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Office Hours: Before/after class, TBD, and by appointment

Tuesday, 11 – E2  
6-9 pm  
Anderson 32  
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## Political Campaigning

POS 6274; Section 01EF

Fall 2016 (8.23.16)

“Rarely do we find men who are willing to engage in hard, solid thinking. There is an almost universal quest for easy answers and half-baked solutions. Nothing pains some people more than having to think.” Dr. Martin Luther King

### Goals of the Course

As this is the introductory survey course to the Political Campaigning Masters Program, we will cover every aspect of the modern American political campaign and set the stage for the rest of the program, always hoping to blend the academic with the practical. We’ll touch briefly on many topics which you will have entire courses on down the road – Behavior, Parties & Interest Groups, Florida Politics, Advanced Strategy, Polling, Lobbying, Fundraising, Campaign Finance Reform, Direct Democracy, etc. Although all types of races will be discussed, special emphasis will be given to state and local races as we progress step by step through the important facets of campaign planning and management.

Coverage of topics will combine much class discussion, some lecture, academic and non-academic readings, guest speakers and other hands-on materials as appropriate to our topics. We aim to arm the student with the knowledge and a playbook in order to be able to make a meaningful contribution to a campaign in the next cycle. With that in mind, we will study in-depth the components of a campaign, how they work together and complement one another, the role they play, their relative importance and chronological significance, i.e., how it all hangs together. The ultimate goal is for each student to write and present a campaign plan at the end of the course.

By the end of the semester, students will have been introduced to all aspects of a campaign from the academic and practical sides. As each student will have written and exchanged many documents on every conceivable topic, by the conclusion of the semester, you will have organized and compiled a veritable A to Z campaign bible. With any luck, you’ll be armed and dangerous.

### Reading Materials

#### ***Required Books***

Brownstein, Ronald, *The Second Civil War*, Penguin Books, 2007.  
Canady, Charles E, *Running to Win*, 1999. I get these directly from the author for \$25 each.  
Craig, Stephen C. and David B. Hill, *The Electoral Challenge: Theory Meets Practice*, 2<sup>nd</sup> Edition, CQ Press 2011.  
Moore, David W., *The Opinion Makers*, Beacon Press, 2008.  
The Gamble,

**(I encourage you to obtain used or paperback editions)**

#### ***Required Articles:***

*Federalist 10* from the Federalist Papers – Google this for free

“What is a Party” by Anson D. Morse, *Political Science Quarterly*, Volume 11, Number 1, March 1896, pages 68-81. By the way, 1896 is not a typo! Scholars wrote shorter articles when I was a kid and every now and then they remain relevant. Be aware – this is pretty relevant.

“Parties and Partisanship: A 40-Year Retrospective” by Morris Fiorina, 2003;

<http://www.stanford.edu/~mfiorina/PARTIES%20AND%20PARTISANSHIP.pdf>

**The latter two articles are available from the UF libraries for free online via remote access.**

#### ***Suggested Readings:***

Anderson, Kriston Soltis, *The Selfie Vote*, 2015 - under \$10

Issenberg, Sasha, *The Victory Lab*, you can get this on Amazon for a buck.

*Daisy Petals and Mushroom Clouds* – under \$5

*How to Win an Election: An Ancient Guide for Modern Politicians* – under \$5

*Political Polarization in American Politics* – under \$15

Abramowitz, Alan, *The Disappearing Center*, 2010.  
*Bulls, Bears and the Ballot Box*, Bob Dietrick and Lew Goldfarb  
Plouffe or Rove bio of Obama and Bush campaigns, respectively.  
Faucheaux, Ron, editor, *The Road To Victory 2000*, Kendall-Hunt, 1998.

As we will be discussing current events every week, several websites and newspapers may come in handy: FortReport.com, SayfieReview.com and Sunburn are free and all offer great coverage of all things Florida. There is also fivethirtyeight.com, election.princeton.edu, Politifact.com, Ballotpedia.com, Politico.com, RealClearPolitics.com, NYTimes.com, Pollster.com. There are also free daily emails you can get from NY Times, Washington Post, Palm Beach Post, Tampa Bay Times/Adam Smith, Marc Caputo at Politico, Gallup, Pew Surveys and likely many more I am not aware of. Absorb them all.

## **Policies and Grading**

Food and drinks in class are fine. You may even chew gum☺. You are also expected to clean up after yourselves. If you need to leave to use the restroom, please do so quietly. **Please turn your cell phones off.**

It is a given that attendance, class participation and good questions are a part of any graduate seminar. Attendance will not be taken, but you will be conspicuous by your absence. If you are unable to attend a class, please notify the instructor in advance if at all possible. Your grade will reflect your performance in the following areas:

- **20% Class Participation** – this means active participation in our weekly discussions, not just attendance. It will also include 2 short reaction papers and one week when you will be the discussion leader.
- **40% Strategy Memos** – you must do 4 and these will be due via HARD copy whenever we decide they are due. We usually decide whether to hand them in in class, or on a Thursday so you can get them back in class the next Monday. We'll discuss this and see what works best with your other classes.
- **40% Campaign Plan** – presented in early December, actual date TBD.
- **??% Optional Final Exam** – take home exam with hard copy due 4 pm, December 18. The final exam is optional and if you decide you need or want to take it, it will be factored in proportionally at 20%, thus reducing the other 3 items to 16%, 32% and 32% respectively.

The 4 Strategy memos will be due a week or so after we cover the material in class. The memos should be approximately 7-8 pages (with no upper limit), double-spaced, 1 inch margins, 11 or 12 point type, not including References. While addressing the specific task asked for in the assignment, feel free to incorporate any of the materials we have read so far this semester that may be relevant (or not) to that topic, feeling free to use those you like and criticizing those you do not and stating why. Feel free to use other outside resources if you like, but there's no expectation that you will do so. Citations should be used in the memos, but not in the final campaign plan. Logic, facts and evidence are welcome as is good grammar, and I grade on all of the above.

## **Academic Integrity and Plagiarism**

I take academic dishonesty very, very, very, very seriously. If I find evidence of cheating or plagiarism or other academic dishonesty, I will personally initiate disciplinary action.

## **Students with Special Needs**

It is the responsibility of students needing special accommodation for this course to make an appointment to see me at the beginning of the semester. I will make every effort to meet your needs in accordance with UF Guidelines.

## **Office Hours**

Feel free to come to my office hours for any reason, academic or otherwise. If my office hours are not convenient for you, we'll find a time that is. I am also easy to reach by email or text and typically respond quite quickly; this is the best way to reach me. I also sometimes answer the cell phone and always return voice mails, especially if you let me know a convenient time. I personally keep very late hours.

“It is the high privilege and sacred duty of those now living to educate their successors and fit them, by intelligence and virtue, for the inheritance, which awaits them.” President James A. Garfield

## Section I Introduction – 1 week

*"Thinking is the hardest work known to man. This would account for why so few engage in it." Henry Ford*

Week 1 August 23 **What is this course about and what are the implications?**  
Discuss: Readings, then Syllabus, Expectations, Grading, Introductions, etc.  
Reading – Craig – Ch 1, "Do Campaigns Matter?"  
There will be several short articles and writing assignment sent via email.

## Section II Political Environment & Campaign Planning – 5 Weeks

*"People don't plan to fail, they fail to plan." Some really bright dude<sup>1</sup>*

Week 2 August 30 **Political Environment and Strategy, Part I**  
Federalist 10 - James Madison; What is a Party – Anson Morse  
Craig – Ch 2  
Brownstein – Preface & Ch 1-6; Brownstein – Ch 6 is critical  
Fiorina Article – 40 Year Retrospective  
**What is Strategy?**  
<http://www.intrepidnow.com/authors/chuck-bamford/>

Week 3 September 6 **Political Environment and Strategy, Part Deux**  
Canady – Ch 5 & 18  
Craig – Ch 3  
Brownstein 7-10  
John Goodman op-ed – I will send you a link  
**Lie Factory – I will send you a link**

Week 4 September 13 **Political Environment and Strategy, Part Trey**  
Klemanski, TBD  
Big Data/Chris Vail via Skype  
Craig – TBD  
Canady - TBD

Week 5 September 20 **Polling & Its role in campaigning**  
Moore – Opinion Makers - all  
Madison & Morse – review and be prepared to discuss  
Canady – 15  
Craig – 4

Week 6 September 27 **Guest Speaker – Barry Edwards**  
Finish up Planning and Polling  
Reading - TBD

## Section III Money, Money, Money, Money.....Money – 3 Weeks<sup>2</sup>

*"Money is the mother's milk of politics." Jesse Unrub<sup>3</sup>*

Week 7 October 4 **Fundraising**  
Canady – 6 & 7  
Craig – 5

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<sup>1</sup> Ask me what he really said.

<sup>2</sup> Dr. Craig will host a Potluck Dinner at his home sometime in October. We'll meet early that day.

<sup>3</sup> Ask me what he really said.

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|--|--------------------------|--|
| Week 8   | October 11               | <b>Budgeting<br/>Florida Statutes</b>  |
| Week 9   | October 18               | <b>Campaign Finance Reform</b><br>Readings to be assigned, one of which I will be a link<br>for an article by Sam Garrett<br>Craig – 12<br>Dan Smith article or case                   |
| <br>   |                          |  |
| <b><u>Section IV Tactics/Voter Contact – 7 Weeks</u></b> |                          |  |
| “Why Frequency?” Ask me about this.                      |                          |  |
| Week 10  | October 25               | <b>Earned Media &amp; Media Relations<br/>Newspapers &amp; Editorial Boards<br/>Internet &amp; Social Media</b><br>Neil Skene, Ron Cunningham, Bill Cotterell, Eric Conrad, Jason Roth |
| Week 11  | November 1               | <b>Direct Mail &amp; Phones /Martz?</b><br>Craig - 6<br>Canady - 20  |
| Week 12  | November 8               | <b>Campaign Organization, Grassroots, Field<br/>Sam Shiver</b><br>Nielsen - Ground Wars - all<br>Canady - 1-4, 8-9, 10-12, 19<br>Craig – 7 & 8 & 10                                    |
| Week 13  | November 15              | <b>GOTV</b><br>Craig - 9<br>Canady – 24-26<br>Canady - 14, 19, 21-23   |
| Week 14  | November 22 <sup>4</sup> | <b>Paid Media – TV &amp; Radio</b><br>Canady - 16  |
| Week 15  | November 29              | <b>Negative Campaigning</b><br>Craig – 11 – 13; Canady - 14<br>Craig Article   |
| Week 16  | December 6               | <b>Election Law</b><br>Presentations of individual Campaign plans will probably be this week   |
| Week 16  | December 15              | <b>Optional Final Exam – take home; hard copy due in my<br/>office by 4 pm, Friday, December 16<sup>th</sup></b>   |

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<sup>4</sup> This is subject to change as the following day begins the long Thanksgiving weekend and I am inclined to move class to another day or time so everyone, including yours truly, can escape Gainesville before 9 pm on Tuesday nite and enjoy the long weekend. Please remind me to discuss this well in advance so we can choose an alternate date.