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Chart: The Influence 50

This year, we asked firms to measure their influence work more broadly so it focuses more on their nonlitigation regulatory activities. Some firms have redrawn and expanded in recent years their public-policy departments to commingle lobbyists, litigators and regulatory lawyers.

The Influence 50

Our annual list of the 50 top-earning lobbying practices.

RANK 2015	RANK 2014	FIRM NAME	TOTAL 2014	TYPE
1	9	King & Spalding	$117,830,719	Law firm
2	1	Akin Gump Strauss Hauer & Feld	$110,245,559	Law firm
3	**-**	**Wilmer Cutler Pickering Hale and Dorr**	**$108,000,000**	**Law firm**
4	5	K&L Gates	$104,868,085	Law firm
5	4	Covington & Burling	$99,888,000	Law firm
6	3	Hogan Lovells	$93,726,883	Law firm
7	6	Holland & Knight	$71,867,059	Law firm
8	7	Dentons	$48,200,000	Law firm
9	10	Podesta Group	$45,552,377	Lobbying
10	44	Manatt, Phelps & Phillips	$43,917,078	Law firm
11	8	DLA Piper	$43,161,218	Law firm
12	2	Squire Patton Boggs	$37,717,120	Law firm
13	11	Alston & Bird	$36,385,800	Law firm
14	-	Greenberg Traurig	$34,216,369	Law firm
15	13	McGuireWoods	$31,700,000	Law firm
16	14	McKenna, Long & Aldridge	$30,930,670	Law firm
17	16	Brownstein Hyatt Farber Schreck	$29,878,049	Law firm
18	15	McDermott Will & Emery	$28,893,265	Law firm
19	17	Venable	$27,453,265	Law firm
20	12	BGR Government Affairs	$26,667,420	Lobbying
21	18	Van Scoyoc Associates	$21,450,510	Lobbying
22	20	Arnold & Porter	$20,756,248	Law firm
23	19	Williams & Jensen	$19,000,000	Lobbying
24	25	Capitol Counsel	$17,930,000	Lobbying
25	22	Arent Fox	$16,872,374	Law firm
26	-	Wiley Rein	$16,810,623	Law firm
27	-	Steptoe & Johnson LLP	$15,629,291	Law firm
28	27	Nelson Mullins Riley & Scarborough****	$14,449,500	Law firm

RANK 2015	RANK 2014	FIRM NAME	TOTAL 2014	TYPE
29	29	Peck Madigan Jones	$13,806,804	Lobbying
30	23	Cornerstone Government Affairs	$13,698,857	Lobbying
31	24	Bracewell & Giuliani	$13,060,340	Law firm
32	26	Washington Council Ernst & Young	$12,440,000	Lobbying
33	32	Capitol Tax Partners	$12,390,000	Lobbying
34	30	Cassidy & Associates	$12,322,854	Lobbying
35	32	Fierce, Isakowitz & Blalock*	$12,313,700	Lobbying
36	28	Mehlman Vogel Castagnetti***	$11,440,000	Lobbying
37	45	Glover Park Group	$11,357,908	Lobbying
38	-	Polsinelli	$10,967,140	Law firm
39	35	Alpine Group	$10,950,000	Lobbying
40	34	The Duberstein Group Inc.	$10,556,000	Lobbying
41	38	Elmendorf Ryan**	$10,410,000	Lobbying
42	36	McBee Strategic	$10,405,167	Lobbying
43	37	Ogilvy Government Relations	$9,248,358	Lobbying
44	45	Prime Policy Group	$9,041,680	Lobbying
45	42	Nickles Group	$8,104,250	Lobbying
46	39	Alcalde & Fay	$8,050,000	Lobbying
47	-	FTI Government Affairs	$8,030,000	Lobbying
48	43	Heather Podesta + Partners	$7,580,000	Lobbying
49	49	American Continental Group	$7,160,000	Lobbying
50	-	Bockorny Group	$7,110,000	Lobbying

*Now known as Fierce Government Relations.
**Now known as Subject Matter.
***Now known as Mehlman Castagnetti Rosen & Thomas.
****Lobbies as EducationCounsel

METHODOLOGY

The Influence 50 aims to capture the full scope of lobbying as it is practiced today. To compile this list, the NLJ asked more than 100 law firms and lobbying organizations to share with us their total public-policy revenues for 2014. This included a broad tally of any work within a firm's public-policy department that did not represent legal work for compliance with existing laws and regulations. These figures represent the 2014 calendar year.

The Lobbying Disclosure Act (LDA) and the Foreign Agents Registration Act (FARA) provide publicly available revenue figures for certain types of revenue. We used these figures to calculate some firms' totals if they chose not to provide more information in this survey.

LDA requirements capture influence activity directed at Congress and members of the executive branch. FARA comprises certain "political activities" and public relations efforts on behalf of foreign-based entities. The Internal Revenue Service also provides a federal definition of lobbying, but that information is not used in these totals.

LDA and FARA information for this report was accessed via online databases run by the secretary of the Senate and the U.S. Department of Justice, respectively.

Other research to determine eligible firms came from Opensecrets.org and lobbyists.info.

Our Influence 50 ranking goes hundreds of millions of dollars further than what the federal disclosures listed above would capture.

In many organizations, influence work includes public-policy advocacy done by lawyers that is not disclosed to the federal government. It also includes a host of other activities, including but not limited to strategic consulting, public relations, political intelligence, political law, state attorneys general counseling, grasstops and grassroots organizing, and counseling clients on government investigations.

Most of the work represented by the numbers is federal advocacy, though some firms included international and/or state and local lobbying if those practices were run out of Washington.

Firms determined based on their own bookkeeping structures whether to combine the revenues of subsidiary groups within larger law firms.

Because of the calendar-year constraints of this survey, several firms are listed by their previous titles, as noted. Two more recent law firm acquisitions—Wiley Rein and McBee Strategic Consulting, and Dentons and McKenna Long & Aldridge—aren't reflected. In previous years, Squire Patton Boggs made the list as Patton Boggs, which merged with Squire Sanders in 2014.

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