8/25/14

**POLITICAL CAMPAIGNING**

(790:301:01)

**Fall 2014**

**Tuesdays 5:35-8:35 pm**

**Wood Lawn**

**Instructors**

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**Office Hours**

Randi Chmielewski: Tuesdays 4:30 - 5:30 pm at Woodlawn, 2nd Floor, and by appointment.

**Course Overview**

The purpose of this course is to provide students with an understanding of the role of political campaigns in the American political system. This semester, the class will primarily use the New Jersey campaigns for the U.S. Congress, the United States Senate, and county office as case studies for examining the techniques, tactics, events, and media coverage involved in these elections, but will also spend time focusing on past and future campaigns in New Jersey and nationally. We will spend a good deal of class time listening to presentations from candidates, consultants, pollsters, journalists, lobbyists, and elected officials who will provide a real-world perspective on political campaigning. We will also read and discuss works that take a more critical approach to analyzing campaigns along with those that provide background on key players and the dynamics of the political scene.

Students will be expected to make use of a number of information sources as they develop their understanding of the campaigning process. These will include: 1) class lectures, 2) required readings, 3) special guest presentations, 4) campaign materials, such as brochures, ads, and candidate websites, 5) government websites, and 6) media coverage.

**IMPORTANT NOTES:**

* **Information discussed in class (particularly by guest speakers) is all off-the-record and is not to be repeated or reported to the media. VIDEO/AUDIO RECORDING IS PROHIBITED.**
* **The schedule on this syllabus is subject to (and extremely likely to) change. At the end of each class, you will be advised of what the next week’s reading assignment and anticipated speakers will be.**

**Course Requirements**

**Attending all classes:**

This is mandatory! The majority of material learned in this class will be conveyed by guest speakers and analyzed in class discussions. Therefore, class attendance and being there on time is crucial. Attendance will be taken weekly and unexcused absences will be reflected in your final grade.

**Following the news:**

Students must monitor stories and events related current political campaigns in New Jersey and politics in general. This will include newspapers, television stations, websites and radio programs. You will be expected to know current news for quizzes and class discussions. A full list of recommended news sources will be distributed in class.

**Completing assignments:**

Students will be asked to complete four papers (3-6 pages each). Due dates and details are noted below.

**Paper #1 - Due October 14:** You will be assigned a legislative contest and will have to develop a campaign plan for your candidate. This should include all of the elements of a campaign plan described in Burton and Shea’s *Campaign Craft*. Can your candidate win? What can you do to maximize your chance of winning? Be as specific as possible!

**Paper #2 – Due October 28:** Make an argument about what current campaign dynamics mean for political representation, participation, and American democracy. Choose one specific topic and find at least three scholarly sources to support your argument. Topics include, but are not limited to: money in campaigns (fundraising and spending), negative campaigning, identity politics, the media, new technology, parties/partisanship, power structures, and the professionalization of campaigns.

**Paper #3 – Due November 11:** Describe your volunteer campaign experience. (see Volunteering/Civic Engagement below)

**Paper #4 – Due December 9:** Compare a modern presidential or gubernatorial campaign (since 2000) with the Adams-Jefferson campaign, as described in *A Magnificent Catastrophe: The Tumultuous Election of 1800, America's First Presidential Campaign*. How have things changed, and how do they remain the same?

**Late papers will be downgraded for each day they are overdue. Spelling and grammar count.**

More details about these assignments will be distributed in class.

**Volunteering / Civic Engagement**

As part of the class, you are asked to volunteer for a **minimum of three hours** with a candidate’s campaign or with an organization advocating for a candidate running this year. This will give you first-hand experience with a political campaign. Volunteer opportunities will be discussed in class, but you should begin right away pursuing these opportunities on your own. You will be required to have a supervisor sign off upon completion of your volunteer hours.

**Required Readings**

The following texts are required and available at the Rutgers Book Store:

1. Michael John Burton and Daniel M. Shea. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management*. (4th edition in paperback) Praeger, 2010.
2. Edward J. Larson. *A Magnificent Catastrophe: The Tumultuous Election of 1800, America's First Presidential Campaign*. Free Press, 2008.

Additional readings listed for each class date can be found on the Sakai site. There may also be some additional readings distributed in class or added to the Sakai site throughout the semester.

**Grading**

Your final grade will be calculated based on the following:

Weekly quizzes 25%

Papers (4) 60%

Class attendance and participation 15%

Late papers will be downgraded for each day they are overdue. Spelling and grammar count. You will be judged by the content of your work.

**Quizzes and Attendance**

Attending all classes and being there on time is crucial. At the beginning of each class, there will be a short quiz that will cover the assigned reading. The quizzes will be graded and averaged together for 25% of your overall grade. There will also be an attendance list past around at the end of class that will be incorporated into the participation portion of your grade (15%).

**Speaker Protocol**

The core of this course will be the guest speakers who attend nearly every class meeting. These speakers are the top candidates, elected officials, party leaders, campaign staff, journalists and professionals in the state of New Jersey and nation. They are invited to convey their knowledge and experiences to the class and come as a courtesy to us. We will distribute short biographies on each speaker in advance of their attendance, so students can become familiar with them. Please take the time to read these biographies and prepare possible questions ahead of class. During the class, students are encouraged to ask questions, but we do ask that certain protocol be followed:

* Be polite. These are invited guests and will be treated with respect.
* State your name, so the speaker knows who they are talking with.
* When you ask a question:
  + Make sure that it is something you could not answer for yourself. Remember that the speakers are experts in their field. Take this opportunity to ask them questions that you could not answer elsewhere.
  + Do not follow up your own question. Once a speaker has given an answer, it is their choice to select another question. If you are not satisfied with the answer you received, ask for clarification later.
  + Keep in mind that you are not going to change a speaker’s opinion, or alter their political views. Your question is an opportunity to learn from their expertise .
* PLEASE DO NOT BRING FOOD TO CLASS. We do meet late in the day, but it is very distracting to have people eat during class.
* NO LAPTOPS/CELL PHONES. When speakers are in the room, we expect you to give them your undivided attention. If you wish to take notes, you must write them down. If you need to take a phone call you must excuse yourself from the room.

**Academic Integrity**

Students in this class and in all courses at Rutgers University are expected to uphold the highest standards of academic integrity. Cheating, plagiarism in written work, receiving and providing unauthorized assistance, and sabotaging the work of others are among the behaviors that constitute violations of the Policy on Academic Integrity. You are expected to be familiar with this policy. If you have specific questions about this, please go to the web page on academic integrity: <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

**Readings and Discussions**

Beginning on September 9th, we can expect to have at least one guest speaker each class. For the most part, the speaker(s) should relate to that day’s assigned readings. However, their schedules might not always mesh with the course syllabus so we will have to be flexible in terms of the topics being covered.

September 2 INTRODUCTION

September 9 CAMPAIGN PLAN

* + - * Burton and Shea, *Campaign Craft*, Introduction and Chapter 1
      * Salmore and Salmore, Chapter 4

September 16 ELECTION CONTEXT

* + - * Burton and Shea, *Campaign Craft*, Chapter 2
      * Salmore and Salmore, Chapter 5
      * Larson, *A Magnificent Catastrophe*, Introduction and Chapter 1

September 23 OPPOSITION RESEARCH

* + - * Burton and Shea, *Campaign Craft*, Chapter 3
      * Larson, *A Magnificent Catastrophe*, Chapter 2

September 30 POLLING

* + - * Burton and Shea, *Campaign Craft*, Chapter 5
      * Larson, *A Magnificent Catastrophe*, Chapter 3

October 7 VOTER TARGETING AND SEGMENT ANALYSIS

* + - * Burton and Shea, *Campaign Craft*, Chapters 4 and 6
      * Larson, *A Magnificent Catastrophe*, Chapter 4

October 14 FUND-RAISING

* Paper #1 due: Campaign Plan
  + - * Burton and Shea, *Campaign Craft*, Chapter 7
      * Larson, *A Magnificent Catastrophe*, Chapter 5

October 21 IDENTITY POLITICS AND CAMPAIGNS

* *Political Parity Research Inventory Chapters (6):* Women Candidates and their Campaigns, Women’s Election to Congress, Women Candidates and Political Parties, Media Coverage of Women Candidates, Women of Color in American Politics, and Money and Women Candidates. (Links on Sakai)
* Junn and Matto*,* “New Race Politics: The Changing Face of the American Electoral Landscape,” in *New Race Politics in America: Understanding Minority and Immigrant Politics*
* Larson, *A Magnificent Catastrophe*, Chapter 6

October 28 STRATEGIC COMMUNICATIONS

* Paper #2 due: Modern Campaign Dynamics
  + - * Burton and Shea, *Campaign Craft*, Chapter 8
      * Larson, *A Magnificent Catastrophe*, Chapter 7

November 4 NO CLASS – ELECTION DAY

November 11 ANALYSIS OF ELECTION DAY RESULTS

* Paper #3 due: Volunteering Experience
  + - * Readings to be distributed in class
      * Larson, *A Magnificent Catastrophe*, Chapters 8 and 9

November 18 THE MEDIA

* + - * Burton and Shea, *Campaign Craft*, Chapter 9
      * Larson, *A Magnificent Catastrophe*, Chapter 10 and Epilogue

November 25 NO CLASS – THANKSGIVING

December 2 DIRECT VOTER CONTACT

* + - * Burton and Shea, *Campaign Craft*, Chapter 10

December 9 FUTURE OF NEW JERSEY POLITICS: 2014-2016 PREVIEW

* Paper #4 due: *Magnificent Catastrophe* analysis
  + - * Readings to be distributed in class