



NORTH CAROLINA CENTER FOR
PUBLIC POLICY RESEARCH INC.

NEWS RELEASE

For release on Tuesday, August 11th: 1992
May be broadcast Tuesday A.M. and may
appear in Tuesday morning and afternoon
newspapers.

For more information, call Kim
Kebschull Otten at (919) 832-2839.

CENTER SEES NEW TRENDS IN RATINGS OF MOST INFLUENTIAL LOBBYISTS

The latest rankings of the most influential lobbyists shows young professional lobbyists continuing to gain influence, the N.C. Center for Public Policy Research says today. This trend, first noted in the Center's last biennial rankings of the most influential lobbyists, is even stronger this term. The Center notes two other trends in the rankings of the current most influential lobbyists:

- * More than half, or 21 of the 37 top lobbyists represent single clients rather than a number of interests.
- * Almost a fourth -- nine of the 37 -- are women, the highest number ever.

The "old guard," comprised of well-known former legislators, still holds six of the top 10 spots, the same as in the previous session. This is the sixth time the Center has released its lobbyist rankings, which are based on surveys of all 170 legislators, registered lobbyists, and capital news correspondents.

Top Spots See Little Change

The quickest route to the top is still exemplified by lawyers turning to lobbying after serving several terms in the legislature. For years, Zebulon D. Alley, J. Allen Adams, and Samuel H. Johnson have had a firm grip on the top three rankings. This year, Adams moved ahead of Johnson for the first time, finishing second to Alley. Roger W. Bone has been one of the fastest movers in the rankings. After debuting at 14th in 1987-88, he moved up to 10th in 1989-90, and ranks fourth this year. Bone, like Alley, Adams, and Johnson, is a former legislator, though unlike the others he is not an attorney. Lawyers hold 16 of the top 37 spots; former legislators hold 10 altogether.

"I approach lobbying from a grassroots standpoint," says Bone, the highest ranking non-lawyer. "Every legislator is important." Bone, a one-term former House member, served in the same freshman class -- the 1981-82 session -- as Rep. Dan Blue, the current Speaker of the House. He returned to the House in 1985 as a member of former Speaker Liston Ramsey's staff, then worked full time as legislative liaison for the N.C. Department of Community Colleges before hanging out his shingle as a contract lobbyist in 1987. Bone says his experience as a legislator and staff member helped him in the rankings, as did his lobbying on highly visible issues such as working for a state lottery.

Single-Client, Professional Lobbyists Do Well

"Most of the 10 new entrants into the rankings represent a single corporation or association," says Kim Kebschull Otten, a policy analyst at the Center who compiled the rankings. "Rather than the companies hiring a lobbying firm to represent them in the General Assembly, they have hired a permanent employee for that purpose."

Among these single-client lobbyists (including those ranked in previous years) are William C. Rustin of the N.C. Retail Merchants Association; William A. Pully of the N.C. Hospital Association; F. Bryan Houck of Southern Bell Telephone Company; Thomas A. Morrow of Carolina Telephone and Telegraph Company; and Robert A. Berlam of the State Employees Association of North Carolina.

By contrast, several other newcomers to the rankings are what the Center calls "contract lobbyists." Contract lobbyists are those who represent multiple clients on a contract basis. These lobbyists often do well in the rankings because they represent a number of different clients and issues and thus are exposed to more legislators. Contract lobbyists in the current rankings include Glenn R. Jernigan, representing business and associations including Colonial Life & Accident Insurance Company, the Pesticide Association of N.C., and the N.C. Sheriffs' Association; Durwood S. Laughinghouse, representing business interests including the American Paper Institute and the N.C. Outdoor Advertising Association; and George M. Teague of the law firm of Moore and Van Allen, representing business interests including the Chemical Industry Council, General Electric Company, and the Mortgage Bankers Association of the Carolinas.

Public Interest Groups* Hold Their Own

"Even as corporate lobbyists continue to dominate the rankings, lobbyists for public interest groups seem to have carved out their own niche," says Otten of the N.C. Center. Altogether, six lobbyists represent a wide variety of public interest groups, including Bill Holman, who ranks fifth and represents conservation groups such as the N.C. Chapter of the Sierra Club and the Conservation Council of N.C.; Roslyn S. Savitt, representing the N.C. Chapter of the National Association of Social Workers and the N.C. AIDS Service Coalition; Margot Saunders, representing the N.C. Civil Liberties Union and the N.C. Consumers Council; Jo Ann P. Norris of the Public School Forum of North Carolina; and Pam Silberman of the N.C. Legal Services Resource Center.

Women Continue to Gain Ground

Nine women -- the highest number ever -- were ranked among the top lobbyists in the 1991-92 session, and many moved up in the rankings too. As in the previous session, about half of the women lobbied for business interests and half for public interest groups. Business lobbyists included Susan R. Valauri, then of the National Federation of Independent Business and now with Nationwide Insurance Company; Anne T. Griffith of the N.C. Citizens for Business and Industry; Fran E. Preston of the N.C. Retail Merchants Association; and Alice D. Garland of ElectriCities of North Carolina. Almost all of the public interest lobbyists were women, including the highest-ranking woman (at 12th), Roslyn Savitt.

Ups and Downs

The lobbyist gaining the most ground in the 1992 rankings was Janis Ramquist, previously unranked, who debuted at 17th. "My approach is to put together information that legislators can rely on," says Ramquist. "The whole legislature is moving more toward knowledge of issues, rather than who you know." Ramquist says her work on tax fairness issues while representing the N.C. League of Women Voters may have contributed to her lofty debut. Ramquist no longer represents the League, but has broadened her client list, which may also have contributed to more exposure and a higher ranking.

* The Center defines a public interest lobby as one which seeks a collective good, the achievement of which will not selectively and materially benefit the membership of the organization. This definition excludes groups which engage in some public interest lobbying but have as their primary purpose the benefit and protection of their membership.

Among those ranked in earlier years, Marvin D. Musselwhite, a lawyer and former legislator who represents a number of business and industry interests, was the biggest mover. Musselwhite was 30th in 1988 and ninth this year. Also making large gains were Susan R. Valauri, now with Nationwide Insurance; S. Ellis Hankins with the N.C. League of Municipalities; and Anne T. Griffith of the Citizens for Business and Industry.

By contrast, the lobbyist who gained the most ground in the 1990 rankings, Alice D. Garland, also lost the most ground in 1992. Garland, who debuted at 6th in 1990 when she represented the State Employees Association of N.C. and then moved to the N.C. Department of Insurance, now ties at 26th as a lobbyist for ElectriCities of North Carolina. "This drop may be less a drop in Garland's influence and more because her former employer [the State Employees Association] has more clout and more issues before the General Assembly than does ElectriCities," says Otten.

Observers of the legislative scene, such as Ann Q. Duncan, a former legislator and now the chairman of the Employment Security Commission, have also noted that it is often the prominence of the issue or interest, as much as the ability of the lobbyist, that leads to high rankings. Lobbyists for business and industry interests were very busy during the 1991-92 session, and accounted for 25 of the top 37 rankings. Marvin Musselwhite, for example, attributes his rise to a longer and more diversified client list and hotter issues than in years past. He represents ThermalKEM of N.C., which has sought -- thus far without success -- to locate a hazardous waste treatment facility in North Carolina, and Browning-Ferris Industries, a solid waste management firm. "I had a lot of issues that hit," says Musselwhite.

During the 1991 session, 460 lobbyists were registered with the Secretary of State's office, representing 468 different companies or organizations. There were also 316 legislative liaisons representing 26 different agencies in the executive branch of state government. By the end of the 1992 short session, 491 lobbyists were registered. Unlike figures compiled by the Secretary of State's office, the Center's calculations count each lobbyist only once. The Secretary of State's office lists 908 lobbyists, but this reflects multiple listings when the same lobbyist represents more than one client. The rankings were based on lobbyists' performance during the main January-July 1991 session.

The N.C. 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 120 corporate contributors and more than 750 individual and organizational members. The N.C. Center publishes a quarterly magazine called North Carolina Insight and issues book-length research reports. The Center has recently conducted studies on identifying and rewarding teaching in UNC system universities, access to health care in North Carolina, and campaign finance disclosure. The Center also publishes rankings of the effectiveness of all 170 legislators, as rated by the legislators themselves, registered lobbyists, and capital news correspondents.

* * *

The lobbyist rankings are available for \$4.25 from the N.C. Center for Public Policy Research, P.O. Box 430, Raleigh, NC 27602. They are a companion piece to Article II: A Guide to the 1991-92 N.C. Legislature, which, with the legislative rankings, is available for \$27.44 from the Center. Both prices include postage and handling. Article II is a directory of legislators serving in the 1991-92 session that includes each legislator's educational background, occupation, list of bills introduced, voting records, and effectiveness rankings.

* * *

For more information, call Kim Kebschull Otten at (919) 832-2839.