



CENTER for CONGRESSIONAL  
and PRESIDENTIAL STUDIES  

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SCHOOL of PUBLIC AFFAIRS

**PUBLIC AFFAIRS AND ADVOCACY INSTITUTE**

Taking advantage of its setting in the nation's capital, the Public Affairs and Advocacy Institute (formerly the Lobbying Institute) offers courses on the representation of organized interests to the federal government combining academic approaches with the real world of Washington lobbying. Twice a year, the Public Affairs and Advocacy Institute (PAAI) conducts a two-week workshop featuring speakers from the faculty of American University and approximately 30 prominent lobbyists representing corporations, trade and professional associations, public interest and other citizen groups, labor unions, as well as law and lobbying firms.

The workshop examines the full range of strategies and tactics pursued by organized interests and their lobbyists in attempting to gain access obtain and exchange information, and influence policy makers in Congress and the executive branch. Drawing on their rich body of experiences, prominent lobbyists involved in all aspects of their profession offer lectures on such topics as direct lobbying, fundraising, the uses of different kinds of political money, various types of grassroots programs, coalition-building, advertising and public relations, the internet, and litigation strategies.

Workshop participants are divided into teams to apply this knowledge by simulating the activities of a real-life lobbying firm. Under the direction of a senior Washington lobbyist serving as a mentor, each team creates a strategic lobbying plan on an important current public policy issue for a prospective client. On the final day of the institute the student teams make a presentation of their strategic plans to a panel of faculty and lobbying professionals.

**For non-degree seeking students, there is a reduced-fee, non-credit option available.** For more information about PAAI, please visit our website at [www.american.edu/ccps](http://www.american.edu/ccps). If you have additional questions, please contact the Assistant Director by phone at (202) 885-6296 or by e-mail at [ccps@american.edu](mailto:ccps@american.edu). The next sessions of PAAI will be held **Jan. 5-Jan. 11, 2015 and May 11 -May 24, 2015.**

There is a \$1,000 Benefactors' Award that is intended to provide financial assistance to students seeking academic credit. Please contact the CCPS office for application deadline and other information.