**Interest Groups and Mass Media**

**Summary:** People form and join groups to take their concerns before public officials at all levels of government. Interest groups are different from a political party in that they have no legal status in the election process. They do not nominate candidates for public office; however, they may actively support candidates who are sympathetic to their cause. While political parties are interested in controlling government, interest groups are concerned with influencing the policies of government, usually focusing on issues that directly affect their membership. Membership in interest groups may be restricted or open to all who are interested. Not all interested people belong to interest groups. Many people belong to various interest groups at the same time.

Interest Groups

**Historical Background of Interest Groups**

Interest groups have often been viewed with suspicion. In *Federalist #10,* \_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Although Madison was opposed to the elimination of factions, he believed that the separation of powers under the Constitution would moderate their effect.

Functions of Interest Groups

Interest groups serve several important functions. They:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and stimulate interest in public affairs by educating their members and the public
* Represent their membership, serving as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* Provide information to government, especially \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ useful in making public policy
* Provide channels for political participation that enable citizens to work together to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Types of Interest Groups

**Economic Interest Groups**

Most interest groups are formed on the basis of economic interests.

* Labor groups promote and protect the interest of organized labor. Examples include the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Business groups promote and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in general. The Chamber of Commerce of the United States and the National Association of Manufacturers are examples.
* Professional groups \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, hold professional meetings, and publish journals. Some examples are the National Education Association (NEA), the American Medical Association (AMA, and the American Bar Association (ABA).
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, such as the National Grange and the National Farmers’ Union, promote general agricultural interests.

**Groups That Promote Causes**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. American Civil Liberties Union (ACLU)
2. National Rifle Association (NRA)

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. American Association of Retired Persons (AARP)
2. National Association for the Advancement of Colored People (NAACP)
3. Veterans of Foreign Wars (VFW)

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. National Council of Churches
2. American Jewish Congress

**Public Interest Groups**

Public interest groups are concerned with issues such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* Public interests

1. Common Cause
2. League of Women Voters
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (MADD)

Strategies of Interest Groups

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – encouraging members to vote for candidates who support their views, influencing party platforms and the nomination of candidates, campaigning and contributing money to parties and candidates through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* ***–*** attempting to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, often by supplying data to government officials and their staffs to convince these policymakers that their case is more deserving than another’s

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – using personal contacts between lobbyists and policymakers

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lobbying – interested group members and others outside the organization write letters, send telegrams, e-mails, and faxes, and make telephone calls to influence policymakers

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – several interest groups with common goals join together to influence policymakers

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – groups often take an issue to court if they are unsuccessful in gaining the support of Congress; this strategy was used successfully by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – appealing to the public for support by bringing attention to an issue or using public relations to gain support for the image of the interest group itself

Political Action Committees (PACs)

The campaign finance reforms of the 1970s prohibited corporations and labor unions from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ running for federal office.

Political action committees (PACs) were formed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Federal law regulates PACs; they must register with the federal government, raise money from multiple contributors, donate to several candidates, and follow strict accounting rules.

Regulation of Interest Groups

The first major attempt to regulate lobbying came in 1946 with the passage of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, requiring lobbyists to register with the clerk of the House of Representatives and the secretary of the Senate if their principal purpose was to influence legislation.

This law was directed only at those who tried to influence members of Congress. In 1995 Congress passed the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, creating much stricter regulations by requiring registration if lobbying was directed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, congressional staff, or policymakers within the executive branch.

It also required the disclosure of more information concerning the activities and clients of lobbyists.

Mass Media

**Mass Media** refers to all forms of communication that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Although the mass media are not the only means of communication between citizens and government (political parties, interest groups, and voting are other means), they are the only linkage mechanism that specializes in communication.

Development of the Modern Media

The development of the mass media in the United States reflects the growth of the country, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and changing attitudes about the role of government.

Newspapers

The earliest American newspapers, operating during colonial times, were expensive, had small circulations, and were often prepared or financed by political organizations of those advocating a particular cause. Improvements in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ led to the growth, of newspapers and newspaper circulations.

By the 1890s almost every major city in the United States had one or more daily papers. Circulation wars led to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and political consequences resulted. Since the 1950s newspaper competition has decreased.

By 2009, many newspapers in the United States \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and very future of the newspaper was being called into questions.

Magazines

Magazines tended to have smaller circulations with less frequent publication. The earliest public affairs magazines were published in the mid-1800s. They often exposed political corruption and business exploitation with the writing of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

In the 1920s and 1930s, three weekly news magazines, *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*attracted mass readership. Today, they often substitute for daily newspapers. Liberal and conservative magazines have smaller circulations but are read by supports on both sides.

Radio

The wide use of radio began in the 1920s and made celebrities of news personalities. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to the American people.

Television

Today, television claims \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. After World War II television increased the visibility of broadcast journalists, making them celebrities.

Television promoted the careers of politicians such as Joe McCarthy, during hearing of the House Un-American Activities Committee, and John Kennedy, during his campaign debates against Richard Nixon. The recent growth of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ have greatly changed the coverage of the American political system.

Internet as Media

The rapid growth of Internet usage has led to media organizations using the Internet as a way to convey information. Newspapers, magazines, blogs, and radio and television stations have sites on the World Wide Web. More and more Americans \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Roles of Media

The media perform several important functions:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Providing a link between citizens and government
* Serving as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and examines personalities and government policies.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by influencing what subjects become national political issues; protests against the Vietnam Conflict are an example

Media Ownership and Government Regulation

The mass media are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, giving them more political freedom that in most other countries, where they are publicly owned, but also making them more dependent on advertising profits.

Government regulation of the media affects the broadcast media (radio and television) more than the print media (newspapers and magazines) and the Internet. Government regulation of the broadcast media falls into three categories:

* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – The Federal Communications Act of 1934 created the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (FCC) as an independent regulatory agency to regulate interstate and foreign communication by ratio, television, telephone, telegraph, cable, and satellite.
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – These control the organization and ownership of broadcasting companies; in 1996 the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ broadened competition.

* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – although the mass media are protected by the First Amendment, the broadcast media have been subject to regulation of content.

What is News? Reporting the News

“News” is any important event that has happened within the past 24 hours. The media decide what is news by deciding what to report. News is generally directed through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – who decided which events to present and how to present them.

Time limitations and the potential impact of the story are major elements in selecting what is news. In political coverage, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ often focuses on which candidate is winning or losing, rather than the issues of the election

Media and the President

The major news organizations maintain journalists in major cities and government centers to report political events firsthand. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of any city in the United States, with one-third of the press assigned to cover the White House.

News events may be staged as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The White House allows special access to the president, with the press receiving information through the Office of the Press Secretary.

Some ways that journalists receive information are:

* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – prepared texts to be used exactly as written
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – announcements and daily questioning of the press secretary about the news releases
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – questioning of high-level officials, often rehearsed
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* – information released by officials who are guaranteed anonymity; may be intentional to interfere with the opposition or to “float” an idea and measure reaction

Reporters are expected to observe “rules” when talking to officials:

* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –* the official may be quoted by name
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –* what the official says cannot be printed
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –* what the official says can be printed by may not be attributed to the official by name
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –* what the official says can be printed but it cannot be attributed to anybody

Media and Congress

Fewer reporters regularly cover Congress, which does not maintain as tight a control over news stories as the White House. Most of the coverage of Congress concerns the House of Representatives, the Senate, or Congress \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rather than individual members.

News about Congress may cover confirmation hearings, oversight investigations, or scandals among members. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) was created to increase coverage of Congressional activities.

The floor and some committee proceedings of the House of Representatives and the Senate are now broadcast on C-SPAN and C-SPAN II. Members of Congress may also record radio and television messages to their constituents.

Biases in the Media

Critics of the Media contend \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Reporters are said to have a liberal bias, while media owners, publishers, and editors are said to be more conservative. Studies confirm that reporters have a liberal orientation however; the bias tends to be against incumbents and frontrunners.

There is also a tendency for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which journalists adopting the viewpoints of other journalists with whom they spend time and exchange information.

**Rapid Review:**

* Interest groups are different from political parties.
* James Madison warned against the dangers of “factions” in *Federalist #10*
* Interest groups perform many functions: creating awareness among the public, linking the public and government, providing information, and creating avenues for political participation.
* There are three major types of interest groups: economic, cause-related, and public interest.
* Strategies used by interest groups may include influencing elections, lobbying, litigation, and going public
* PACs, or political action committees, are political arms of interest groups that raise money for political candidates.
* Federal, state, and local laws regulate interest group activities and fundraising.
* Mass Media refers to all the forms of communication that transmit information to the general public. Mass Media include newspapers, magazines, radio, television, and the Internet
* One of the major roles of the media is agenda setting
* The mass media are privately owned in the United States
* Government regulation of broadcast media includes technical, structural, and content regulation.
* Gatekeepers are the media executives, news editors, and prominent reporters who decide which events to present and how to present them.
* The office of the Press Secretary allows the press to have greater access to the president through new releases, briefings, and conferences.
* Media coverage of Congress often centers on the institution rather than individual members.
* Criticism of the media’s influence often refers to bias in reporting.
* More and more Americans are receiving their news from the Internet rather than from traditional news outlets.

**Key Terms:**

Interest Groups Lobbying Gatekeepers Grassroots

Media events Mass Media Political Action Committees (PACS)