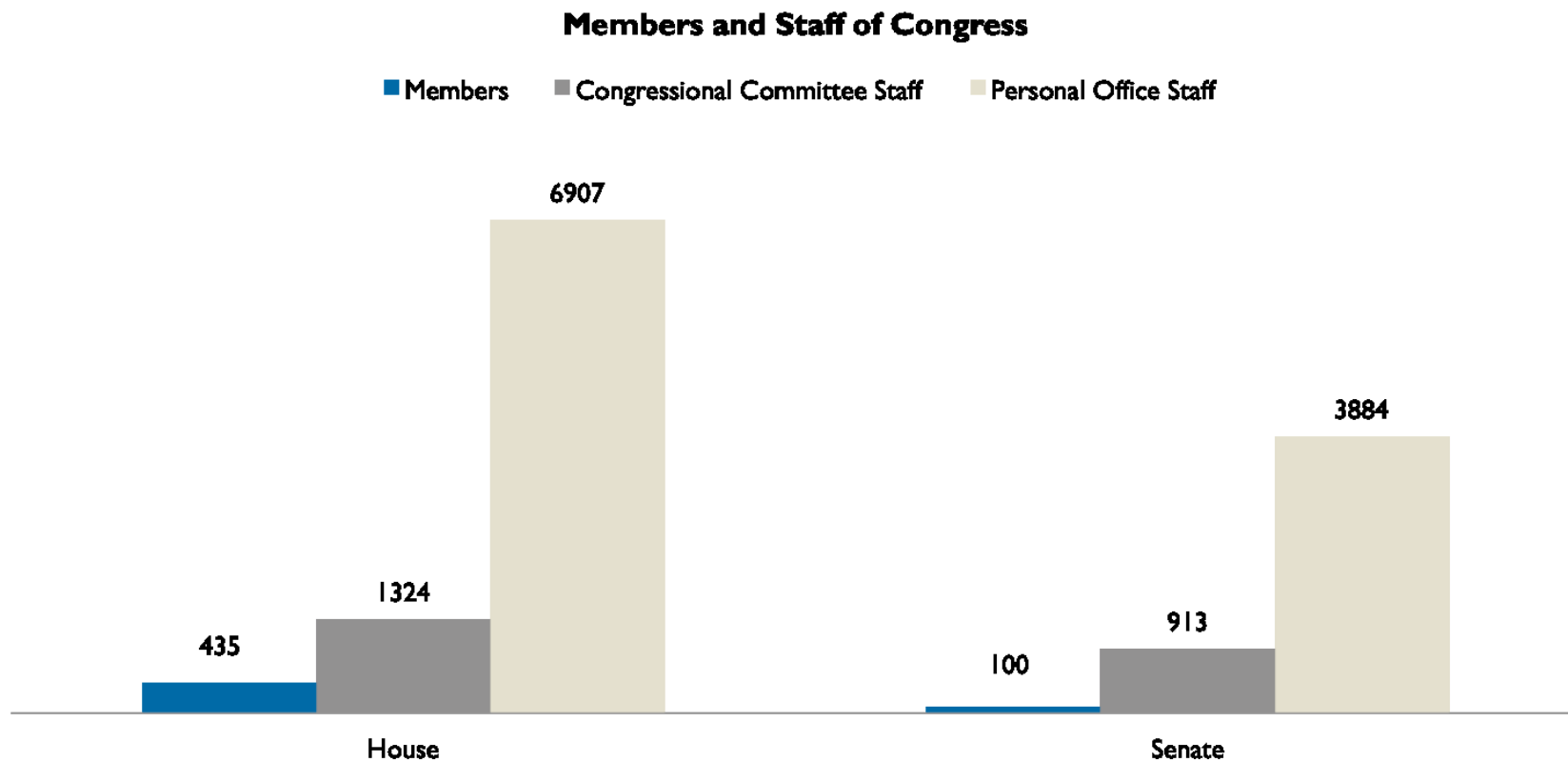


# The Ten Commandments of Advocacy

1. *Thou shalt know thy Congressman*
2. *Thou shalt know about thy Congressman*
3. *Thou shalt not limit visitations to crisis situations*
4. *Thou shalt know the Congressman's staff people*
5. *Thou shalt have a focused and concise message*
6. *Thou shalt not commit effrontery toward someone else's project*
7. *Thou shalt visit the Congressman in his district*
8. *Thou shalt get to know who the key congressmen are*
9. *Thou shalt accept a turn-down or set-back graciously*
10. *Thou shalt not do thy lobbying like a lobbyist*

# Staffers Significantly Outnumber Members of Congress



## Analysis

- The 535 members of Congress are supported by a larger infrastructure of over 13,000 staffers
- While most staffers are far less powerful than any member, the most trusted and effective aides of the most senior members may be extremely influential in their own right, and as a conduit to their member

Source: Norm Ornstein and Thomas Mann, "Vital Statistics on Congress," AEI/Brookings, Chapter 5.

# Hill Staff Come in Two Forms

## Overview of Personal and Committee Congressional Staff



	Personal Office Staff	Committee Staff
<b>Line of Reporting</b>	Hired by one member of Congress and only responsible to that member	Hired by chairman or ranking member of committee; nominally work for all Democratic or Republican committee members
<b>Job Overview</b>	Work on combination of policy and constituent-service matters, depending on needs of district	Work exclusively on policy, within area of committee
<b>Issues</b>	Practice over range of issues	Specialize in committee-related issue
<b>Background</b>	More likely to be from district or state of hiring member; tend to have trust of Member	Less likely to be from district or state of chairman or ranking member; tend to be expert in issue area
<b>Number</b>	The average Representative has 14 staffers working for them, average Senator has 30	House committees averaged 68 staff and Senate committees average 46
<b>Sample Titles</b>	Chief of Staff, Legislative Director, Legislative Assistant	Staff Director, Policy Analyst, Committee Counsel

### Analysis

The job of a personal staffer is to support the work of one member, while the role of a committee staffer is to assist a committee

Sources: Ida Burdnick, "Congressional Salaries and Allowances," Congressional Research Service, January 4, 2012; Congressional Management Foundation.

# Despite Variable Titles, Most Staffers Have Similar Jobs

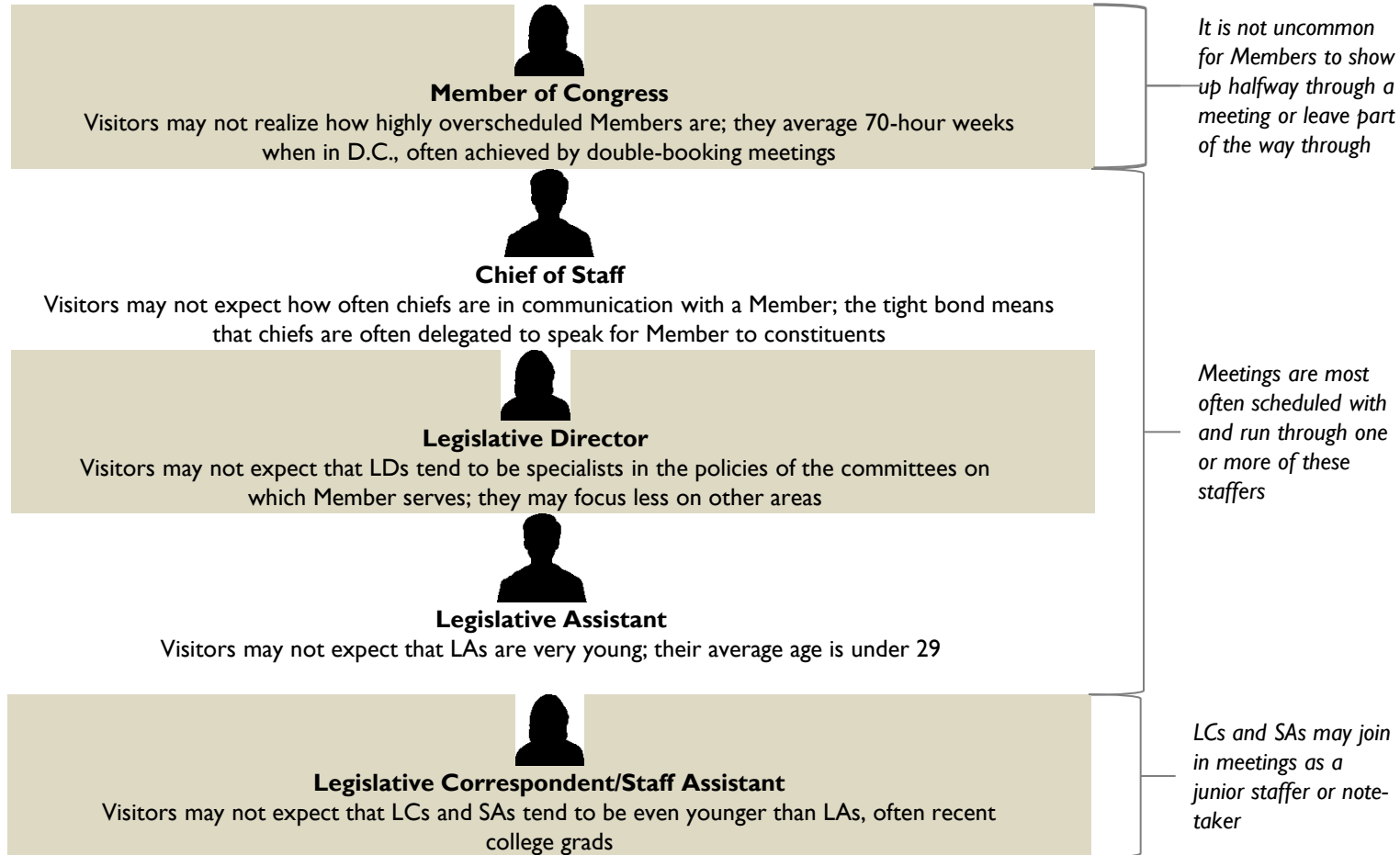
## Sample Job Titles for Committee and Personal Office Staffers

	Title for Personal Office Staffers	Function	Title for Committee Staffers
More Senior Staff ↑	Chief of Staff, Administrative Assistant	Serve as chief advisor and administrator for member or committee	Staff Director
	Legislative Director, Deputy Chief of Staff, Chief Policy Advisor	Act as chief policy advisor, especially in area of committee jurisdiction	Deputy Staff Director, Chief Policy Advisor, Senior Policy Advisor
	Counsel, Legislative Counsel	Provide legal advice to member or committee	Counsel, Chief Counsel, General Counsel
	Legislative Assistant	Offer guidance on specific policy issue	Legislative Assistant, Policy Advisor, Professional Staff Member
	Communications Director, Press Secretary	Speak to media on behalf of member or committee	Communications Director, Press Secretary
	Office Manager, Systems Administrator	Oversee management of office and facilities	Office Manager, Systems Administrator
	No equivalent	Conduct oversight of government programs within jurisdiction of committee	Investigator, Chief Investigator
	Legislative Correspondent	Respond to constituent contacts on behalf of member	No equivalent
More Junior Staff ↓	Staff Assistant	Answer phones, greet visitors, perform administrative tasks	Staff Assistant

### Analysis

While the structure of a committee is different than that of a personal office, most Congressional staffers exist in a relatively similar hierarchy, whether they work for a committee or a single member

# Expect to Meet with Staffers During Hill Visits



## Analysis

Because members of Congress are often running from meeting to meeting to vote, staffers will often have more time to devote to a meeting, and be more capable of affecting any takeaway

# The Challenge:

- How would you explain the value of Nuclear Physics in 15 minutes to a 24-year-old with a political science degree and a phone that won't stop buzzing?

# Knowing Your Audience

## Defining the Cultural Divide

### Scientists

Numbers

Objective/Facts

Hate to make promises

Quantitative

Technical

Problem seekers

Ask why

Money = research

Think long term

Publicity avoiders

Science page

Specialists

### Politicians/Policymakers

Words

Subjective/Public Opinion

Love to make promises

Qualitative

Political

Issue seekers

Ask why they should care

Money = getting re-elected (& deficits)

Think short term

Publicity hounds

Front page

Generalists

# Tips for Talking with Staff:

- The majority of members and staff are not scientists or engineers. Even at the risk of some oversimplification, be concise.
- Keep messages simple, don't be too detailed, and don't overwhelm your listeners with technical jargon.
- Don't assume they will know the acronyms you use.



# Messaging: In General

- Explain who you are, where you are from, and the institution with which you are affiliated
- Explain why you came to Washington, DC
- Explain what you do – both the field of research and your specific research
- Highlight the potential *value* of the field of research and your research, emphasizing any known or potential benefits to society or industry
- Explain the importance of DOE research facilities to your work
- Be prepared with a specific “ask”

# Messaging: Nuclear Physics

- Your background and where you are from
- You're in Washington, DC with other scientists to talk about Nuclear Physics, its value to the nation, and the DOE's role in supporting this field of research.
- What is Nuclear Physics? Describe the field and the research you are doing.
- Why should you care about advancements in Nuclear Physics?
  - Among other things, federal investment in Nuclear Physics has saved lives thanks to modern medical imaging, more precise cancer treatments, radioisotopes for medical procedures.
  - Use other examples.
- The DOE Office of Science supports important Nuclear Physics research and facilities.
  - Major research facilities exist at BNL in NY, Jefferson Lab in VA, and MSU in MI, including the last operating collider in the U.S. (explain what a collider is).
  - Explain how user facilities are available to researchers from universities, industry, and government, and projects are selected based on merit.

# Messaging: Nuclear Physics

- Speak to why you took time away from your research to visit Washington to talk about Nuclear Physics, your research, and the DOE Office of Science.
  - I am one of x-thousands of scientists from universities across the U.S. and around the world who rely on RHIC and CEBAF, and eventually FRIB.
  - I could not do my research without these facilities (make the link to other scientists or research at your home institution or institutions in the State or District of the office you are visiting).
  - Without RHIC, CEBAF or FRIB, the other place I could do this research is...(speak to the globally competitive nature of the field)
  - The research, and the facilities that enable it, are used to train the next generation of scientists
- THE ASK: Make funding for the DOE Office of Science and its Nuclear Physics program a priority in FY16

# Capitol Hill Is A (Relatively) Small Neighborhood

## Getting To The Hill

### By Car

- Capitol Hill offers few public parking options; street parking is difficult.
- The nearest garage is north of the Capitol, by Union Station
- Many visitors prefer to arrive by taxi, available throughout the city.

### By Public Transportation

- For most visitors, the Metro system will prove the best transportation bet.
- The Red Line (subway) serves the north side of the Capitol, while the Blue, Orange, and Silver lines offer two stations to the south
- The Metrobus serves various points around the Hill; visit WMATA.com to see detailed maps

### By Foot

- D.C. is a relatively walkable city.
- However, hot and humid weather may make long walks inadvisable during summer months

