Explore Campaigns. Start a Campaign. Knowledge Center. What is lobbying? Most people think lobbying is "the act of bribing politicians". Lobbying is the act of trying to influence a politician or public official on an issue. Who can lobby Congress? Anybody can lobby Congress. "Contrary to public misconception, the daily life of firm lobbyists is not filled with glamorous parties and smoke-filled backroom politicking where lobbyists engage in quid pro quo transactions of money for policy. Rather, these firm lobbyists focus their professional attention on honing the fine art of building relationships, primarily with members of Congress and their staffs, but also with potential clients, coalitions and other individuals and organizations related to their clients and issue areas." Lobbying, the public interest, and democracy: Communication perspectives. Journal of Public Affairs, Vol. 20, Issue. 2

Framing plays an important role in lobbying, as interest groups strategically highlight some aspects of policy proposals while ignoring others to shape policy debates in their favour. However, due to methodological difficulties, we have remarkably little systematic data about the framing strategies of interest groups. If a public discussion on a company's environmental impact is unwelcome, lobbyists will push instead to have a debate with politicians and the media on the hypothetical economic benefits of their ambitions. Once this narrowly framed conversation becomes dominant, dissenting voices will appear marginal and irrelevant. Everybody's doing it, including lobbyists for fracking and nuclear power, public sector reform and bank regulation. It doesn't matter if the new frame relies on fabrication. The referendum on...
an alternative voting system was not, as anticipated, so much a conversation about the merits of first past the post. No2AV was "very quick off the mark" to make it about cost to the public purse, explains Dylan Sharpe, of the No camp's TaxPayers' Alliance. Alternatively, lobbying the public relies on advertisements, op-ed pieces, commissioned research, protests, and press releases to try and shift public opinion on a given issue. Whether politicians or the public are targeted depends on their amenability. When dealing with Labor, for example, the Australian Council of Trade Unions will focus its efforts on meeting privately with Labor, and attacking the Liberal Party publicly. Demonstrations and ad campaigns are used to try and influence public opinion to that end, and played a key role in the 2007 election in attacking WorkChoices. The ACTU's 2