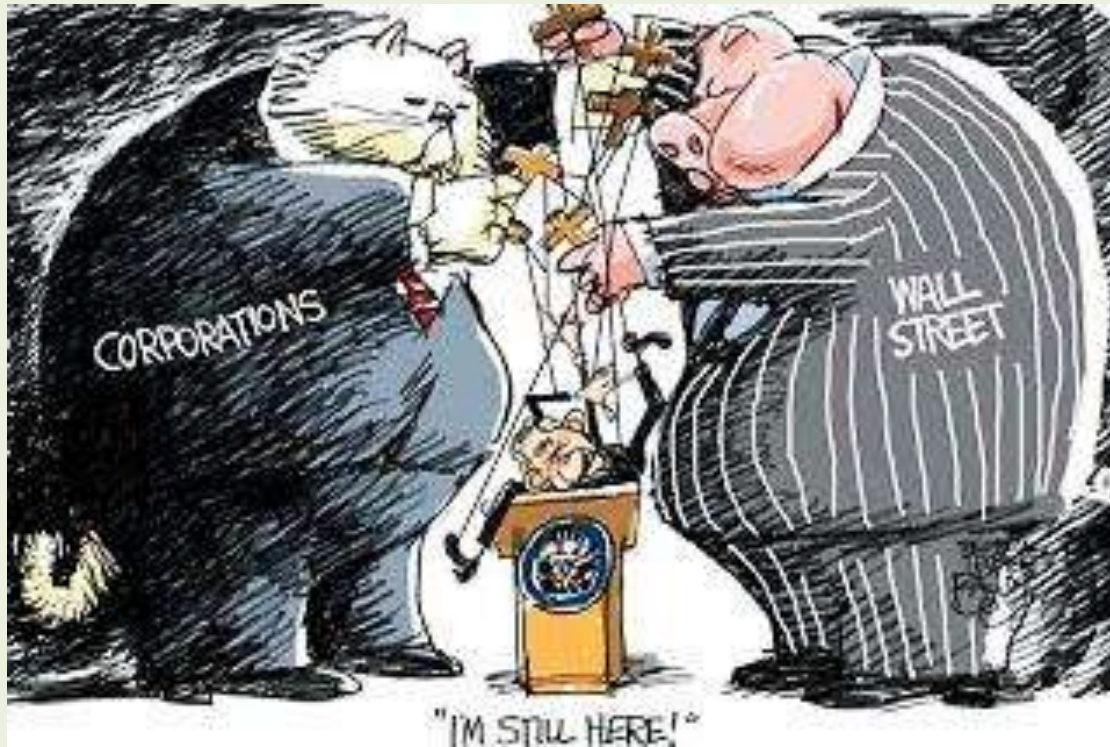


AP Government “Interest Groups”



Interest Groups



Another statistic...
brought to you by
a drunk driver.

1-800-GET-MADD
www.madd.org

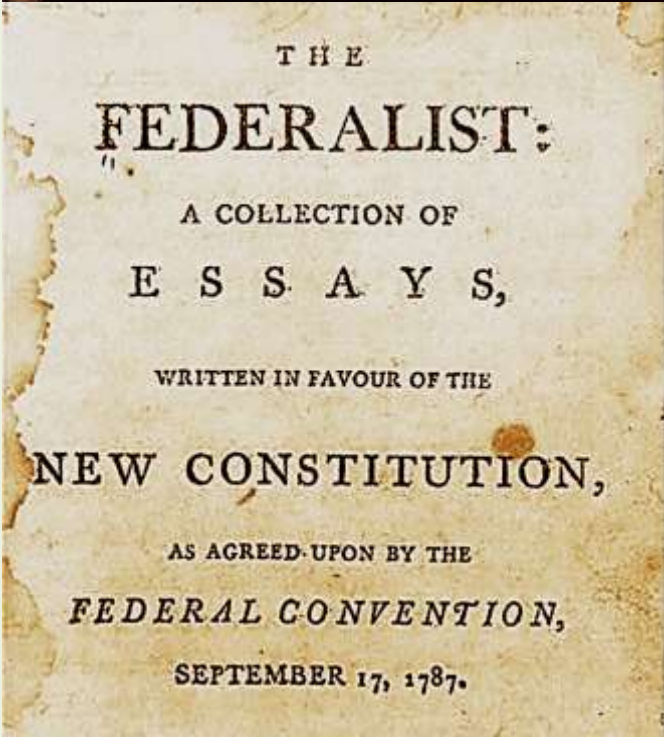
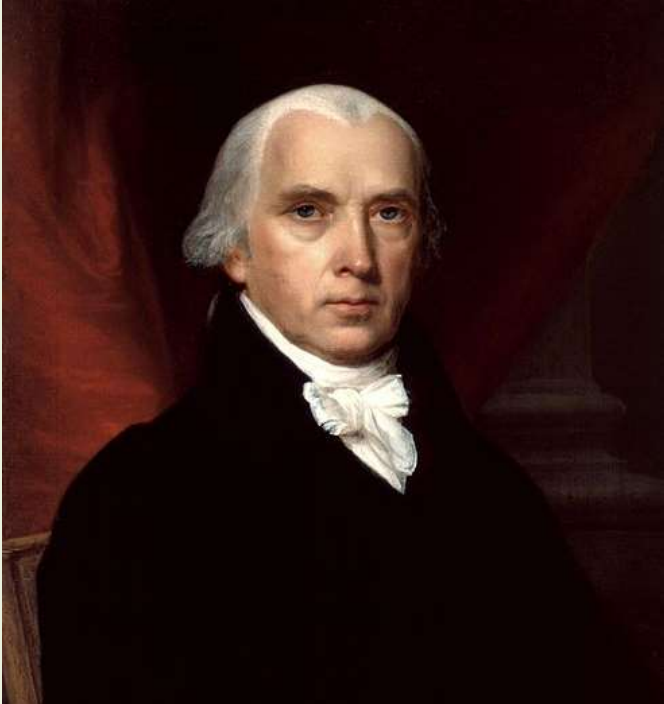


Rene Routon, age 26
Baton Rouge
killed by a drunk driver

Interest groups

- **Interest groups**
 - Organized groups of individuals who seek to influence public policy ([play video](#))
 - Cram for the Exam- 4:00
- **Lobbying**
 - The act of promoting a cause with gov't officials to try to influence public policy
 - conducted by lobbyists



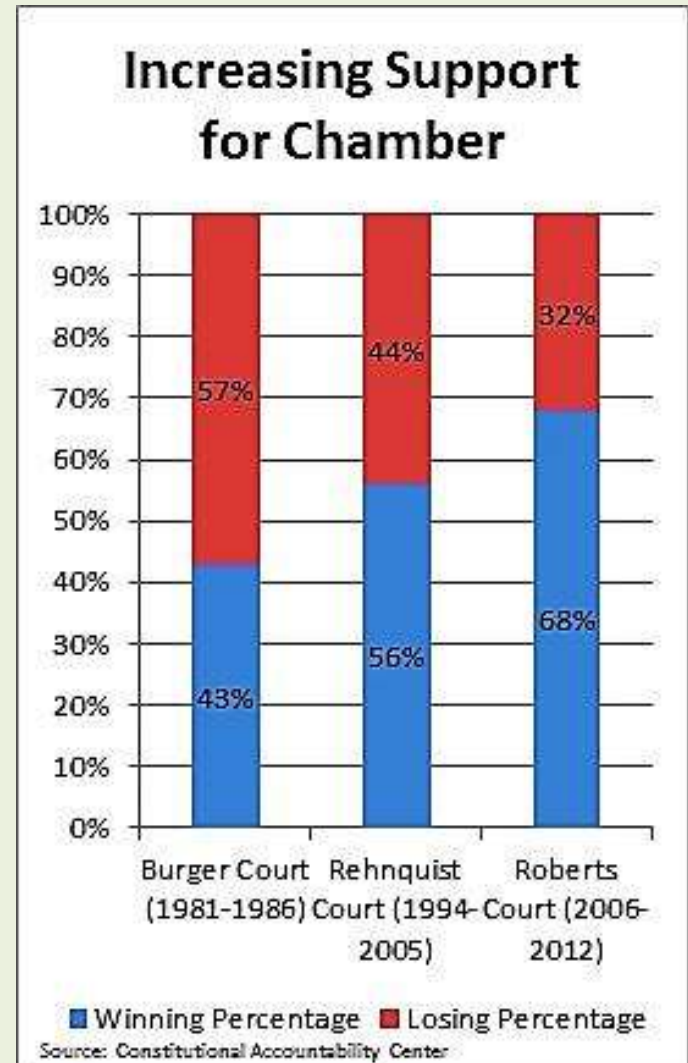


Federalist #10 on Interest Groups

- James Madison warned of the dangers of factions (see how this course is all coming together...)
- Interest groups are factions formed from the divisions in society
- Only natural for some groups to oppose others due to their conflicting interests
 - farmers v. merchants
 - Rich v. poor?

Spending on Lobby Efforts

- Which organization spent the most on lobbying over the last decade?
 - US Chamber of Commerce
- How much would an organization have to spend to make it in the top 10 list of top spenders?
 - Over \$100 million



Lobbyists Good or Evil?

- They are evil argument:
 - Each group promotes its own selfish interests, which may not be in the best interest of all Americans
 - Whoever spends the most money wins?
 - Cell phone company vs. better business bureau?
 - Banks vs. better business bureau?
 - Anyone vs. the better business bureau?
- They are good argument:
 - [Play the video](#) (2:41)



Interest Groups

- What is the difference between an interest group and a political party?
- Remember the Theories
 - Traditional Democratic Theory
 - Pluralism
 - Madison & Factions
 - Groups serve as linkage institutions
 - Elitism
 - Hyperpluralism
 - Ties to problems of sub-governments (iron triangles)

Match the term on the left with the example on the right

- ___ Traditional Democratic Theory
 - ___ Pluralism
 - ___ Elitism
 - ___ Hyperpluralism
1. Very powerful groups like health insurance providers taking advantage of differing levels of support for national healthcare programs at the national, state, and local levels to create policies at each level that support the health insurance industries desires

Match the term on the left with the example on the right

- ___ Traditional Democratic Theory
 - ___ Pluralism
 - ___ Elitism
 - ___ Hyperpluralism
2. Voter Referendums, ballot initiatives, petitions signed by a certain minimum number of registered voters can bring about a public vote on a proposed statute or constitutional amendment, recalls, and elections

Match the term on the left with the example on the right

- ___ Traditional Democratic Theory
 - ___ Pluralism
 - ___ Elitism
 - ___ Hyperpluralism
3. Joining special interest groups that work together with other groups to achieve policy goals, like Parent-Teacher Organizations, League of Women Voters, Shriners, Youth Ministry, etc.

Match the term on the left with the example on the right

- ___ Traditional Democratic Theory
 - ___ Pluralism
 - ___ Elitism
 - ___ Hyperpluralism
- Big Corporations get to access Washington D.C. elite for beneficial laws, like the energy corporations asking for less environmental restrictions or Big Tobacco looking for less regulation of health issues surrounding smoking

Roles of Interest Groups

- Representation
- Participation
- Education
- Agenda building
- Program monitoring





WE ARE NOT
A LOBBYING
GROUP.

LOBBYISTS TRY
TO CONVINCE
LAWMAKERS TO
WRITE CERTAIN
BILLS.

WE DON'T
DO THAT.

WE WRITE
THE BILLS
OURSELVES.

GEE
THANKS!

MODEL
LEGIS-
LATION

How Interest Groups Form

- When individuals are threatened by change they band together in an interest group
- There tends to be an equilibrium of groups until some type of disturbance forces new groups to form
- Usually an effective leader is necessary for a successful group to form



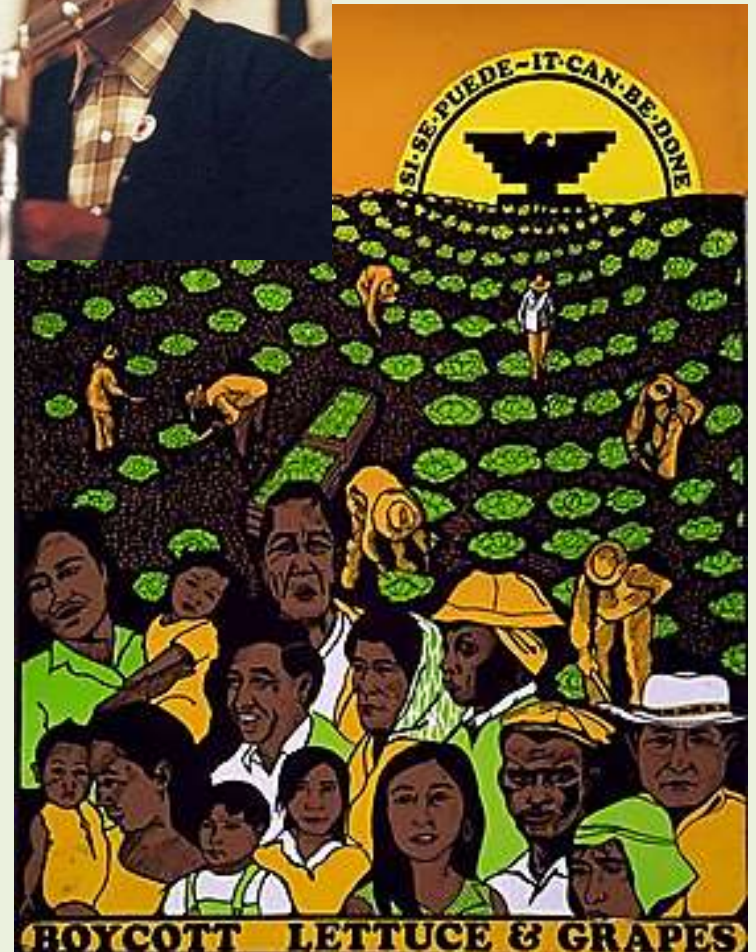
BLACK LIVES MATTER

United Farm Workers Example

- Started as a union of men and women who picked crops in California who were mostly poor Mexican-Americans
- They used strikes, boycotts, and nonviolent protests to achieve their goals
- They won better wages and benefits
- This is who Stephen Colbert testified for in the clip we watched 😊



*Cesar Chavez,
organizer of the
United Farm
Workers*



Factors Promoting IG Success

- Wealthy, educated, and politically experienced people are more successful in organizing interest groups than those who are not



Attracting and Maintaining Members



- **Attracting members**
 - Competition is high in most policy areas, so groups need to differentiate themselves by showing they are the most involved and knowledgeable
 - Direct mail and internet sites are common tools for recruiting
- **Maintaining members**
 - Groups must convince their members that they are doing a good job
 - Through newsletters and e-mails groups inform members of their successes and keep their interest in the group's concerns up

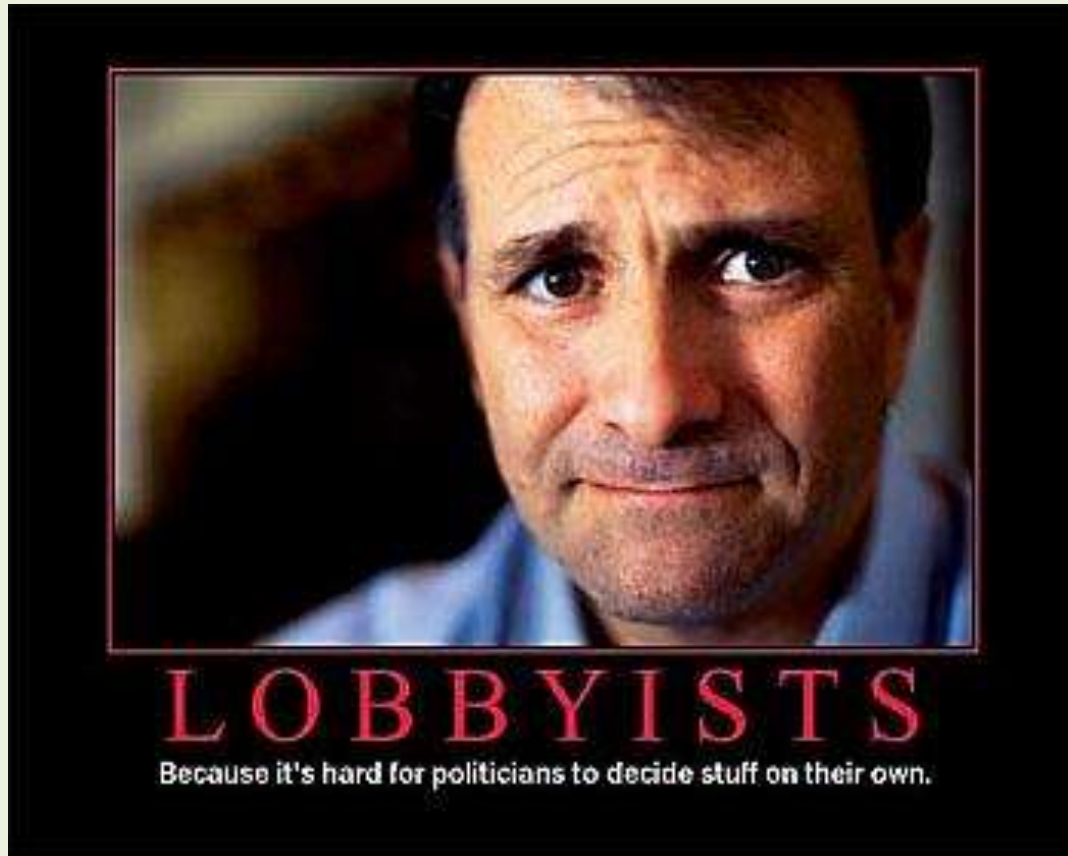


Definitions

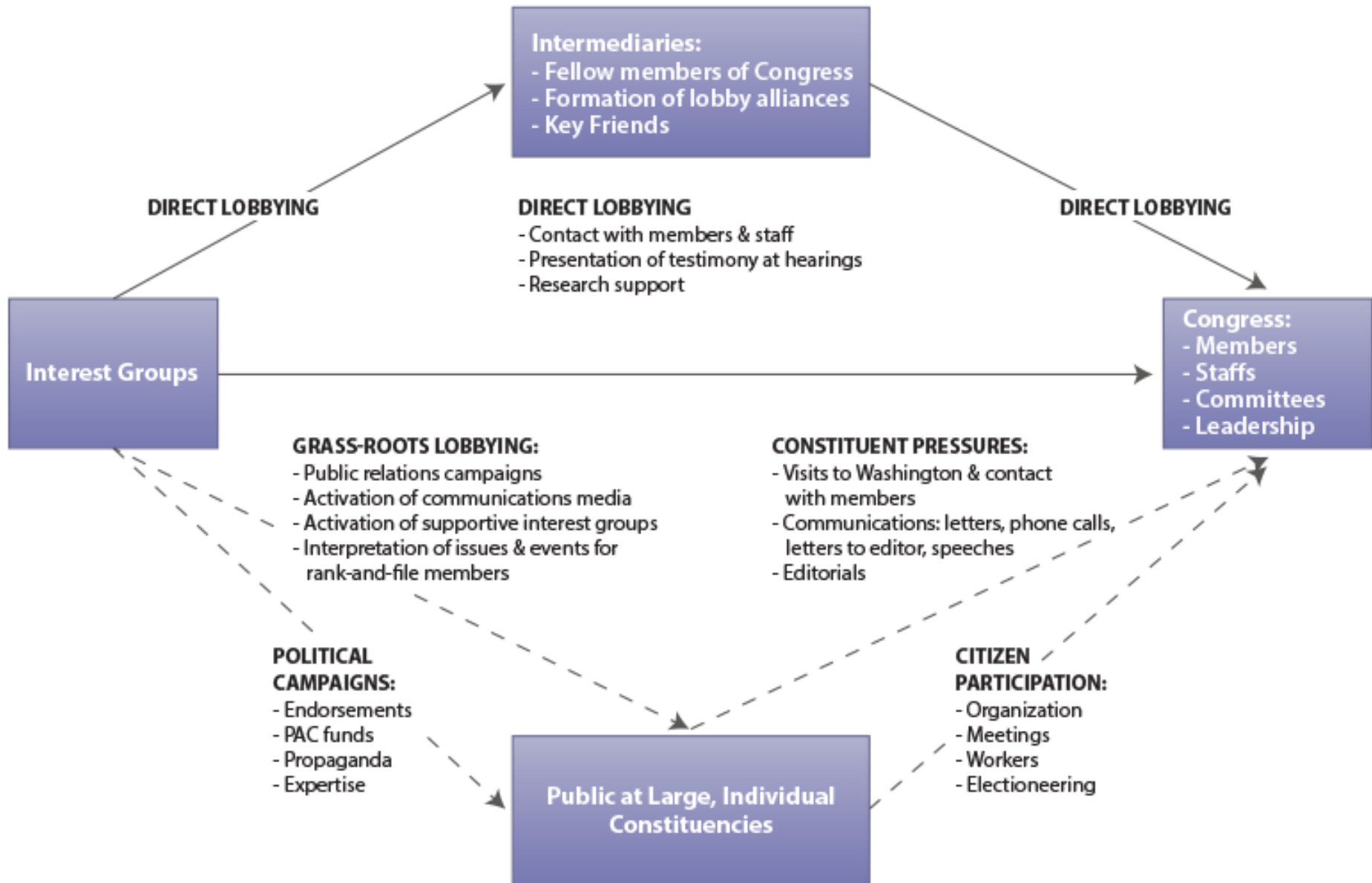
- **Free-rider problem**
 - When people benefit from the activities of an organization (interest group) but do not participate in the activities of the group
- **Trade associations**
 - Organization that represents firms within a particular industry
 - They organize conventions where members can learn about new business practices and socialize



AP Government “Lobbyists & Lobbying”

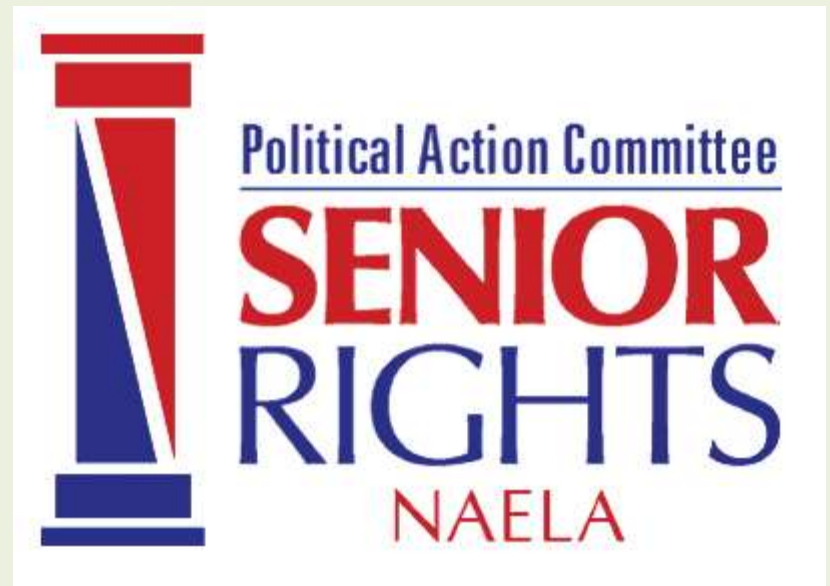


THE PATHS OF INTEREST-GROUP INFLUENCE



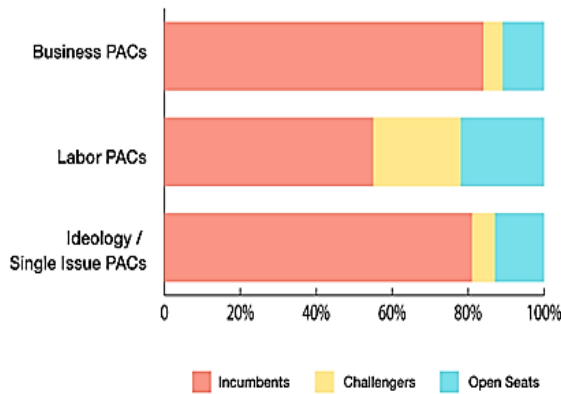
Review: PACS

- [What are PAC's?](#)
(opensecrets.org)
- [PAC's Explained](#) (Mr. Shulman explains PAC's- remember him?!)
- A PAC can only donate up to \$5,000 to each candidate for any one election

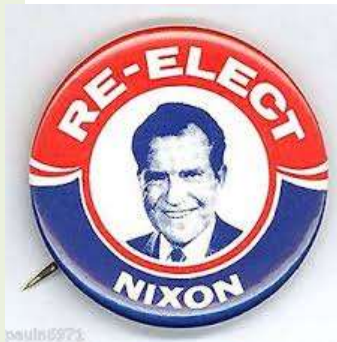


Support of Incumbents

2010 PAC Contributions: Who Got What



- When PACs have given a lot of money to a member of Congress, they expect the officeholder will someday have to make a critical vote to the PAC, and they will give in to the influence of the PAC and vote their way
- Which came first, the chicken or the egg?



When Conventional Lobbying Fails

- Interest groups try conventional tactics first
- When they fail they resort sometimes to public political protests
- These protests are to attract media attention to change public opinion related to the issue they care about in order to make policymakers accept their demands
- Main drawback is that policymaking is a long-term process, and it is hard to maintain protests which are usually short-term



Agreement on Interest Groups

- Despite criticism against interest groups, most people agree with two notions related to their existence:
 - All significant interests in the population should be adequately represented by interest groups
 - Gov't should listen to the views of all major interests as it develops policy



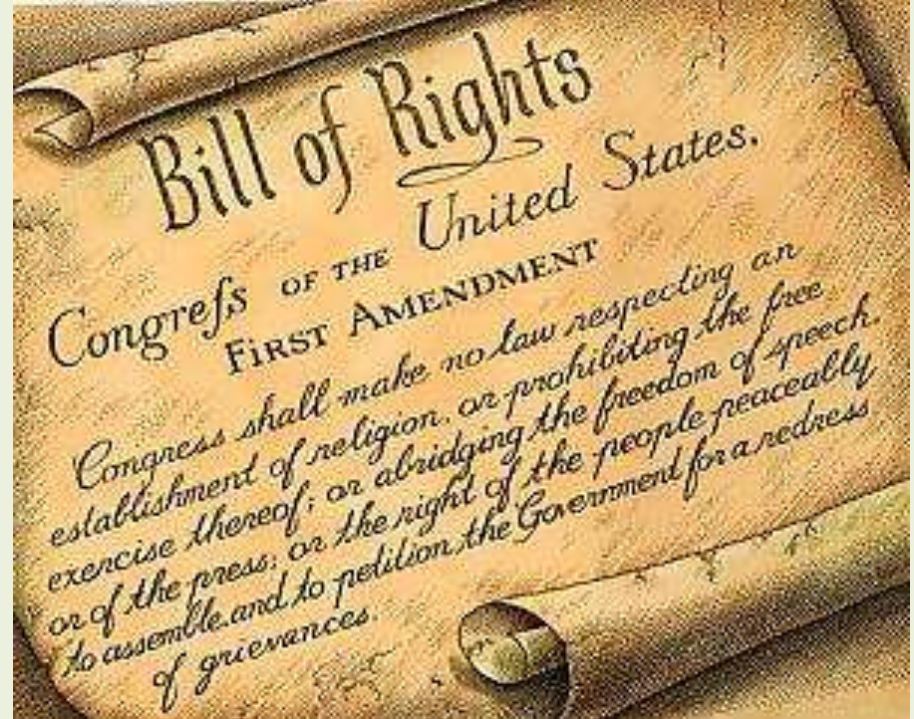
Even Representation?

- Are all Americans represented equally by interest groups?
 - Those in business or professions, with higher educations and higher incomes are represented far more than the poor
- How can you argue that all Americans are represented by them even if it is not equal?
 - Some interest groups supported by corporations and the wealthy support the needs of the poor



Difficulty of Regulating

- Limiting the activities of interest groups is difficult
- James Madison argued in Federalist #10 that eliminating factions would require the limiting of Constitutional rights
- Lobbying is a form of organized petitioning of gov't and use of speech (both protected in the 1st Amendment)



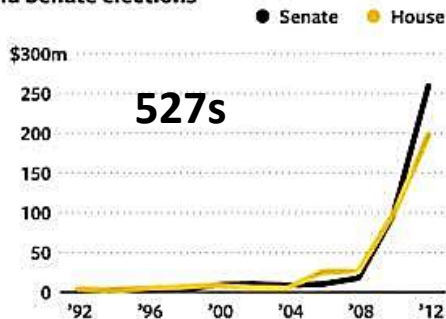
REVIEW: Campaign Finance Reform



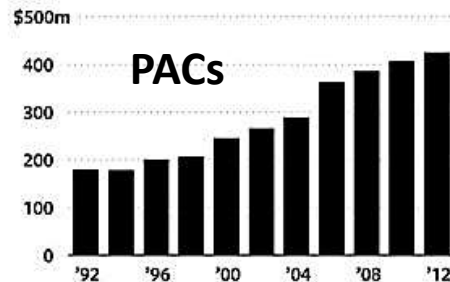
- Campaign Finance Reform Act of 2002 (McCain-Feingold Act) made it illegal for corporations, unions, and other organizations to give unlimited “soft money” contributions to political parties (as opposed to the PAC limits to individual candidates)
- 527s were created to get around this ban (non-party supposedly independent groups)

Outside Money Rushes In

Nonparty independent expenditures in House and Senate elections



Political action committee contributions to congressional candidates



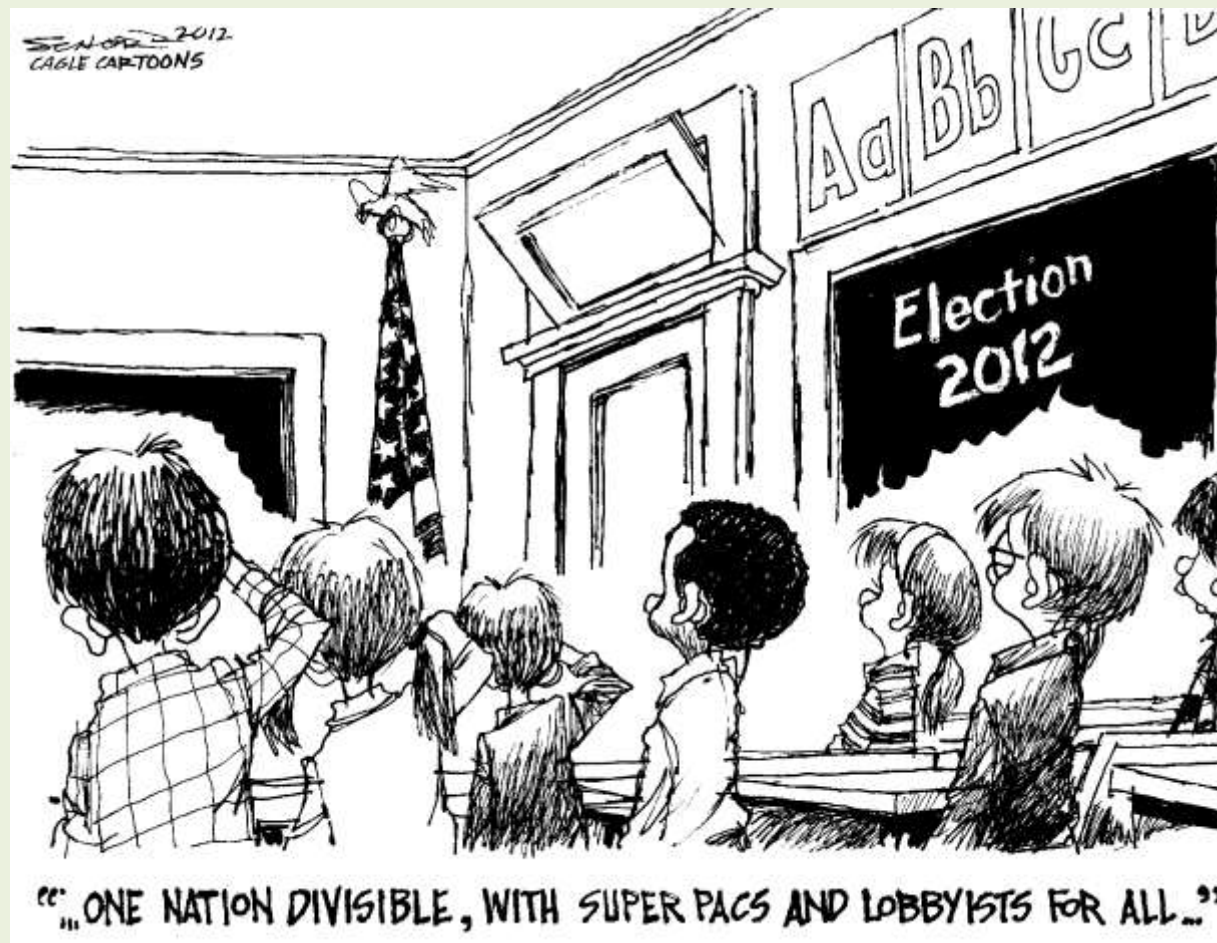
Source: American Enterprise Institute/Brookings Institution Vital Statistics on Congress

Super PACs

- Citizens United v. FEC (2010) – allowed corporations and labor unions to spend unlimited funds on direct advocacy for or against candidates (classified corporations and unions as people and as such eligible for 1st amendment rights)
- SpeechNow v. FEC (2012) – a case involving a non-profit organization that sought to:
 - accept contributions in excess of \$5000 from individual contributors (not corporations) for the exclusive purpose of running independent expenditures
 - not register as a political committee or be subject to PAC reporting requirements



- Combined these cases opened the door to unlimited spending by corporations, unions, and individuals (if they are to these non-profit independent expenditure organizations)
- Spending in 2012 elections set new highs



Story of Citizens United



- Against the decision
- Against the argument against the decision
- Final rebuttal