The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management
Fall 2021
September 28 – Dec 7, 2021

Campaign Strategy
PMGT 6430
3 Credits

Tuesdays 6:10-8:00 pm
1776 G St. C-119

Instructor Information

Instructor - Mark J. Meissner

Mark Meissner leads the PCI Security Standards Council's public relations efforts. In this role, Mr. Meissner works closely with the Council's leadership team to develop communications strategies that promote the PCI Security Standards and the priority initiatives of the Council globally and with a wide range of stakeholders. Mr. Meissner brings more than two decades of experience in helping Fortune 500 companies, elected officials, trade associations and high profile individuals navigate a myriad of communications challenges in the global marketplace. Over the years Mark has worked with many high-profile clients in engaging with major news organizations such as USA Today, The Washington Post, 60 Minutes, The New York Times, The Wall Street Journal, CNN, and The Times of London.

Before joining the PCI Security Standards Council, Meissner was the Founder and President of MJM Strategies, a strategic communications consulting firm.

Meissner began his career in the world of politics. He honed his political skills working on the staffs of two fellow Hoosiers– U.S. Senator Evan Bayh (D-IN) and U.S. Representative Tim Roemer (D-IN). Meissner served as Campaign Manager for Representative Roemer's successful 1994 re-election campaign. Mark was a candidate for U.S. Congress in 2002, finishing second among a crowded field of five better known candidates for Indiana's 2nd Congressional District. His underdog campaign was hailed by the media as "relentless" and "impressive".

Contact Information

(Cell) 202-744-8557
Personal Email: markmeissner1@gmail.com -- **BEST WAY TO REACH ME!**

Course Details

Course Learning Objectives

The overall learning objective of this class will be to prepare students for the various elements of a political campaign and how to organize the work of a campaign in order to place you or your candidate in a position to win. The primary learning objectives will be:

1. Understand the many components that go into running a successful political campaign
2. Practice real-world simulations that will be necessary to leading a political campaign
3. Write a detailed campaign plan that you can use in the real world of politics

Expectations and Responsibilities

Blackboard Site - NA

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at GWU Blackboard. Please note that your access to this course on Blackboard will continue for one month after the course ends. If you wish to keep any work or materials, you must download or save them before the course closes. Support for Blackboard is available at 202-994-4948 or IT Blackboard web page.

The course will meet online at 7:10 on its scheduled meeting days via [Blackboard Collaborate / WebEx / Zoom].

Out-of-Class/ Independent Learning Expectation

For face-to-face classes:

Over the course of the semester, students will spend approximately three hours per week in combined online class meetings (synchronous learning) and engaged in asynchronous instructional learning activities (done weekly on one's own time) over the 10 week term. In addition to these required asynchronous and synchronous activities, reading for the class meetings and written response papers or projects are expected to take up, on average, 8¼ hours per week. Over the course of the semester, students will spend 30 hours in instructional time (asynchronous and synchronous) and 82.5 hours preparing for class for a total of 112.5 hours. Hybrid and Online courses meet the total 112.5 hours of total instruction.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for

applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as "cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information." Copying information and pasting it into a paper without a quotation and citation is an act of plagiarism. Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. For the first offense, the student will receive an "F" for the assignment and formal charges will be filed with the Office of Academic Integrity. For the second offense, charges will again be filed and the student will receive an "F" for the final course grade. Penalties for academic dishonesty are not negotiable. You will not be offered a "do-over" or resubmission. The University Code of Academic Integrity can be found at http://studentconduct.gwu.edu/code-academic-integrity

Attendance Policy
[Please state your class attendance policy, and please note the importance of maintaining contact with the instructor if a student is unable to attend or misses work.]

University Policy on Observance of Religious Holidays
Students must notify faculty as early as possible, but no later than three weeks prior to the absence, of their intention to be absent from class on their day(s) of religious observance. If the holiday falls in the first three weeks of class, the student must inform the faculty within the first week of the semester that they are enrolled in the course.

To the greatest extent possible, faculty must continue to extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.

Faculty who intend to observe a religious holiday must arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

For the full text of the policy and calendar of religious holidays, please see the Office of the Provost's Policies web page (Religious Holidays document).

Online Classroom Conduct Policy
You should behave in class as if you are in a professional setting. Unless you are having connection difficulties, you are expected to activate your camera and to be present, attentive, and engaged during online course meetings. Please do not attempt to multitask, as it is almost impossible to read something while simultaneously listening to something else. Please observe the following rules of netiquette for communicating online:
- Remain professional, respectful, and courteous at all times.
- Remember that a real human being wrote each post and will read what you write in response. It is easy to misinterpret discussion posts. Let's give the benefit of the doubt.
- If you have a strong opinion on a topic, it is acceptable to express it as long as it is not phrased as an attack. Please be gracious with differing opinions.
- When upset, wait a day or two prior to posting. Messages posted (or emailed) in anger are often regretted later.
- Proofread and use the spell check tool when you type a post. It makes the post easier to read and helps your readers understand what you are saying.

Your instructor reserves the right to delete any post that is deemed inappropriate for the discussion forum, blog, or wiki without prior notification to the student. This includes any post containing language

that is offensive, rude, profane, racist, or hateful. Posts that are seriously off-topic or serve no purpose other than to vent frustration will also be removed.

Technology Requirements
It is your responsibility to ensure that you have the required technology to fully participate in this course. The minimum technology requirements for learning online at GW are outlined on the Technical Requirements and Support web page. If you have any problems with the technology in this course, you can seek technological support from GW in a variety of ways, outlined on the IT Support website. GW is committed to providing an inclusive and welcoming environment that is accessible for everyone, including people with disabilities. The following links provide more information about the accessibility of technologies that may be used in this course (delete all not needed):

- Blackboard accessibility
- Microsoft Office accessibility
- Adobe accessibility
- Vimeo accessibility
- YouTube accessibility
- VoiceThread accessibility
- Webex accessibility
- Zoom accessibility

If you have any issues regarding the accessibility of the technology used in this course, please contact your instructor. You may also explore the Disability Support Services website (see above).

Technology Expectations
Regarding technology skills, you should be able to (delete all not needed):

- Create documents and presentation slides
- Use a webcam and microphone
- Use a digital camera or scanner
- Upload files, including recordings and images
- Be open to learning and registering for new technologies
- Be flexible when technological glitches happen (which is a given)
- Seek technological help when necessary by contacting the Division of Information Technology

If you have any problems with the technology expectations in this course, please contact your instructor.

Use of Electronic Course Materials and Class Recordings
Students are encouraged to use electronic course materials, including recorded class sessions, for private personal use in connection with their academic program of study. Electronic course materials and recorded class sessions should not be shared or used for non-course related purposes unless express permission has been granted by the instructor. Students who impermissibly share any electronic course materials are subject to discipline under the Student Code of Conduct. Please contact the instructor if you have questions regarding what constitutes permissible or impermissible use of electronic course materials and/or recorded class sessions. Please contact Disability Support Services if you need additional accommodations for accessing electronic course materials.

Copyright Statement
Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden. The Copyright Act (17 U.S.C. § 10) governs the rights attributed to

owners of copyrighted work. Under certain circumstances, educational institutions may provide copies of copyrighted works to students. The copies may not be copied nor used for any other purpose besides private study, scholarship, or research. Users should not provide electronic copies of any materials provided on this course's Blackboard site to unauthorized users. If a user fails to comply with Fair Use restrictions, he/she may be held liable for copyright infringement. No further transmission or electronic distribution is permitted.

Support for Students with Disabilities
GW's Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at https://disabilitysupport.gwu.edu/.

Counseling and Psychological Services
GW's Colonial Health Center offers counseling and psychological services, supporting mental health and personal development by collaborating directly with students to overcome challenges and difficulties that may interfere with academic, emotional, and personal success. For additional information call 202-994-5300 or visit the Counseling and Psychological Services website.

Title IX: Confidentiality and Responsible Employee Statement
The George Washington University (GWU) and its faculty are committed to helping create a safe and open learning environment for all students. If you (or someone you know) have experienced any form of sexual misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available. GWU strongly encourages all members of the community to take action, seek support and report incidents of sexual misconduct to the Title IX Office. Please be aware that under Title IX of the Education Amendments of 1972, faculty members are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Mental Health Services through Colonial Health (counselors are available 24/7 at 202-994-5300 or you can make an appointment to see a counselor in person.). For more information about reporting options and resources at GWU and the community, please visit https://haven.gwu.edu/.

The Writing Center
The Writing Center is located in Gelman Library at 2130 H St NW in Suite 221 and they can be reached at 202-994-3765 or via email at gwriter@gwu.edu. You can schedule writing center appointments, both in-person or by phone, in advance. Daytime and evening hours are available. Check for this semester's hours at the writing center contact page. The Writing Center offers summer hours.

GWU Libraries
Off campus students have full access to all of the research resources, services, and assistance that the Library offers. The GW community has access to 500+ online subscription databases and to millions of items, electronic and print, in the library catalog. Off-campus students even have additional privileges because the Library will FedEx print materials to your home. For more information visit the GW Libraries homepage.

Call the Ask Us desk at 202-994-6048 or contact someone at the library to answer any questions. For questions beyond "Do you have this book/article?" and "How do I login?" use the website mentioned to make a research consultation appointment with a librarian. Librarians are there to guide students through any aspect of the research process, from selecting and narrowing a topic, crafting a research strategy to citation management.

Safety and Security
- **In an emergency**: call GWPD at 202-994-6111 or call 911
- **For situation-specific actions**: review the Emergency Response Handbook
- **In an active violence situation**: Get Out, Hide Out or Take Out
- **Stay informed**: review notification tools for staying informed during emergency and safety related situations

Course Evaluation
At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting:

Dr. Todd Belt
Director, Political Management Program
tbelt@gwu.edu | 202-994-4363

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Political Management Program Objectives
A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:
1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Graduate School Expectations
Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:
1. Utilize effective time management skills so as to complete and submit their assignments on their required due dates and times.

2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no "do-overs" because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.

Course Learning Objectives
The overall learning objective of this class will be to prepare students for the various elements of a political campaign and how to organize the work of a campaign in order to place you or your candidate in a position to win. The primary learning objectives will be:

4. Understand the many components that go into running a successful political campaign
5. Practice real-world simulations that will be necessary to leading a political campaign
6. Write a detailed campaign plan that you can use in the real world of politics

Course Requirements

1. Participation (20%): Attendance is extremely important because the course will be interactive and elicitive in nature. Participation in class discussions is critical to student learning and to exhibit that the required reading and research is being completed. The onus at the beginning of each class will be on the instructor, but students will be expected to carry the discussion and engage each other in discussions about the assigned readings and writing assignments. Students will be expected to engage our guest speakers with questions and discussion points. This course will also include simulations that will deal with real-life situations that could confront your campaign. You may be assigned a leadership role in some of these simulations and will be graded based upon your leadership abilities. This will include your preparation, presentation, and ability to work with other simulation participants.

3. Campaign Plan (80%): The final campaign plan will be the overall purpose of this class. The students will work each week on a different section of their campaign plan. Students will be asked to select and research a particular political office within the first two weeks of the class. Once each student has selected a specific political office they will spend the remainder of the semester writing a campaign plan designed to win an election for that office.

Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Participation	Attendance is extremely important because the course will be interactive and elicitive in nature. Participation in class discussions is critical to student learning and to exhibit that the required reading and research is being completed. The onus at the beginning of each class will be on the instructor, but students will be expected to carry the discussion and engage each other in discussions about the assigned readings and writing assignments. Students will be expected to engage our guest speakers with questions and discussion points. This course will include simulations that will deal with real-life situations that could confront your campaign. You may be assigned a leadership role in some of these simulations and will be graded based upon your leadership abilities. This will include your preparation, presentation, and ability to work with other simulation participants.	Weekly	20%
Campaign Plan	The final campaign plan will be the overall purpose of this class. The students will work each week on a different section of their campaign plan. Students will be asked to select and research a particular political office within the first two	**December 12, 2021**	80%

	weeks of the class. Once each student has selected a specific political office they will spend the remainder of the semester writing a campaign plan designed to win an election for that office.		
Total			100%

Following is the grade scale for all GSPM classes:

Grade*		Grading Standard
A	94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A-	90-93	Represents solid work with minor errors. Overall, excellent work.
B+	87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B	83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a "B" is viewed as unacceptable.
B-	80-82	You've completed the assignment, but you are not meeting all of the requirements.
C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you may be penalized for late submission of assignment(s).

Required Text and Learning Materials

Blodgett, Jeff and Lofy, Bill. Winning Your Election the Wellstone Way.

McNamara, Michael. The Political Campaign Desk Reference. 2nd Edition

Agranoff, Craig and Tabin, Herbert. Socially Elected: How to Win Elections Using Social Media

Shaw, Catherine. The Campaign Manager Fifth Edition

Faucheux, Ronald. Winning Elections.

Week 1: The Campaign

Understanding the magnitude of a political campaign and all the aspects of what it takes to launch a successful effort. We will begin with the decision to seek public office, understanding the filing requirements, researching the statistical voting history of the office you will be seeking, identifying key allies to support your campaign, establishment of a campaign committee, district geography and demography, campaign theme and strategy. We will talk about all the "little details" that must be addressed before a campaign can begin. Launching a campaign is critical to creating the perception that you are a credible and viable candidate.

DUE NEXT WEEK: Identify a political office that you would be interested in seeking yourself. Write why you are interested in seeking that office, research the filing requirements (what will it take for you to get your name on the ballot), identify the requirements to create a campaign committee in order to begin raising money, identify who would be on your campaign committee, district geography (a detailed map) and demography, the election statistics from the past three elections for that particular office, and your overall campaign theme and strategy. Be realistic in the campaign that you choose. Remember this will be the basis for your campaign plan over the course of the semester and will be the framework for your first race for public office so be thoughtful in your selection.

READ: Chapters 1 & 2   The Political Campaign Desk Reference pp.1-40

                                  Chapters 1 & 2   Winning Your Election the Wellstone Way pp.1-34

                                  Chapter 9:   The Campaign Manager pp. 249-285

Week 2: The Stump Speech

Too many candidates put together all the elements of their campaign without giving enough thought to articulating why they are running for office. What a candidate has to say and how they present themselves is critical to gathering support. Campaign contributors, party officials, media, and the voters will make decisions about you and your candidacy based upon what they see and hear. This means that your announcement speech and stump speech must be sharp. Your stump speech should be broad enough to be flexible with different audiences. We will talk about the different ways to present yourself to targeted audiences.

DUE NEXT WEEK: In class role-play. Write and be prepared to present a 5-10 minute stump speech. This should be your standard speech that you would give at your announcement or before a local civic group. This speech should lay out your basis for running and be a flexible speech that can easily be tweaked for different target audiences/constituencies.

READ: Chapters 83,84 & 85. Winning Elections pp.434-440

                                  Chapter 3   Winning Your Election the Wellstone Way pp.35-60

Week 3 - Social Media Plan

Lesson: Social media has become a very big part of everyday life. It is especially important with regards to elections. According to a Pew study in March 2011, more than half of Internet users went online to engage in some type of campaign related activities. Those activities include everything from viewing a campaign video, sharing or discussing an issue, or fact-checking a political claim. A smart and savvy social media plan can help spread information to supporters, raise money, sway independent voters, and create a sense of momentum for your campaign. Social media has become the great equalizer in American politics. It can help you overcome an incumbents many built-in advantages and can empower you to reach a broader audience quicker than ever before. Make your social media plan a campaign priority!

ASSIGNMENT: Write a social media plan for your campaign.

Reading

Socially Elected. Agranoff, Craig and Tabin Herbert. Chapters 3, 4 and 6.

Week 4: Campaign Budget & Strategic Plan

Your campaign must have a budget before you begin your fundraising strategy. The budget should include all the possible expenses that your campaign will encounter. Remember: Campaigns that do not plan appropriately end up in debt!! We will discuss how much you should budget for media, direct mail, campaign headquarters, staff, website, etc.

DUE NEXT WEEK: In class role-play. Your campaign will be placed in the situation of having to convince a local party chairman that you should be the party-endorsed candidate or the office you are seeking. Prepare for that meeting.

Write a realistic budget for the campaign you have chosen. Be sure to include consultant's fees and include money for "unexpected" expenses, which will almost always occur during a campaign.

READ: Chapter 4   The Political Campaign Desk Reference pp.65-68. 212

                 Chapter 9   Winning Your Election the Wellstone Way pp.165-196

                 The Campaign Manager pp. 114-121

Fundraising & Endorsements

Raising money is unfortunately the most important aspect of your campaign. Money will drive your campaign strategy, determine how the media perceives your candidacy, and will influence your ability to gather key endorsements. We will discuss various fundraising strategies including telephone fundraising, fundraising events, PAC fundraising, and the increased role of raising money on-line. We

will highlight the importance of raising early money, which is often the "make or break" period of your campaign.

DUE NEXT WEEK: In class role-play. You will be asked to make a fundraising pitch to a potential donor to your campaign. Come prepared for that meeting.

Write a fundraising plan for your campaign. This should include estimating how much money you will need to win, identifying potential contributors, your fundraising strategy, and your "fundraising kits". Also include in your fundraising plans a "call script" which is the script you would use to solicit a large donor via a telephone call.

READ: Chapter 5   The Political Campaign Desk Reference pp.81-100

                           Chapter 9   Winning Your Election the Wellstone Way pp.165-196

                           Chapter 5   The Campaign Manager pp. 112-144

                           Part IV   Fundraising.   Winning Elections. pp. 248-304

Week 5: Polling, Contrasting Issues, and Opposition Research

Measuring public opinion, identifying key issues, and know your opponent's strengths and weaknesses are the areas that will define your campaign strategy. We will highlight the importance of each area and talk about the need to approach each subject in a strategic and thoughtful way in order to give your campaign the best opportunity to win.

DUE NEXT WEEK: In class role-play. Your campaign will be approached by an elected official within your political party and asked to get out of the race due to some recent poll numbers that were published in the newspaper showing your campaign trailing in the polls. Be prepared for this meeting.

Write the polling, issues and opposition research plan for your campaign

READ   Chapter 10   Winning Your Election the Wellstone Way pp.197-212

                           Part III – Polling and Survey Research. Winning Elections. pp. 154-195

                           Part IV – Opposition Research. Winning Elections. pp. 199-221.

Targeting

Identifying and targeting your voters is the difference between winning and losing. We will study how to target your strongest supporters for GOTV efforts, as well as target swing voters for your media/grassroots campaign. Strategic targeting will drive not only how resources are spent, but will command your campaign's greatest asset: the candidate's time.

DUE NEXT WEEK: In class role-play. Your campaign will be placed in the situation of having to fire a staff member whose father is politically important. Be prepared for both the meeting to fire the individual staffer and the meeting with the father.

Write the targeting plan for your campaign.

READ: Chapter 4   Winning Your Election the Wellstone Way pp.61-74

                             Chapters 1 & 7   The Campaign Manager pp. 165-203

                             Part V   Targeting.   Winning Elections. pp. 224-243

Week 6: Scheduling

The candidate and his/her spouse is often the campaign's greatest resource, especially in a local election where personal contact is more effective. Utilizing a candidate's time is critical to reaching voters. We will look at the most effective ideas for maximizing the campaign's greatest asset.

DUE NEXT WEEK: In class role-play. Your campaign will be placed in the situation of having to deal with a difficult spouse while assembling the weekly schedule for the candidate. Be prepared to deal with this spouse while maximizing the best use of the candidates' time.

Write a list of key organizations/events in your district that you would attempt to campaign at if you were a candidate.

READ: Chapter 11   Winning Your Election the Wellstone Way pp.213-224

                             Winning Elections. pp. 318-324

Print and Campaign Materials

Your campaign's print and other materials will be seen by a wide range of voters and must "cut through the clutter" of all the other materials that voters will see. Your campaign logo is an important component to voters identifying your candidate.

DUE NEXT WEEK: In class role-play. Your campaign paid a large sum of money for printed campaign materials. These materials were done by a local print shop run by a prominent local businessman who was named "Small Business of the Year" by the local Chamber of Commerce last year. The print shop accidentally left off the union label on some of the printed materials and is now being difficult in rectifying this problem. They want your campaign to pay to fix the problem. Be prepared for this meeting.

Create your campaign logo and draft design for a flyer.

READ: Chapter 6   The Political Campaign Desk Reference pp.170-172

Appendix I: The Political Campaign Desk Reference

Chapters 3&6   The Campaign Manager pp. 146-163

Part X   Print Materials and Ads Winning Elections. pp. 416-430

Week 7: Direct Mail

Targeting your message to the right audience is critical to the success of local campaigns. Direct mail is a great way to accomplish communicating with the right audiences "under the radar screen". We will look at and explore successful direct mail techniques.

DUE NEXT WEEK: In class role-play. A supportive organization sent a direct mail piece that made controversial claims about your opponent and was designed in poor taste. Your opponent called a press conference and blasted you and this organization and has called on you to issue an apology. Be prepared for a rebuttal press conference on this subject.

Write a direct mail plan for your campaign.

READ: Chapter 7   The Political Campaign Desk Reference pp.118-133

Chapter 6   Winning Your Election the Wellstone Way pp.117-125

Part VIII – Direct Mail Winning Elections. pp. 340-359

Phone Banks

Targeted phone banks are an extremely effective way to communicate with individual voters and identify supporters for the GOTV effort. Phones can also be used to communicate with swing voters to bring them to your side. We will look at various strategies for utilizing your phone bank to its' fullest potential. Since phone banking is sometimes controversial we will also discuss the ethics of "push polling"

DUE NEXT WEEK: In class role-play. A longtime volunteer has run the party phone bank operation for 25 years. They are totally out of touch with modern day phone bank operations and are still working off a program they set up in 1990. Your campaign will be running a different, more modern phone bank operation and you have the task of telling this long-time party worker that they will not be running the phone bank this year. This long time volunteer is the Treasurer of the party in the largest county in which you are running and is a supporter of your campaign. Be prepared for this meeting.

Write a phone bank plan for your campaign, including a call guide for strong supporters and call guide for swing voters.

READ: Chapter 7   The Political Campaign Desk Reference pp.137-141

Part XIV Telephone Contact Winning Elections. pp. 543-570

Week 8: TV & Radio

Television and radio is the most effective way to communicate with large numbers of voters and raise your name identification. It is also extremely expensive. We will explore the multitude of ways you can communicate with voters via the airwaves, including targeting cable television audiences. We will look at some effective political ads and discuss what made them effective.

DUE NEXT WEEK: Write the television/radio campaign strategy for your campaign.

READ: Chapter 8   The Campaign Manager pp. 228-234

                         Part IX   Television and Radio Advertising & Production.   Winning Elections. pp. 363-412

Dealing with the Media

Dealing with the media is one of the most fundamental parts of seeking public office. Giving interviews, conducting press conferences, visiting editorial boards is critical to the success or failure of any campaign. We will discuss how best to approach dealing with the media.

DUE NEXT WEEK: In class role-play. Your campaign will conduct an editorial board interview with the most influential newspaper in your district seeking their important endorsement. Be prepared of that editorial board interview.

Write the campaign earned media plan. Include the comprehensive list of media in your district, issue ideas for press conferences, and influential newspapers whose endorsement you will seek.

READ   Chapter 8   Winning Your Election the Wellstone Way pp.137-164

                          The Campaign Manager pp. 205-227

                          Part XII Dealing with the News Media Winning Elections. pp. 470-506

Week 9: Grassroots & GOTV

Most local campaigns are won at the grassroots level. Door-to-door, yard sign blitzes, candidate walks, and other creative grassroots ideas can maximize your direct contact with voters and create a positive perception of your candidacy. We will look at successful grassroots campaigns in the past and explore new creative ideas. We will also review the key elements of a successful Get-Out-The-Vote (GOTV) effort and discuss the importance of developing a strategic plan for early voting GOTV initiatives.

DUE NEXT WEEK: In class role-play – work the room.

Write a grassroots plan for your campaign.

READ: Chapters 8   The Political Campaign Desk Reference pp.161-187

                         Chapter 5   Winning Your Election the Wellstone Way pp.75-116

                         Part XII Grassroots Campaigning and Volunteer Recruitment
                         Winning Elections. pp. 512-538

Week 10: Review of final campaign plans. Last minute Qs & As.

FINAL CAMPAIGN PLANS ARE DUE: Sunday, December 12, 2021

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.