# PubPol 683
# Elections & Campaigns
# Fall Semester, 2017

Rusty Hills
Tuesday 5:30 to 8:30 p.m., 1210 Weill Hall (David & Judy Frey Classroom)
Office Hours: By appointment, Room 5303; Preferably before or after class.

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**Course Overview**: How did Donald J. Trump win the 2016 presidential election? Alternatively, how did Secretary Clinton lose the election? The 2016 election is rich with lessons to learn.

The purpose of PubPol 683 is very straightforward: to examine campaigns and explain what happens and why. **Remember: There is no policy without victory.**

Welcome! This course will introduce you to the art and the un-science of political campaigning. Topics to be covered include a heavy emphasis on political communications, including speeches and debates, crafting and framing a message, as well as earned media, paid media and social media.

PubPol 683 will also examine campaign planning and management, polling and research (why was all of the polling so wrong?), identifying, targeting and turning out voters, coalitions and interest groups, budgeting and fundraising, the political environment and Get Out The Vote efforts.

## ASSIGNMENTS

1.  **This I Believe essay**. (3-page limit)
2.  A **Memo to the Professor**. You will write a memorandum listing the issue, your recommendation, facts and discussion. Your choice:
    a.  "The future of the Democrats: should the Party turn more toward the center, similar to what Bill Clinton did in 1992, or should the

party embrace the progressive left as emphasized by Senator Bernie Sanders?" OR,

    b. "The future of the Republicans: should the Republican Party embrace President Trump and offer a vigorous and bold defense of his policies or should the party return to its historical roots and offer a different path forward more aligned with past Republican policies (such as free trade and strong opposition to Russia, for example), even if it means breaking with the President of your party?" OR

    c. "The future of politics: has the two-party system become so broken that it is time for America to emulate other democracies, and spur the creation of a new, third party that better represents the hopes and dreams of a majority of Americans who no longer find a comfortable home with the Democratic and Republican parties?" (6 pages)

3. **Book Review** of "Shattered," by Jonathan Allen and Amie Parnes. (6 pages)

4. **Final Project**: Write a campaign plan.

    a. Select one upcoming election in Michigan in 2018 or 2020 – presidential, gubernatorial, senatorial, congressional, state house or state senate or a ballot issue.

    b. Then, write a ten (10) page paper that includes the following elements:

        i. Prepare a Win Number. How many votes do you need to win your election? Explain how you arrived at that number.

        ii. Ninety-five percent (95%) of the paper should be devoted to the following points:

            1. SWOT analysis {Strengths, Weaknesses, Opportunities, Threats}
            2. Voter Coalition
            3. Message

        iii. The **SWOT analysis** is straightforward: list for me the various elements in each category for the candidate whom you have selected. For example, what are the candidate's strengths? What are her or his weaknesses? Opportunities? Threats?

        iv. For the **Voter Coalition** portion of your final paper, list and give a reason for the voter groups – the voters, coalitions & interest groups – that will support your candidate, and how those groups combine to achieve 50% plus one of the electorate. In other words, tell me how you plan to assemble a winning coalition.

v. For the **Message** portion of your paper, tell me what is your candidate's message, and why you have selected this message. Explain how you will apply your candidate's message to the voter, coalition & interest groups you are appealing to. Why will these groups vote for you? What is your message to them?

**Help with Writing:** We are blessed to have an outstanding Writing Center at the Ford School, and I would encourage students to take advantage of all the services that the Center offers. For more information, I would direct you to www.fordschool.umich.edu/writing-center/

**Required Texts: "Shattered," by Jonathan Allen and Amie Parnes.** But the real textbook will be each days' headlines and news stories that pertain to politics and government.

Because you are a student at the University of Michigan Ford School, I expect you to be conversant with national and state politics. The New York Times and Washington Post are excellent resources for national politics. I also recommend the Politico and Real Clear Politics websites. The Detroit Free Press and Detroit News, and the Michigan state government reports, Gongwer and MIRS, provide solid coverage of state politics. Read the news each day and come prepared.

**Class Format:** The class will combine lecture with discussion, supplemented with guest lecturers.

**Course Requirements:** Attendance is required and will be taken in class. Student participation is critical to understanding the material, and therefore is a healthy percentage of your final grade. Students are expected to arrive on time, finish assignments on time, be prepared for the weekly discussions and topics, participate in discussions, AND be respectful of the opinions of all other students and guests.

NOTE: Even if you miss a class, **all assignments are** still **due on the date assigned**.

What does that mean? Your grade will be lowered for each class period that an assignment is not handed in. In other words, missing a class is not an excuse for failing to complete an assignment.

# Ford School of Public Policy Inclusivity Statement

Members of the Ford School community represent a rich variety of backgrounds

and perspectives. We are committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:

- share their unique experiences, values and beliefs
- be open to the views of others
- honor the uniqueness of their colleagues
- appreciate the opportunity that we have to learn from each other in this community
- value one another's opinions and communicate in a respectful manner
- keep confidential discussions that the community has of a personal (or professional) nature
- use this opportunity together to discuss ways in which we can create an inclusive environment in Ford classes and across the UM community

## Student Mental Health and Wellbeing Resources

The University of Michigan is committed to advancing the mental health and wellbeing of its students. We acknowledge that a variety of issues, such as strained relationships, increased anxiety, alcohol/drug problems, and depression, directly impacts students' academic performance.

If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, contact Counseling and Psychological Services (CAPS) and/or University Health Service (UHS). For a listing of other mental health resources available on and off campus, visit: http://umich.edu/~mhealth/.

## Accommodations for Students with Disabilities

If you believe you need an accommodation for a disability, please let your instructor know at your earliest convenience. Some aspects of courses may be modified to facilitate your participation and progress. As soon as you make your instructor aware of your needs, they can work with the Services for Students with Disabilities (SSD) office to help determine appropriate academic accommodations. Any information you provide will be treated as private and confidential. Other information of Ford School norms/expectations and resources for students can be found at:  http://fordschool.umich.edu/academics/expectation


**Grading:**  Students will be graded on class participation and the successful completion of the four individual assignments:  essay, speech, book review and

Memo to the Candidate.

| Grade | Points | Percentage |
|-------|--------|------------|
| A | 4.0 | 94-100 |
| A- | 3.7 | 93-90 |
| B+ | 3.3 | 89-86 |
| B | 3.0 | 85-80 |
| B- | 2.7 | 79-75 |
| C+ | 2.3 | 74-70 |
| C | 2.0 | 69-64 |
| D+ | 1.3 | 59-56 |
| D | 1.0 | 55-52 |
| D- | 0.7 | 51-50 |
| E | 0.0 | Less than 50 |

**Plagiarism:** In a word -- Don't! Plagiarism is grounds for failing the class. The University of Michigan and the Ford School take this offense seriously.

TOPIC SCHEDULE*

# September 6
# Class Overview
Review of syllabus, all assignments and expectations, topics to be covered, questions answered.

# September 13
# Campaign Planning & Management
All the elements of a political campaign.
Strategy (Your overarching path to victory).
Tactics (how to implement your strategy.)
SWOT analysis: Strengths, Weaknesses, Opportunities, Threats.

> **Assignment #1**: Go to NPR web site and review "This I Believe" essays. Then, write your own personal political testament, your own "This I Believe." **Due date: September 27**

# September 20
## Crafting a Message, Message Development & Branding
Targeting messages.
Different messages, different audiences, different mediums, different timing.
Big Picture.  Framing.  Going on offense, setting the agenda.

# September 27
## Speeches & Debates
Tips & tricks of the trade for crafting successful speeches and for winning debates.

### Assignment #1 is DUE.
### Assignment # 2:
A **Memo to the Professor**. You will write a memorandum listing the issue, your recommendation, facts and discussion.  Your choice:
   a. "The future of the Democrats: should the Party turn more toward the center, similar to what Bill Clinton did in 1992, or should the party embrace the progressive left as emphasized by Senator Bernie Sanders?"  OR,
   b. "The future of the Republicans: should the Republican Party embrace President Trump and offer a vigorous and bold defense of his policies or should the party return to its historical roots and offer a different path forward more aligned with past Republican policies (such as free trade and strong opposition to Russia, for example), even if it means breaking with the President of your party?" OR
   c. "The future of politics: has the two-party system become so broken that it is time for America to emulate other democracies, and spur the creation of a new, third party that better represents the hopes and dreams of a majority of Americans who no longer find a comfortable home with the Democratic and Republican parties?" (6 pages)
   **Due Date:  October 18**

# October 4
## Paid Media
Television, cable, day parts, radio, direct mail, Internet, newspaper.  Comparative communications (Negative ads).

Who defines whom?  And who gets there first?

## October 11
## Earned Media
Generating press and media coverage without paying for it.  Press releases, debates, speeches, newspaper and other endorsements.  How to deal with the press?  Can you?

## October 18
## Social & Digital Media
The new communications.  How has the changing nature of communications, new media, digital and social media, affected campaigns?
Digital Data.  How do we mine data, and what is the most effective use of data?

### Assignment #2 is DUE.
### Assignment #3:

Write a book review of "Shattered," by Jonathan Allen and Amie Parnes.
Key points for your book review:
- What was the main point of the book?
- Did you agree or disagree with the author(s)?
- Why?

Limit it to no more than 6 typewritten pages, double-spaced.
**Due Date: November 8**

## October 25
## Polling & Research
1. Polling as a snapshot in time. What polling can do, what polling cannot do. Why bother to pay for polling if every media outlet is already polling?

2. Research.  Know yourself, your strength and weaknesses; know your opponent, strength and weaknesses; know your voters, your state, your environment, your issues.

## November 1

# Voter Contact I

Identifying, differentiating, targeting & turning out Voters.
Microtargeting.  Who are our voters, and how in the world do we find them?


# November 8
# Book Review

**Assignment #3 is DUE.**
**Assignment #4**

Final Project: Write a campaign plan.

a. Select one upcoming election in Michigan in 2018 or 2020 – presidential, gubernatorial, senatorial, congressional, state house or state senate or a ballot issue.

b. Then, write a ten (10) page paper that includes the following elements:

    i. Prepare a Win Number. How many votes do you need to win your election? Explain how you arrived at that number.

    ii. Ninety-five (95%) of the paper should be devoted to the following points:

    iii. SWOT analysis {Strengths, Weaknesses, Opportunities, Threats}

    iv. Voter Coalition

    v. Message

    vi. The SWOT analysis is straightforward: list for me the various elements in each category for the candidate whom you have selected.  For example, what are the candidate's strengths? What are his or her weaknesses? Opportunities? Threats?

    vii. For the Voter Coalition portion of your final paper, list and give a reason for the voter groups – the voters, coalitions & interest groups – that will support your candidate, and how those groups combine to achieve 50% plus one of the electorate.  In other words, tell me how you plan to assemble a winning coalition.

    viii. For the Message portion of your paper, tell me what is your candidate's message, and why you have selected this message.  Explain how you will apply your candidate's message to the voter, coalition & interest groups you are appealing to. Why will these groups vote for you? What is your message to them?

November 15
## Fundraising, Budgeting & Scheduling
The not very glamorous, but absolutely essential elements of all winning campaigns.  How to raise money, 101.  Strategic scheduling (P.S.  Don't ever be the Scheduler!)

November 22 (No Class)
## Happy Thanksgiving

November 29
## Campaign Case Study #1.
## Political Environment; Coalitions & Interest Groups
## Voter Contact II
1.  **Political Environment.**  Just as the weather affects people, so too does the political environment.  How does it affect message, issues, coalitions, etc.?  Is the Political Environment a force beyond your control?

2.  **Coalitions and Interest Groups.** Friends don't let friends win alone.

December 6
## Final Thoughts, Lessons from Winning & Losing

## Assignment #4 is DUE.

**\*NOTE**:  The dates on which topics are to be covered are subject to change, but **assignment due dates** will **remain the same**.