

HFE
MULTIPLE PUBLICS, SYSTEMS, STAKEHOLDERS

GOVERNMENT, BUSINESS AND MEDIA

#7

AGENDA

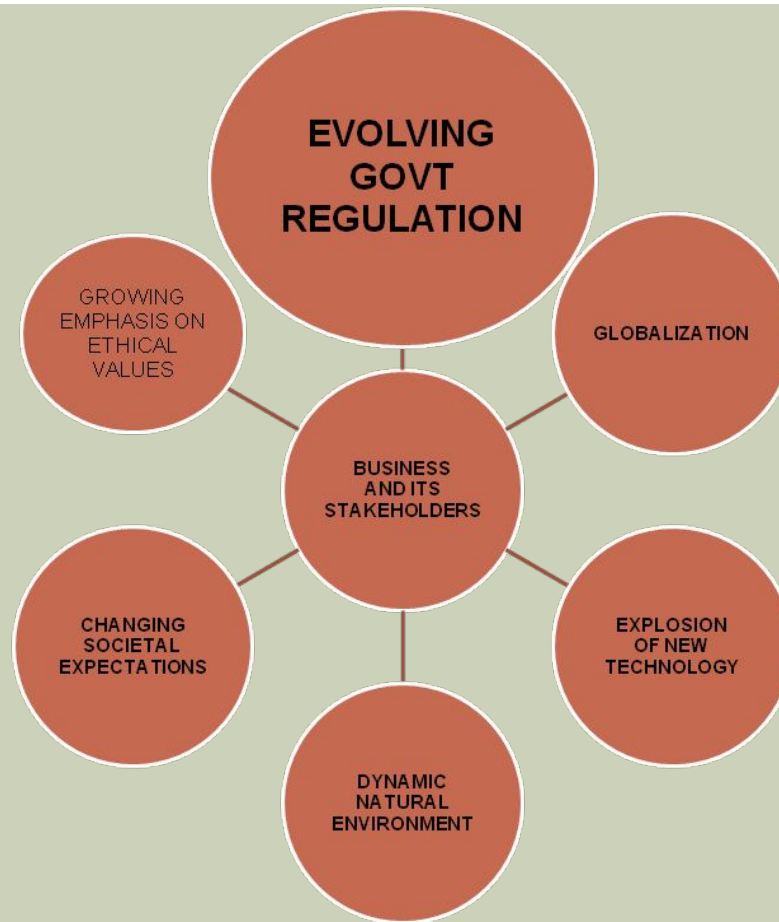
- REVIEW OF MARKETS
- FILMOGRAPHY
- DEFINING THE GOVERNMENT ROLE
- CASING
 - AIG
- BUILDING CONSENSUS
- SUMMARY



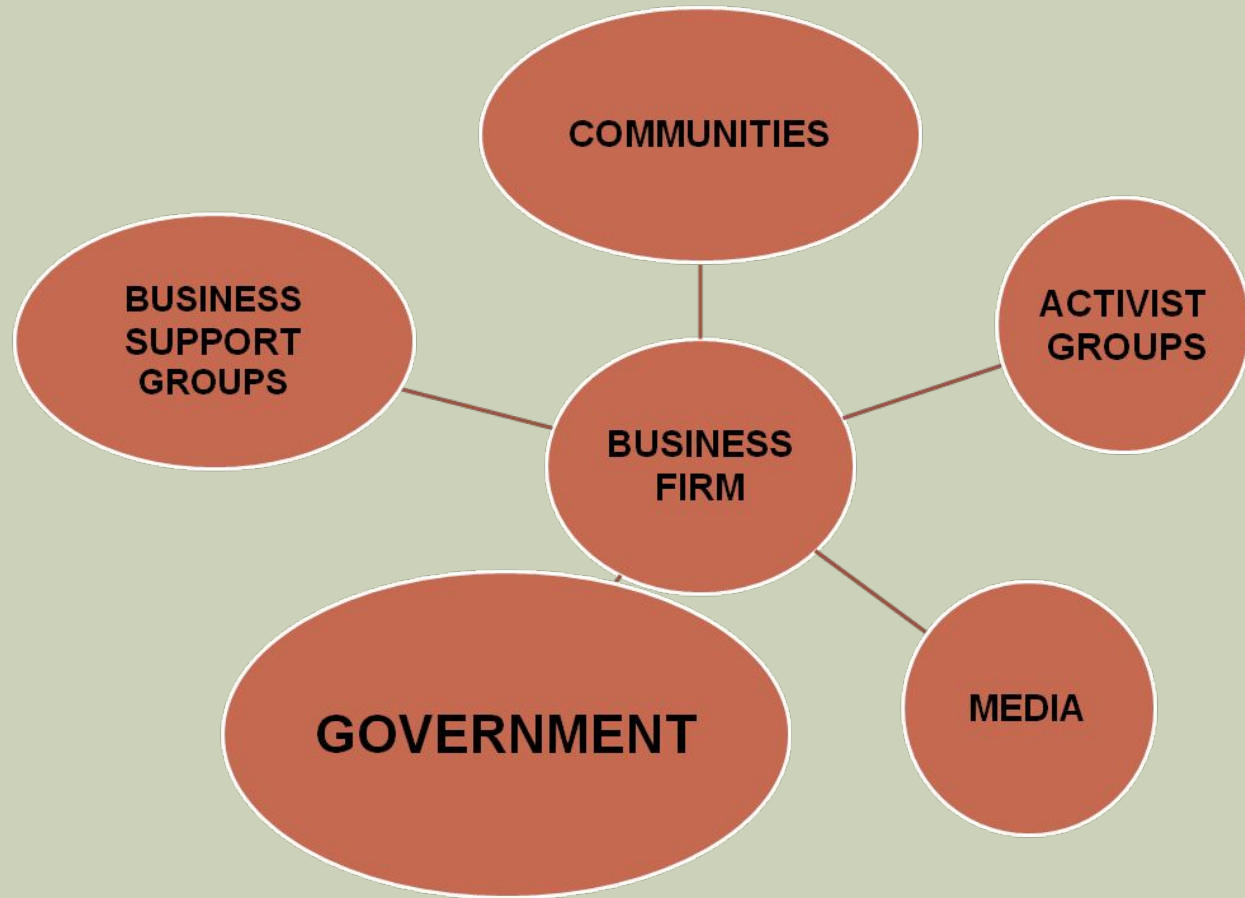
OBJECTIVES

- DISCUSS THE “VISIBLE HAND” ROLE OF GOVERNMENT
- COMPARE THE COSTS AND BENEFITS OF REGULATION FOR BUSINESS AND SOCIETY
- DESCRIBE THE EVOLUTION OF CORPORATE POLITICAL PARTICIPATION
- DISCUSS GOVERNMENT INFLUENCE STRATEGIES
- OUTLINE THE PRINCIPAL STRATEGIC APPROACHES TO POLITICAL ACTIVISM THAT FIRMS EMPLOY
- ADDRESS ROLE OF THE MEDIA

COURSE OVERVIEW, FORCES:



NONMARKET STAKEHOLDERS



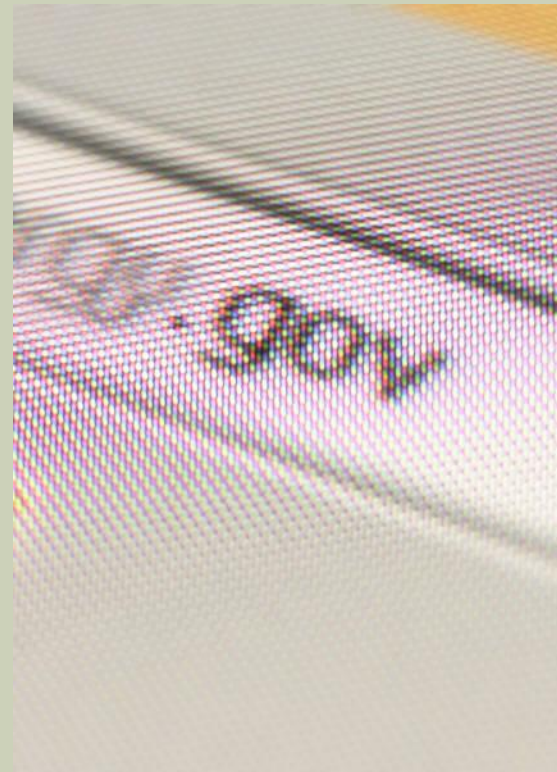
MARKET FAILURES



- PUBLIC GOODS
- EXTERNALITIES
- MONOPOLY
- INFORMATION ASYMMETRY
- AGENT MISDIRECTION
- SOCIAL GOALS
- INEQUALITY
- ECONOMIC INSTABILITY

MARKETS AND GOVERNMENT

- LEGISLATIVE HISTORY
- REGULATORY
FRAMEWORK
- ADMINISTRATION AND
OVERSIGHT



LEVELS OF ANALYSIS

- PERSONAL
- ORGANIZATIONAL
- INDUSTRY
- **SOCIETAL AND GLOBAL**

GOVERNMENT ROLES

- **RULE-MAKER**
- **UMPIRE**
- **BUYER**
- **PRODUCER**
- **PROMOTER**
- **GUARANTOR**
- **BROKER**
- **REGULATOR**
- **ECONOMIC MANAGER**



REGULATION AND DEREGULATION

PURPOSE, TRENDS, DILEMMAS

REGULATION

■ BENEFITS

■ COSTS

- DIRECT COSTS
- INDIRECT
- INDUCED

DEREGULATION

■ PURPOSES

■ DILEMMAS



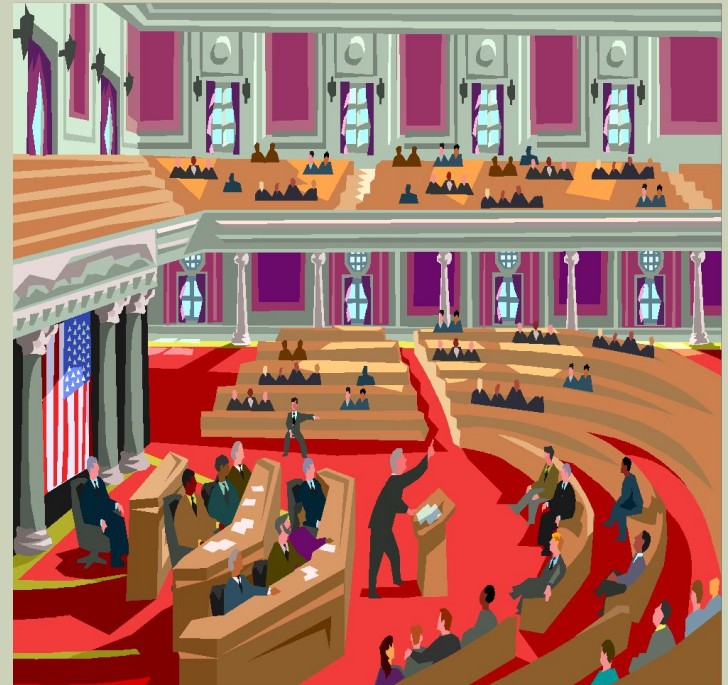
GOVERNMENT RELATIONS



- LOBBYING
- GRASS-ROOTS
- CAMPAIGN DONATIONS
- PAC'S
- SUPER-PAC'S

ORGANIZATIONAL LEVELS OF LOBBYING

- **BROAD REPRESENTATION:**
UMBRELLA ORGANIZATIONS
- **MIDRANGE REPRESENTATION:**
TRADE AND PROFESSIONAL
ASSOCIATIONS AND COALITIONS
- **NARROW/SPECIFIC
REPRESENTATION:** COMPANY-
LEVEL LOBBYING



BUSINESS INTEREST GROUPS



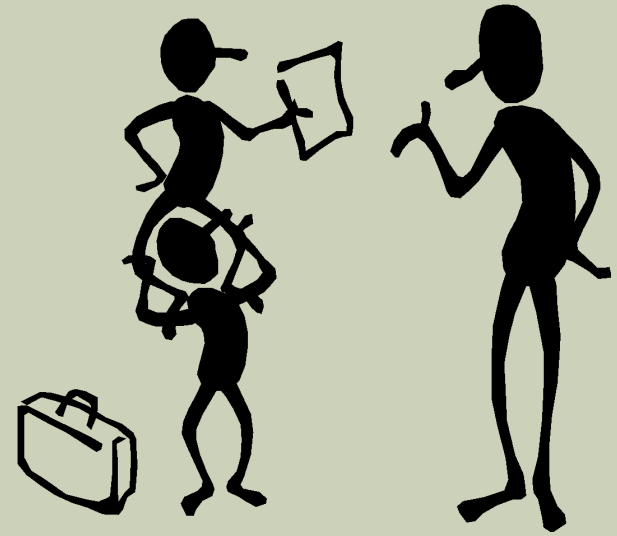
- PEAK ASSOCIATIONS
- TRADE ASSOCIATIONS
- GLOBAL ASSOCIATIONS
- LABOR UNIONS
- PUBLIC INTEREST GROUPS

PEAK ASSOCIATIONS

	YEAR FOUNDED	MEMBER FIRMS	STAFF SIZE	BUDGET (MILLIONS)
BUSINESS ROUNDTABLE	1972	200	16	NA
US CHAMBER OF COMMERCE	1912	180,000	1100	65
NATIONAL ASSOCIATION OF MANUFACTURERS	1885	12,500	200	14
BUSINESS COUNCIL	1933	276	3	NA
NATIONAL FEDERATION OF INDEPENDENT BUSINESSES	1943	560,000	225	52

FUNCTIONS OF LOBBYISTS

- ACCESS TO KEY LEGISLATORS
- MONITOR LEGISLATION
- ESTABLISH COMMUNICATIONS CHANNELS WITH REGULATORY BODIES
- PROTECT FIRMS AGAINST SURPRISE LEGISLATION
- DRAFT LEGISLATION
- PROVIDE ISSUE PAPERS ON ANTICIPATED EFFECTS OF LEGISLATIVE ACTIVITY
- INFLUENCE OUTCOME OF LEGISLATION
- CREATE AD AND DIRECT-MAIL CAMPAIGNS
- ASSIST COMPANIES IN COALITION BUILDING
- COMMUNICATE SENTIMENTS
- HELP MEMBERS OF CONGRESS GET ELECTED



TACTICS FOR BUSINESS



- PUBLIC ISSUES MANAGEMENT
- PUBLIC COMMUNICATION
- PUBLIC POLICY RESEARCH INSTITUTIONS
- PHILANTHROPY

PUBLIC RELATIONS

- CRISIS MANAGEMENT
- MEDIA TRAINING
- ADVERTISING
- INTERNATIONAL PR



THE MEDIA

- FAIRNESS AND BALANCE
- DIVERSITY IN THE MEDIA
- GENDER BIAS
- ADVERTISING



- <http://billmoyers.com/content/six-films-on-the-financial-crisis/>

WIKI

- PROPERTY RIGHTS
- UNDERWRITER
- ACCOUNTING MISSTATEMENT
- CDS
- FINANCIAL CONTAGION
- LIQUIDITY CRISIS/SUPPORT
- NET WORTH
- LOBBYING
- TARP
- FLIPPING
- BONUSES
- OPPORTUNISTIC ACQUISITIONS
- CLASS ACTION
- SHAREHOLDER DERIVATIVE SUIT
- DILUTION
- STANDING
- OPTICS