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

Monday, 11 – E2  
Approx. 6-9 pm  
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## **Political Campaigning POS 6274; Section 01EF**

Fall 2025 (Final)

*“...to make of the columns of The New York Times<sup>1</sup> a forum for the consideration of all questions of public importance and to that end to invite intelligent discussion from all shades of opinion.” Adolph Ochs, 1896, publisher, NY Times*

### **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.

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.

Cohen, Michael, *MODERN POLITICAL CAMPAIGNS: HOW PROFESSIONALISM, TECHNOLOGY, AND SPEED HAVE REVOLUTIONIZED ELECTIONS*, 2025

**(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.**

**There will be other articles as we go and as listed in the Syllabus.**

**I will either provide these or provide a link.**

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<sup>1</sup> And by definition, The University of Florida in the 21<sup>st</sup> century

### **Suggested Readings:**

Abramowitz, Alan, *The Disappearing Center*, 2010.  
Fiorina, Morris, *Culture War*, 2011  
Parnes and Allen, *Shattered – Inside the Clinton Campaign*. 2017  
Parnes and Allen, *Lucky*, 2021

As we will be discussing current events every week, several websites and newspapers may come in handy: SayfieReview.com and Sunburn are free and all offer great coverage of all things Florida. There is also fivethirtyeight.com, Ballotpedia.com, election.princeton.edu, Politifact.com, Politico.com, RealClearPolitics.com, NYTimes.com, WSJ.com, Pollster.com. There are also free daily emails you can get from NY Times, Washington Post, Palm Beach Post, Tampa Bay Times, 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 – it's dinner time, so eat! You are also expected to clean up after yourselves. If you need to leave to use the restroom, please do so quietly.

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 probably include 2 short reaction papers and one week when you will be the discussion leader.
- **40% Strategy Dossiers** – 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 on a Thursday evening 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.

The 4 Strategy Dossiers will be due a week or so after we cover the material in class. The Dossier should be approximately 7-8 pages (with an upper limit of 10 pages), double-spaced, 1 inch margins, 12 point type, not including References, and please number your pages. While addressing the specific task asked for in the prompt, 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 Dossiers, 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.

### **Section I Introduction – 1 week**

*"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*

Week 1	August 25	<b>What is this course about and what are the implications?</b> Discuss: Readings, then Syllabus, Expectations, Grading, Introductions, etc. Reading – Craig – Ch 1, "Do Campaigns Matter?" There will be several short articles sent via email.
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### **Section II Political Environment & Campaign Planning – 6 Weeks**

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

Week 2	September 1	Labor Day – No Class
Week 3	September 8	<b>Political Environment and Strategy, Part I</b> Brownstein – Preface & Ch 1-6; Brownstein – Ch 6 is critical Fiorina Article – 40 Year Retrospective and his 2018 Update Madison & Morse – read and be prepared to discuss What is Strategy?

Week 4	September 15	<b>Political Environment and Strategy, Part Deux</b> Craig – Ch 2 and 3 Handouts and Readings will be furnished What is Strategy?
Week 5	September 22	<b>Political Environment and Strategy, Part Trey</b> Craig – Ch 3 Brownstein 7-10 Lie Factory – I will send you a link
Week 6	September 29	<b>Polling &amp; Its role in campaigning</b> Moore – Opinion Makers - all Craig – 4 There will be several short articles sent via email.
Week 7	October 6	<b>Finish up Planning and Polling</b> Reading - TBD

### **Section III Money, Money, Money, Money.....Money – 3 Weeks**

*"Money is the mother's milk of politics." Jesse Unruh<sup>2</sup>*

Week 8	October 13	<b>Campaign Finance Reform</b> Readings to be assigned, one of which I will be a link for an article by Sam Garrett Craig – 12 Dan Smith article or case
Week 9	October 20	<b>Fundraising</b> Craig – 5
Week 10	October 27	<b>Budgeting</b> Florida Statutes

### **Section IV Tactics/Voter Contact – 6 Weeks**

*"People don't plan to fail, they fail to plan." Some really bright dude*

Week 11	November 3	<b>GOTV &amp; Paid Media</b> Craig - 9
Week 12	November 10	<b>Internet &amp; Social Media</b> Earned Media & Media Relations Newspapers & Editorial Boards vs. New Media
Week 13	November 17	<b>Direct Mail &amp; Phones</b> Craig - 6
Week 14	November 24	<b>Campaign Organization, Grassroots, Field</b> Nielsen - Ground Wars - all

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<sup>2</sup> Ask me what he really said.

Craig – 7 & 8 & 10

Week 15	December 1	<b>TV &amp; Radio</b> Reading - TBD <b>Negative Campaigning</b>
Week 17	December 8	Individual Presentations of Final Campaign Plan

### **Academic Integrity and Plagiarism**

I take academic dishonesty 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.

This course complies with all UF academic policies. For information on those policies and for resources for students, please see [this link](#).” (The direct link is <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>.)