

AMSCO®

ADVANCED PLACEMENT® EDITION

UNITED STATES GOVERNMENT & POLITICS

Topic: Interest Groups Influencing Policy Making

Before you get started...

Interest groups use a variety of methods to influence policy making and elections. Listed below are the most common tactics.

TACTICS OF INTEREST GROUPS

I. Use of mass media and social media.

II. **Boycotting**, e.g., NOW's boycott of states that didn't ratify ERA, civil rights groups boycotting S. Carolina because of that state flying the Confederate flag at the state capital.

III. **Litigation**.

IV. **Use of amicus curiae briefs**, e.g., disabled groups filing these on behalf of disabled PGA golfer Casey Martin, NAACP filing these on behalf of minorities in civil rights cases, NRA filing these in gun control cases

V. **Campaign contributions**.

VI. **Endorsement of candidates**.

VII. **"Targeting" of unfriendly candidates**, e.g., NCPAC in 1980, moveon.org in 2004.

VIII. **Issuing "report cards" to rate candidates**.

IX. **Initiative, referendum and recall at state and local levels**.

X. **Lobbying**

XI. **Mass mailings**. New techniques of targeting specific segments of population w/database software

At the end you should know ...

What are the benefits and potential problems of interest-group influence on elections and policy making?

Resources ...

Wolfford pp. 555-565, [Video Clip 5.6](#), [Quizlet 5.6](#)

Notes: