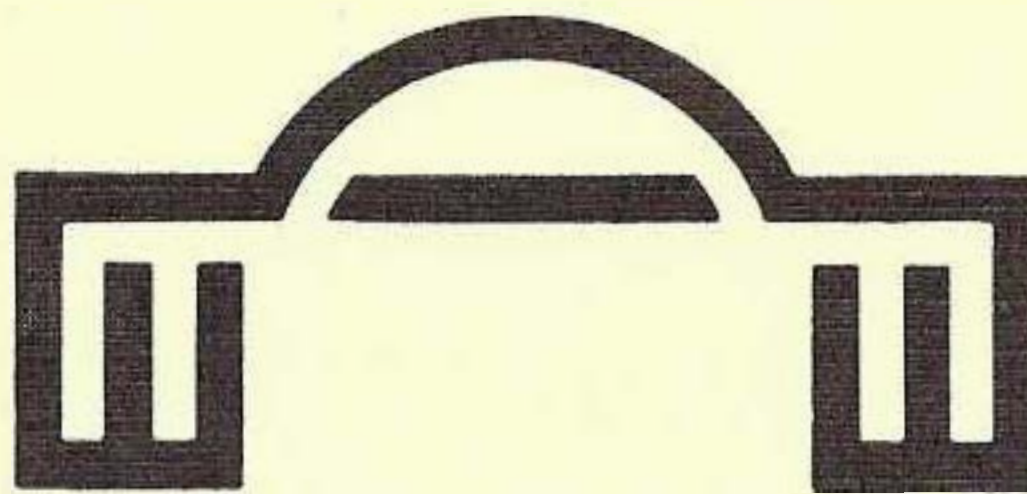




NORTH CAROLINA CENTER FOR  
PUBLIC POLICY RESEARCH INC.

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NEWS RELEASE

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EX-LEGISLATORS, LAWYERS STILL ARE MOST INFLUENTIAL LOBBYISTS, N.C. CENTER REPORTS

You don't have to be a lawyer or an ex-legislator to be an influential lobbyist, but it sure helps, reports the N.C. Center for Public Policy Research. In its biennial ranking of the most influential lobbyists, the Center said the top five lobbyists are lawyers and former legislators, while ten of the top 20 lobbyists are former members of the General Assembly, and 11 are lawyers.

The Center conducts surveys of legislators, lobbyists, and capital news correspondents every two years to determine the most effective legislators and the most influential lobbyists. Results of the lobbyist survey were released today.

"This latest ranking confirms what previous rankings have indicated -- that the most accomplished lobbyists are those who have worked with the legislature first as members and who are lawyers and can draft bills themselves," says Ran Coble, executive director of the Center.

The Center's survey, conducted after the 1985 regular session, asked respondents to list the top lobbyists in terms of knowledge, expertise and effectiveness. Responses were received from a record number of legislators, news reporters and lobbyists themselves. As usual, the top-ranked lobbyists represent business and industrial clients, as well as health care organizations and trade associations.

"There are several ingredients that go into making a good lobbyist," Coble adds. "First, they don't lie. They may present only the facts that argue for their side, but nothing will kill a lobbyist faster than giving misleading or wrong information. Second, they know the legislative process and when that information can make a difference. And third, they know the players; they learn what each individual legislator cares about."

According to the survey, the most influential lobbyists and their main clients are as follows:

1. Samuel H. Johnson of the Raleigh law firm of Johnson, Gamble, Hearn, and Vinegar, representing 21 clients with business/industry interests, including N.C. Associated Industries, N.C. Automobile Dealers Association, N.C. Association of Certified Public Accountants, and the Soap and Detergent Association. He was a key figure in persuading the legislature not to adopt a ban on phosphate detergents.
2. John R. Jordan Jr. of the Raleigh law firm of Jordan, Price, Wall, Gray & Jones, representing 19 clients with business/industry and health care interests, including the N.C. Bankers Association, Association of N.C. Life Insurance Companies, N.C. Day Care Association, American Express Company, and the N.C. Association of ABC Boards.
3. J. Allen Adams of the Raleigh law firm of Sanford, Adams, McCullough, and Beard, representing 18 clients with business/industry, arts and health care interests, including Arts Advocates of N.C., Seatbelts for Safety, the N.C. Cemetery Association, N.C. Association of Electric Cooperatives, and Scientific Games Inc.
4. Zebulon D. Alley of the Raleigh office of the Waynesville law firm of Alley, Killian, and Kersten, representing 13 clients with business/industry, health care, and utility interests, including the Microelectronics Center of N.C., N.C. Vending Association, Kaiser Foundation Health Plan of N.C., and Seatbelts for Safety. Both Adams and Alley played major roles in getting a mandatory seat belt law passed in 1985.
5. J. Ruffin Bailey of the Raleigh law firm of Bailey, Dixon, Wooten, McDonald, Fountain, and Walker representing the N.C. Credit Union League, American Insurance Association, and N.C. Beer Wholesalers Association. Bailey has been heavily involved in various pieces of insurance legislation considered in the 1986 session.
6. William E. Holman of the Sierra Club (N.C. Chapter), Conservation Council of N.C., and American Planning Association (N.C. Chapter). Holman is the chief environmental lobbyist and moved up the most of any lobbyist previously ranked. He was ranked in a tie for tenth last session.
7. R. D. McMillan Jr. of the University of North Carolina General Administration, representing the UNC System. McMillan will retire on July 31.
8. William C. Rustin Jr. of the N.C. Retail Merchants Association.
9. Alan D. Briggs, then with the N.C. Academy of Trial Lawyers, and now Deputy Attorney General for Policy and Planning in the N.C. Department of Justice.
10. John T. Henley of the N.C. Association of Independent Colleges and Universities.
11. Lindsay C. Warren Jr. of the Goldsboro law firm of Warren, Kerr, Walston and Hollowell, representing the Mortgage Bankers Association of the Carolinas, N.C. Bus Association, and N.C. Motor Carriers Association.
12. John D. Hicks of Duke Power Company.
13. William C. Friday, then President of the University of North Carolina, representing the UNC System.
- William Bobbitt "Bob" Jenkins of the N.C. Farm Bureau Federation.
15. Robert R. Harris of Carolina Power and Light Company.
16. Virgil L. McBride of RJR Nabisco Inc.
17. C. Ronald Aycock of the N.C. Association of County Commissioners.
18. JoAnn Norris of the N.C. Association of Educators.
19. Russell Swindell of the N.C. Railroad Association.
20. I. Beverly Lake Jr., then with the Governor's Office and representing James G. Martin and his administration. Lake was appointed a Special Superior Court Judge by Gov. Martin on December 1, 1985 and has since been succeeded by Ward Purrington, himself a former legislator and Raleigh attorney.

The former legislators in the top 20 lobbyists are Johnson, Jordan, Adams, Alley, Bailey, McMillan, Henley, Warren, Swindell and Lake. The 11 top lobbyists who are lawyers are Johnson, Jordan, Adams, Alley, Bailey, Briggs, Warren, Hicks, Friday, Aycock and Lake. All of the top 20 lobbyists are white, and all but Norris are male.

For the second time, the list of top lobbyists includes persons who represent clients other than business or professional interests or governmental agencies. For example, Bill Holman, a lobbyist for environmental interests, and JoAnn Norris, representing public school teachers, were both ranked in the top 20.

And the new rankings show that the top lobbyists remain at the top year after year. In both the 1981 and the 1983 rankings, Jordan, Johnson, Bailey and Alley were among the elite group, and remained in the top five in 1985. However, some changes may be in store in the future, since at least four of the top 20 have left their positions or retired.

During the 1985 session, there were 412 lobbyists registered with the Secretary of State's office who represented 370 different companies or organizations. There were also 202 legislative liaisons representing 50 different agencies in the executive branch of state government. By the end of the 1986 short session, there were 467 registered lobbyists.

The North Carolina Center for Public Policy Research is an independent, nonpartisan, nonprofit corporation created to examine state government policies and practices. The Center is supported in part by grants from the Z. Smith Reynolds and Mary Reynolds Babcock Foundations, both in Winston-Salem. Other funding comes from 89 corporate contributors and 650 individual and organizational members. The N.C. Center publishes a quarterly magazine called North Carolina Insight and issues research reports. Past studies have been published on all the boards and commissions in the executive branch of state government, teacher certification, and regulation of credit insurance. The Center has also published a guide to all the foundations and corporate giving programs in North Carolina.

The lobbyist rankings are available for \$3.00 from the N.C. Center for Public Policy Research, P.O. Box 430, Raleigh, NC 27602. It is a companion piece to Article II: A Guide to the 1985-86 N.C. Legislature, which is itself available for \$11.00 from the Center. Both prices include postage and handling. The Guide is a directory of legislators serving in the 1985 and 1986 sessions that includes each legislator's education, occupation, list of bills introduced, voting records, and effectiveness rankings.

For more information, call Ran Coble or Jim Bryan at (919) 832-2839.