their fellow parliamentary colleagues, by one of their constituents or by any outside organization. More recently the term has narrowed in its usage to mainly refer to the operation of "lobbyists" hired to represent the views of an organization. This industry has been steadily growing in recent years

and is now estimated to be worth £1.9 billion and employ 14000 people citation needed. A recent report by the Hansard Society has shown some MPs are approached over 100 times a week citation needed. The Association of Professional Political Consultants (APPC) is a self-regulatory body for UK public affairs companies. Its code of conduct promotes 'transparency' and forbids certain practices, such as making payments to MPs. In addition to "open" lobbying, the United Kingdom, political parties have been accused of trying to raise campaign funds by offering peerages and other honors. Since peers sit in the House of Lords, part of the UK legislature, they are in a position to initiate or amend Bills on their way to becoming Acts of Parliament - a very influential position. The rules of Parliament do, however, require participants in debates to 'declare their interest'. The 'sale' of peerages is a criminal offence. To circumvent this law, it is alleged that some contributions thus solicited, are given, not as outright gifts but as loans. Lobbyists are present in all levels of government.

Governmental influence

Various scandals involving prominent politicians have drawn attention to the close links between the Energy Lobby and the U.S. government, particularly the influence wielded by the Energy Lobby in the Bush administration. In June 2005, documents emerged that revealed that the Bush administration had consulted Exxon regarding its stance on the Kyoto protocol. According to The Guardian "In briefing papers given before meetings to the US under-secretary of state, Paula Dobriansky, between 2001 and 2004, the administration is found thanking Exxon

executives for the company's 'active involvement' in helping to determine climate change policy, and also seeking its advice on what climate change policies the company might find acceptable." In November 2005, documents revealed that Vice President Dick Cheney's Energy Task Force met with executives from large oil companies, although chief executives of those companies denied involvement before the Senate Energy and Commerce committees. Environmentalists were not allowed access to the Energy Task Force's activities, which was responsible for developing a national energy policy. Oil companies also participated with Cheney's task force in a discussion of Iraqi oilfields, refineries and other energy infrastructure, and two charts detailing Iraqi oil and gas projects, and "Foreign Suitors for Iraqi Oilfield Contracts." The documents are dated two years before the Invasion of Iraq.

Global influence

The energy lobby has a history of conflict with international interests. According to the International Sustainable Energy Organization for Renewable Energy and Energy Efficiency, the second World Climate Conference "was sabotaged by the USA and oil lobbies" whereupon the UNISEO proceeded to set up a Global Energy Charter "which protects life, health, climate and the biosphere from emissions." According to the organization, these same "reactionary energy lobby groups tried to boycott this Charter with the help from oil and coal producing nations and succeeded to keep energy out of the Rio Conference on Environment & Development (UNCED) in 1992, to continue this game in all

Climate Conferences in Berlin, Kyoto, The Hague and Marrakech, where the USA boycotted the Kyoto protocol and still stubbornly tries to ignore the Charter." During the 14th session of the United Nations Commission on Sustainable Development, according to the International Institute for Sustainable Development Bulletin, "One minister is said to have challenged the North's renewable energy lobby with the words: why not "light up" the dark zones of the world by "extinguishing some of the candles" in yours?"

Public Opinion

Public Opinion is a 1922 book on media and democracy by Walter Lippmann. Among other things, it argues that twentieth century advances in the technology of "the manufacture of consent" amounts to "a revolution" in "the practice of democracy" because this allows the control over public opinion about the world and about the public's interests in that world. Control of public opinion is a means to controlling public behavior. The book is divided into several parts giving out striking realities of public opinion, which is also the base for other media theorists. The parts are - 1. The world outside and pictures in our heads- this talks about the inability of man to avoid fiction, as he can't experience reality always. The stress is laid on the interpretation of reality by different as each person has a new tale to tell of the same incident. 2. The self-centered man- It talks about the preconceived notions of man about the pseudo-realities and more likely to have opinions about the events that matter him. Man is more likely to articulate opinion, which brings him personal gain. Large part of the crowd is

"bewildered herd' and they form opinions which require the backing of the nobility. If the opinion is pro elite then its accepted but if it is otherwise then the consent has to be "manufactured" and this happens through mainstream media.

3. The buying public- the bewildered herd has to pay for understanding the unseen environment through the media. The irony being the people's opinion is important yet they have to pay for it to be accepted. Hence people will be choosy and will buy the most factual media at the lowest price. Lippmann quoted 'For a dollar you may not even get an armful of candy but for a dollar or less people expect reality/representations of truth to fall into their laps.' Hence the duality of media appears i.e. besides their social function their role of surviving in the market in profits. 4. Nature of news- People put out news that is already confirmed and there are fewer disputes over it. Officially available issues will make news and the non-official ones will be less available or easily used for propaganda. 5. News Truth and Conclusion- The function of news is to signal an event and this signaling eventually is a consequence of selection and judgment. Thus journalism is able to create and thus sow the seeds of opinion. When properly utilized, the manufacture of consent, Lippmann argues, is useful and necessary for modern society because "the common interests", the general concerns of all people, --are not obvious in many cases and only become clear upon careful data collection and analysis, which most of the people are either uninterested in or incapable of doing. Most people, therefore, must have the world summarized for them by those who are well informed. Since Lippmann includes much of the political elite within the set of those incapable of properly

understanding by themselves the complex "unseen environment" in which the affairs of the modern state take place, he proposes having professionals (a "specialized class") collect and analyze data and present the conclusions to the decision makers. The decision makers then take decisions and use the "art of persuasion" to inform the public about the decisions and the circumstances surrounding them.

Spin (public relations)

In public relations, spin is a usually pejorative term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. Their political opponents often accuse politicians of spin. The term is borrowed from ball sports such as cricket, where a spin bowler may impart spin on the ball during a delivery so that it will curve through the air or bounce in an advantageous manner. Because of the frequent association between "spin" and press conferences (especially government press conferences), the room in which these take place is sometimes described as a spin room. A group of people who develop spin may be referred to as "spin doctors" who engage in "spin doctoring" for the person or group that hired them. Another spin technique involves the delay in the release of bad news so it can be hidden in the "shadow" of more important or favorable news or events. A famous reference to this practice occurred when UK government press officer Jo Moore used the phrase It's now a

very good day to get out anything we want to bury in an email sent on September 11, 2001. The furor caused when this email was reported in the press eventually caused her to resign. Skilled practitioners of spin are sometimes called "spin doctors", though probably not to their faces unless it is said facetiously. It is the PR equivalent of calling a writer a "hack." Perhaps the most well known person in the UK often described as a "spin doctor" is Alastair Campbell, who was involved with Tony Blair's public relations between 1994 and 2003, and also played a controversial role as press relation officer to the British and Irish Lions rugby side during their 2005 tour of New Zealand. American talk and radio show-host Bill O'Reilly calls his show the No Spin Zone to emphasize his dislike of the phenomenon, although the show has itself been accused of spin. State-run media in many countries also engage in spin by only allowing news stories that are favorable to the government while censoring anything that could be considered critical.

Media manipulation

Media Manipulation is an aspect of public relations in which partisans create an image or argument that favors their particular interests. Such tactics may include the use of logical fallacies and propaganda techniques, and often involve the suppression of information or points of view by crowding them out, by inducing other people or groups of people to stop listening to certain arguments, or by simply diverting attention elsewhere. As illustrated below, many of the more

modern mass media manipulation methods are types of distraction, on the assumption that the public has a limited attention span.

Distraction by nationalism

This is a variant on the traditional ad hominem and bandwagon fallacies applied to entire countries. The method is to discredit opposing arguments by appealing to nationalistic pride or memory of past accomplishments, or appealing to fear or dislike of a specific country, or of foreigners in general. It can be very powerful as it discredits foreign journalists (the ones that are least easily manipulated by domestic political or corporate interests).

Distraction by scapegoat

A combination of straw man and ad hominem, in which your opponent has discredited is considered as your only important opponent. For example, if many countries are opposed to our actions, but one of them (say, France) is obviously acting out of self-interest, mention mostly France. As with most persuasion methods, it can easily be applied in reverse, in this case, attempting to discredit George W. Bush in order to discredit the entire coalition against Iraq.

Distraction by phenomenon

A risky but effective strategy summarized best, perhaps, by David Mamet's 1997 movie *Wag the Dog*, by which the public can be distracted, for long periods of time, from an important issue, by one which occupies more news time. When the

strategy works, you have a war or other media event taking attention away from misbehaving or crooked leaders. When the strategy does not work, the leader's misbehavior remains in the press, and the war is derided as an attempted distraction. US President Clinton's bombing of the Al-Shifa pharmaceutical factory in Sudan is often cited as an example, to distract attention from the Monica Lewinsky affair.

Distraction by Semantics

This involves using euphemistically pleasing terms to obscure the truth. For example saying "choice" or "reproductive rights" instead of the accurate term "abortion", or "pro-life" instead of "anti-abortion". A common example is from the Antebellum South when people commonly referred to "states rights" instead of "slavery". It can also be argued that the issue was really "states rights" and not "slavery", as the Emancipation Proclamation was not issued at the start of the war.

Marginalization

This is a widespread and subtle form of media manipulation: simply giving credence only to "mainstream" sources of information; it exists in many news outlets. Information, arguments, and objections that come from other sources are simply considered "fringe" and ignored, or their proponents permanently discredited, or accused of having their own agenda.

Public Relation Definition

Public relations (PR) are a promotion intended to create goodwill for a person or institutions image. Public Relations are separate to Marketing. Sense of "making something known, advertising" is from 1826. Publicity stunt first recorded 1926. Publicize first recorded 1928. Publicist (1792) is from originally "writer on current topics;" meaning "press agent" is from 1930. The US President Thomas Jefferson first used the term Public Relations during his address to Congress in 1807. Edward Bernays created one of the earliest definitions of PR. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance."

Examples/users of public relations include:

Corporations using marketing public relations (MPR) to convey information about the products they manufacture or services they proffer to potential customers in order to support their direct sales efforts. Typically, they support sales in the short to long term, establishing and burnishing the corporation's branding for a strong, ongoing market. Corporations using public relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment. Moreover, they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs. Non-profit organizations, including schools and universities, hospitals, and human and social service agencies: such organizations may make use of public relations in

support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services. Public Relation is using by politicians aiming to attract votes and/or raise money. When such campaigns are successful at the ballot box, this helps in promoting and defending their service in office, with an eye to the next election or, at a career's end, to their legacy. Today "Public Relations is a set of management, supervisory, and technical functions that foster an organization's ability to strategically listen to, appreciate, and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values." (Robert L. Heath, Encyclopedia of Public Relations). Essentially it is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics. There is a school of public relations that holds that it is about relationship management. Phillips, explored this concept in his paper "Towards relationship management: Public relations at the core of organizational development" paper in 2006 which lists a range of academics and practitioners who support this view.

Publicity

Publicity is the deliberate attempt to manage the public's perception of a subject. The subjects of publicity include people example is politicians, performing artists, goods and services, organizations of all kinds, and works of art or entertainment. Publicity is a component of promotion from a marketing perspective. The other elements of the promotional mix are advertising, sales promotion, and personal selling. Promotion is one component of marketing. Between the client and selected target audiences, publicity is the management of product- or brand-related communications between the firm and the general public. It is primarily an informative activity (as opposed to a persuasive one), but its ultimate goal is to promote the client's products, services, or brands. A publicity plan is a planned program aimed at obtaining favorable media coverage for an organization's products - or for the organization itself, to enhance its reputation and relationships with stakeholders. A basic tool of the publicist is the press release, but other techniques include telephone press conferences, in-studio media tours, multi-component video news releases (VNR's), newswire stories, and internet releases. For these releases to be used by the media, they must be of interest to the public or at least to the market segment that the media outlet is targeted to. The releases are often customized to match the media vehicle that they are being sent to. Getting noticed by the press is all about saying the right thing at the right time. A publicist is continuously asking what about you or your company will pique the reader's curiosity and make a good story? The most successful

publicity releases are related to topics of current interest. These are referred to as news pegs. An example is if three people die of water poisoning, an alert publicist would release stories about the technology embodied in a water purification product. But the publicist cannot wait around for the news to present opportunities. They must also try to create their own news. The advantages of publicity are low cost, and credibility particularly if the publicity is aired in between news stories like on evening TV newscasts. New technologies such as weblogs, web cameras, web affiliates, and convergence phone-camera posting of pictures and videos to websites are changing the cost-structure.

The disadvantages are lack of control over how your releases will be used, and frustration over the low percentage of releases that are taken up by the media. Publicity draws on several key themes including birth, love, and death. These are of particular interest because they are themes in human lives, which feature heavily throughout life. In television serials several couples have emerged during crucial ratings and important publicity times, as a way to make constant headlines. Also known as a publicity stunt, the pairings may or may not be truthful.

Public Attention

In August 8, 2007, The Los Angeles Police Commission discussed the significant increase in the number of shootings at police officers in 2007. Assaults on police officers have risen by 39 percent as of the six-month mark this year. In response to the remarks by Chief Bratton made at the Police

Commission meeting, Tim Sands, President of the Los Angeles Police Protective League has issued the following statement: While we agree with the Chief's assertion that shooting at police officers is 'idiocy,' we think that the spike in these cases is deadly serious, and demands further public attention. Where is the public outcry? A successful police department is a department that is supported by its community and elected officials. The officers who protect Los Angeles need the community and the media to support their police department and the men and women who risk their lives every day to keep our streets safe."

Iraq News Draws Most Public Attention in 2003. The situation in Iraq dominated the public's news interest in 2003. Beginning with the debate over war, through the war itself and its aftermath, interest in news from Iraq generally stayed at a high level. Several separate developments in the Iraq crisis also drew substantial public interest, including the killings of Saddam Hussein's sons in August and the capture of Hussein in December. In all, news from Iraq accounted for four of the year's top ten stories in the Pew Research Center's news interest index. As in previous years, high gasoline prices also attracted a great deal of public attention in 2003. In February, more than half of Americans tracked this story very closely, and interest in March was about as high. Americans become aware of increases in gas prices not just from the news media, but also when they go to buy gas. A number of disasters, both natural and man-made, attracted broad interest this year. Nearly half of Americans paid very close attention to reports on Hurricane Isabel and the disaster involving the

Shuttle Columbia. The public also demonstrated sustained interest in economic news; attention to this story was highest in February.

News Divided Audiences

News from Iraq generally attracted strong interest across the demographic and political spectrum. But audiences for other high-profile stories were divided by religion, gender, age and other factors. In September, stories about the removal of a monument to the Ten Commandments from an Alabama courthouse drew broad interest from white evangelical Protestants, but far less attention from members of other religious groups. Nearly twice as many white evangelical Protestants paid very close attention to the Ten Commandments case compared with non-evangelical Protestants and White Catholics (51% vs. 26%, 28%). Similarly, the case of Laci Peterson, whose murder received intense coverage from cable news outlets, drew much more attention from women than men (40% vs. 22%). The gender split was nearly as large in attention to news of the safe recovery of Elizabeth Smart, the Utah girl whose kidnapping also attracted considerable coverage (40% men, 28% women). African Americans paid far more attention than whites to criminal allegations against black celebrities, basketball star Kobe Bryant and singer Michael Jackson. In August, African Americans were nearly four times more likely than whites to say they tracked the Bryant case very closely (47% vs. 13%). Traditionally, young people pay less attention to the news than do older Americans, but this gap was especially large in interest to reports on the congressional debate over adding a prescription drug

benefit to Medicare. Americans age 50 and older - and especially those 65 and older - tracked the Medicare debate much more closely than younger people. Education also is a major factor in news interest. In March, nearly six-in-ten of those with a high school education tracked high gas prices very closely compared with only about four-in-ten college graduates.

Fundraising

Fundraising is the process of soliciting and gathering money or other gifts in-kind, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. Although fundraising typically refers to efforts to gather funds for non-profit organizations, it is sometimes used to refer to the identification and solicitation of investors or other sources of capital for-profit enterprises. Fundraising is the primary way that non-profit organizations obtain the money for their operations. These operations can involve a very broad array of concerns such as religious or philanthropic groups such as research organizations, public broadcasters, and political campaigns. Some examples of charitable organizations include student scholarship merit awards for athletic or academic achievement, humanitarian concerns, disaster relief, human rights, research, and other social issues.

Many non-profit organizations take advantage of the services of professional fundraisers. These may be paid for their services either through fees unrelated to the amounts of money to be raised, or by retaining a percentage of raised funds (percentage-based compensation). The latter approach is expressly

forbidden under the Code of Ethics of the Association of Fundraising Professionals (AFP), a professional membership body. Many non-profit organizations nonetheless engage fundraisers who are paid a percentage of the funds they raise. In the United States, this ratio of funds retained to funds passed on to the non-profit is subject to reporting to a number of state's Attorneys General. This ratio is highly variable and subject to change over time and place, and it is a point of contention between a segment of the general public and the non-profit organizations.

Equally important are fundraising efforts by virtually every recognized religious group throughout the world. These efforts are organized on a local, national, and global level. Sometimes, such funds will go exclusively toward assisting the basic needs of others, while money may at other times be used only for evangelism. Usually, religious organizations mix the two, which can sometimes cause tension. Fundraising also plays a major role in political campaigns, which, despite numerous campaign finance reform laws, continues to be a highly controversial topic in American politics. Political action committees (PACs) are the best-known organizations that back candidates and political parties, though others such as 527 groups also have an impact. Some advocacy organizations conduct fundraising for or against policy issues in an attempt to influence legislation.

Public broadcasting

While public broadcasters are completely government-funded in much of the world, there are many countries where some funds must come from donations from the public. Pledge drives commonly occur about three times each year, usually lasting one to two weeks each time. Viewer ship and listenership often declines significantly during funding periods; so special programming may be aired in order to keep regular viewers and listeners interested.

Organizations in the United States established for charitable purposes are allowed to raise funds from many sources. The Internal Revenue Service (IRS), commonly noted as 501(c) (3) organizations, gives them a specific designation. Other nonprofits such as fraternal associations have different IRS designations, and may or may not be eligible to fundraise. Financial information on many nonprofits, including all nonprofits that file annual IRS 990 forms is available from Guide Star. Many non-profit organizations receive some annual funding from a financial endowment, which is a sum of money that is invested to generate an annual return. Although endowments may be created when a sizable gift is received from an individual or family, often as directed in a will upon the death of a family member, they more typically are the result of many gifts over time from a variety of sources. A capital campaign is when fundraising is conducted to raise major sums for a building or endowment, and generally keep such funds separate from operating funds. These campaigns encourage donors to give more than they would normally give and tap donors, especially corporations and foundations who would not otherwise give. Special events are another method of

raising funds. These range from formal dinners to benefit concerts to walkathons. Events are used to increase visibility and support for an organization as well as raising funds. While fundraising often involves the donation of money as an outright gift, money may also be generated by selling a product of some kind, also known as product fundraising. When goods are donated to an organization rather than cash, this is called an in-kind gift. Girl Scouts of the USA are well known for selling cookies in order to generate funds. It is also common to see on-line impulse sales links to be accompanied by statements that a proportion of proceeds will be directed to a particular charitable foundation.

A number of charities and non-profit organizations are increasing using the internet as a means to raise funds; this practice is referred to as online fundraising. For example the NSPCC operates a search engine, which generates funds via Pay per click links. Colleges and universities conduct some of the most substantial fundraising efforts in the United States. Commonly the fundraising, or 'development,' program makes a distinction between annual fund appeals and major campaigns. The donor base (often called a file) for higher education includes alumni, parents, friends, private foundations, and corporations. Gifts of appreciated property are important components of such efforts because the tax advantage they confer on the donor encourages larger gifts. The process of soliciting appreciated assets is called planned giving. The classic development program at institutions of higher learning include prospect identification, research and verification of the prospect's viability, cultivation, solicitation, and finally stewardship, the latter the process of keeping donors informed about how past

support has been used. Often called donor cultivation, relationship building is the foundation on which most fundraising takes place. Most development strategies divide donors into categories based on annual gifts. For instance, major donors are those that give at the highest level of the organization's fundraising scale and mid-level donors are in the middle. More sophisticated strategies use tools to overlay demographic and other market segmentation data against their database of donors in order to more precisely customize communication and more effectively target resources.

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