

Hello, and welcome to Rules for Effective Lobbying, a 10-part Advocacy in Practice mini-series. I'm Ray LeBov. I've worked in and around California's Capitol for more than 40 years. First as committee counsel for 17 years and then as lobbyist for the past 25 years. I also created and run the Capitol Seminars legislative advocacy training program, which is hosted at the McGeorge School of Law in Sacramento, California.

Today we'll be talking about knowing when to stop. We've already spoken of the importance of persistence tempered by patience. Closely related is the importance of knowing when to stop. This issue arises frequently in various ways and contexts in lobbying.

One illustrative example is testimony at legislative hearing, when not knowing when to shut up can be costly. I've seen witnesses continue past the point of effectiveness, going so far as to lose their bill because they lost the requisite number of votes because they said too much rather than stopping when it was crystal clear to everyone that they should.

In fact, one committee chair for whom I worked, when he was inclined to save such a witness from themselves would ask, "Mr. Jones, do you want your bill or do you want to talk?"

That's all for this episode of Rules of Effective Lobbying. Tune in next time. Until then I'm Ray LeBov and thanks for tuning in.