



**FOR IMMEDIATE RELEASE**

**May 21, 2012**

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## **Lobbyists.info set to release report on landmark Congressional Communications Report**

**Bethesda, MD** - [Lobbyists.info](http://Lobbyists.info), in partnership with the [Original U.S. Congress Handbook](#), George Washington University School of Political Management, and research partner ORI, is set to release the landmark "[Congressional Communications Report](#)."

The report is the result of one of the largest surveys ever completed of Congressional staff and the lobbying community. Of nearly 3,000 responses, more than 700 came directly from Congressional staff.

"We have been overwhelmed by the number of surveys we've gotten back. To get this kind of response from the Congressional community and lobbying industry is incredible" remarked Dr. David Rehr, one of the survey's creators. "I'm unaware of any Hill survey that is even close to the kind of numbers we've been seeing."

Also shocking is the disconnect the numbers reveal between lobbyists and staff. "Lobbyists with 10, 15, even 20 years of experience may no longer know how best to interact with this current group of Congressional staff. A lot of what they are doing and information they are putting out there is just getting lost in the shuffle. People who have been working in the industry for a long time will be amazed, and maybe even disturbed, by the difference in lobbyists' perception of what staff thinks verses reality." Remarkd Joel Poznansky, President of Columbia Books Inc., parent company of Lobbyists.info & The Original U.S. Congress Handbook.

### **The report covers with detailed charts and analysis**

- The best ways to contact members of Congress and their staffs
- How changes in Hill demographics that have shifted perspective – and what common practices can now be a waste of resources
- What factors determine who gets access to Members or Hill staff
- How staffers prefer to learn about issues
- What lobbying tactics get results
- Which Congressional staffers are engaged in social media – and why
- How to walk the fine line between information and information overload
- Surprising findings about how staffers view bias in today's information age and how they weigh it
- How staffers interact with each other and with media during their work day
- What types of media staffers prefer to hear, read and see

Lobbyists.info and the report's sponsors are also holding a [June 12<sup>th</sup> breakfast](#) for the launch of the report. At the event an expert panel of lobbyists, researchers and Congressional staff, will break down the results and reveal groundbreaking news for an audience of industry insiders and lobbyists. Using the hard numbers in the report, strategies for how to best maximize lobbying time and money will be analyzed, discussed and dissected.

### **About Lobbyists.info**

Lobbyists.info is the one-stop resource for information on lobbying and Government Relations. The site provides a complete database of the federal lobbying community, a database of Congressional members and staffers and a full lobbying compliance center. For more information visit [www.lobbyists.info](http://www.lobbyists.info)

The Congressional Communications is currently available for pre-order at [www.congressionalcommunicationsreport.com](http://www.congressionalcommunicationsreport.com) and will be published in June 2012. For more information on the expert panel breakfast in Washington DC on June 12, 2012 please visit [www.congressionalcommunicationsreport.com/live](http://www.congressionalcommunicationsreport.com/live)

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