

## Lobbying in Sacramento

Hi Mark,

I was hoping to speak with you today, but in case we miss each other I wanted to explain a few things about our work in California.

First, as a member of the Board of Directors of ASCAP for twenty years and chair of the board's legal committee, I have interfaced with - and directed - some of the very best lobbyists in Washington DC. They have taught me a lot about professional lobbying, and I am using that knowledge in our work in California, working with a small group of California folks who are very knowledgeable about the issue and the political situation.

Second, please understand that the lobbyists don't need to be experts on the issue. The lobbyist has relationships with legislators and their staff members that allows him or her to arrange for meetings. At those meetings, the lobbyist introduces the folks in the meeting, then turns it over to one or two of our experts who explain why the bill is bad (or good). Then a constituent of the senator or assemblyman (who we have invited) tells their story of how the bill will impact them. Then the lobbyist closes the meeting and it's over.

The lobbyist will follow up with a thank you note, recapping the issue and the reasons why we are opposed (provided by us).

Then the lobbyist will track the progress of the bill, keep a tally of who is for, who is against and who is on the fence. If a legislator or staff member has a question or needs an answer to an argument, they'll call the lobbyist, who will call one of us for the answer.

That's how lobbying works.

I spoke with George Klabin last night, and he was unaware of how lobbying actually worked. He had sent me the petition to Santa Barbara that Paul wanted our lobbyist to read. I was a little confused, because it had really nothing to do with any of the bills currently pending. I wasn't sure what the purpose was.

You should know that Paul's performance in Sacramento the other day has earned him quite a reputation with legislators and staff. He's being compared to the "goat lady" who apparently shows up for every bill and uses her time to complain about COVID. That's not a good comparison. And it's why I have agreed with our lobbyist that any association with Paul could be toxic to his reputation and his business.

Let me be clear that I understand and sympathize with what Paul is trying to do. The communication (or lack thereof) between legislators and the public is terrible, and COVID has only made it worse. I just think there may be more effective way of addressing the problem.

I'm away for the weekend visiting family but could still talk if you want.

Sorry this is long - it's important that you have a full understanding of what's going on.