

MoveOn.org: a Look at Public Policy Advocacy and the Internet



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Professional Setting:

- Founded in 1998
- MoveOn.org is really two organizations
- Has roughly 3 million members
- 3rd largest PAC in the country. Raised \$27,818,829 in 2006
- Average donation \$43.31



- Federal Political Action Committee
- Goal is to bring *“real Americans into politics to fight for a more progressive America and elect progressive candidates”*



- Nonprofit organization
- Goal is *“to reform the media and other work aimed at bringing real people back into the democratic process by making sure legislators hear their voices”*

Work Setting

- MoveOn.org has no central office
- Staff is spread across country
- Everyone works in a virtual office
- What time zone are you in?

What does MoveOn.org Do?

- Lobbies individual politicians and parties
- Fundraises for campaigns – political and issue based
- Campaigns
- Holds candidate forums
- Operation Democracy
- Organizes political/member “parties”

How does MoveOn.org Use the Internet?

- Internal communications
- Communication with membership
- Fundraising
- Calling Campaigns
- Petitions
- Organizing Events



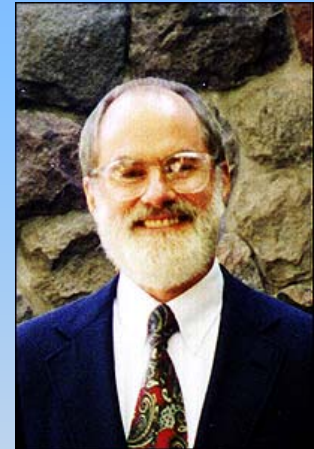
Projects Worked On

- Lobbying Rep. John Dingell (D-MI)
- Climate Change Town Hall
- Party for the Planet
- "Stand Up in September" Vigil



Has the internet changed public policy advocacy?

- Maybe, but probably not
- Negative Blocking vs. Positive Promotion
- Consistent use of force
- Interest Group Sources of Power:
 - Membership
 - Ability to mobilize
 - Group Cohesion
 - Wealth
 - Ability to disrupt economy



Has the internet changed public policy advocacy? cont.

- Albert Hirschman
- Exit vs. Voice



Experiences Gained

- Working in a virtual office
- Producing under tight deadlines
- Improved computer skills
- Refining stewardship skills

Thank you!

Questions?



GENERAL PETRAEUS OR GENERAL BETRAY US?

Cooking the Books for the White House

General Petraeus is a military man constantly at war with the facts. In 2004, just before the election, he said there was "tangible progress" in Iraq and that "Iraq leaders are stepping forward." And last week Petraeus, the architect of the escalation of troops in Iraq, said, "We say we have achieved progress, and we are obviously going to do everything we can to build on that progress."

Every independent report on the ground situation in Iraq shows that the surge strategy has failed. Yet the General claims a reduction in violence. That's because, according to the New York Times, the Pentagon has adopted a bizarre formula for keeping tabs on violence. For example, deaths by car bombs don't count. The Washington Post reported that assassinations only count if you're shot in the back of the head – not the front. According to the Associated Press, there have been more civilian deaths and more American soldier deaths in the past three months than in any other summer we've been there. There's fear of neighborhoods where violence has decreased. But we won't hear that those neighborhoods have been ethnically cleansed.

Most importantly, General Petraeus will not admit what everyone knows: Iraq is riddled in an unrelenting religious civil war. We may hear of a plan to withdraw a few thousand American troops. But we won't hear what Americans are desperate to hear: a timetable for withdrawing all our troops. General Petraeus has actually said American troops will need to stay in Iraq for as long as ten years.

Today, before Congress and before the American people, General Petraeus is likely to become General Betray Us.

MoveOn.ORG
PEOPLE'S ACTION

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