

## ***National Journal* Launches Blog on Lobbying** **“Under the Influence” Already a K Street Must-Read**

WASHINGTON, D.C.—*National Journal*, a non-partisan weekly magazine, expanded its coverage of one of the biggest industries in the nation’s capital — the lobbying and advocacy sector. Launched amid historic changes in Washington, “Under the Influence” follows the transfer of power and influence, and the people who work to pass, or defeat, the laws and regulations that determine America’s future.

“*National Journal* offers readers in-depth reporting and analysis on the important policy debates and decisions in Washington and on Capitol Hill,” said Suzanne Clark, president of National Journal Group. “Our readers now have the inside track on the politics and the players behind the policies.”

“*Under the Influence: An Inside View of the Lobbying and Advocacy Industry*” (<http://undertheinfluence.nationaljournal.com/>) brings the K Street corridor alive by breaking “scoops” and providing a platform for lobbying and public affairs professionals to be heard on the critical issues on which they advocate every day. Led by managing editor Robert Gettlin and veteran lobbying reporter Bara Vaida, contributors to the blog will also include lobbying reporters Peter Stone and Julie Kosterlitz, as well as other writers from National Journal Group’s premier publications.

“Anyone who follows Washington wants to be first to know how a huge and powerful network of actors gets things done in the \$3 billion-plus influence industry,” said Gettlin, who manages *National Journal*’s lobbying coverage. “Advocates, lobbyists, and policy experts serve a critical function in our democracy, educating elected officials on complicated issues. Yet, the world of lobbying is poorly understood and heavily stereotyped. Our mission is to help readers understand how this industry actually works, and who the professionals are in the diverse K Street community.”

*Under the Influence* rolled out with a soft launch in the final days of the campaign with a focus on fundraising, association mergers, who’s in and who’s out at Washington lobbying offices, and a discussion on whether an Obama administration would adopt the campaign’s professed disregard for the lobbying community.

“There are hundreds of blogs on politics, but none on the business of lobbying,” said lead writer Vaida, whose idea it was to create the blog. “This blog will provide invaluable information not only to K Street practitioners, but also to Capitol Hill during this time of tremendous transition. It’s an opportunity to talk with our readers in a new way as the Internet has become a key tool in the business of lobbying.”

National Journal Group is the leading source of nonpartisan reporting on the current political environment and emerging policy trends. Its print, online and broadcast properties include *National Journal*, *CongressDaily*, *The Hotline*, NationalJournal.com, The Capital Source, The Almanac of American Politics, *Convention Daily*, "National Journal On Air" and "Washington Week with Gwen Ifill and *National Journal*."

# # #

For more information, go to :

<http://undertheinfluence.nationaljournal.com>

Contact: Linda Rozett

[lrozett@nationaljournal.com](mailto:lrozett@nationaljournal.com)

202-226-7747