Campaign Strategy and Media in Domestic and International Campaigns (POL-UA 9994)

Tuesdays, 6:15-9:15
B203

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Washington, DC 20007
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The goal of this course is to understand the factors that shape campaign strategy and how campaigns influence and persuade voters through advertising. The course will combine theory and practice, and will examine case studies from both domestic and international campaigns. Through presentations and a multi-media framework, we will examine campaign strategy and media in practice and the key factors and events, like debates, that are part of a successful strategy and campaign that moves voters.

The format of the course will be multi-dimensional including lectures, discussions, interactive activities, documentary films, television commercials, insider campaign video, and other media sources. The instructor will use a keynote presentation format to review the material and present video clips and commercials to lead and inform class discussions.

Additionally, this course will focus on the following areas:

- The integration of research and strategy
- The creative process of television ad production
- Campaign message development
- Debates and major set piece events like speeches and interviews
- Understanding and mobilizing voters
- The nexus between money and strategy in politics
- Technology and how it has shaped strategic decision-making
- The future of strategic decision making in political campaigns

Each student is required to complete three written assignments and to attend class and participate in class discussions. The first written assignment is a 2 to 3 page outline of the strategy memo. The second assignment is a 15-page campaign strategy memo. The strategy
memo should set forth the basic strategy for a campaign (for US Senate, House, statewide, or local office), chosen by the student and approved by the instructor, which is occurring in the 2013/2014 election cycle.

The final paper is a written campaign plan. The plan should be 25 pages in length and can be longer, including charts and graphs. The plan will be written for the same campaign chosen by the student as the topic of the mid-term strategy memo.

Students will be expected to be familiar with all assigned readings and should be prepared to discuss them in class.

Failure to submit or fulfill any required course component results in failure of the class.

Assessment Expectations

Grades will be determined on the following basis:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Midterm Paper</td>
<td>25%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>25%</td>
</tr>
<tr>
<td>Campaign Strategy Paper</td>
<td>50%</td>
</tr>
</tbody>
</table>

Late papers will be penalized a one-half letter grade for each day submitted after the deadline. Students are responsible for keeping copies of all written work until a submission has been graded and returned.

Grade A: The student makes excellent use of empirical and theoretical material and offers well-structured arguments in his/her work. The student writes comprehensive essays / exam questions and his/her work shows strong evidence of critical thought and extensive reading.

Grade B: The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy.

Grade C: The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement.

Grade D: The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research.

Grade F: The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible.

Grade conversion

NYU Washington, DC uses the following scale of numerical equivalents to letter grades:

<table>
<thead>
<tr>
<th>Numerical Range</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>100-94</td>
<td>A</td>
</tr>
<tr>
<td>93-90</td>
<td>A-</td>
</tr>
<tr>
<td>89-87</td>
<td>B+</td>
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<tr>
<td>86-84</td>
<td>B</td>
</tr>
<tr>
<td>83-80</td>
<td>B-</td>
</tr>
<tr>
<td>79-77</td>
<td>C+</td>
</tr>
<tr>
<td>76-74</td>
<td>C</td>
</tr>
<tr>
<td>73-70</td>
<td>C-</td>
</tr>
<tr>
<td>69-67</td>
<td>D+</td>
</tr>
<tr>
<td>65-66</td>
<td>D</td>
</tr>
<tr>
<td>below 65</td>
<td>F</td>
</tr>
</tbody>
</table>
Attendance Policy

Students are permitted one unexcused absence across the course of the semester. To seek an excused absence for medical reasons, students must email or discuss with Lauren in advance of their missed class. For an excused absence, students must produce a doctor’s note dated with the exact dates of the missed class and/or exam. Non-medical absences must be discussed with Lauren prior to the date(s) in question. Lauren will communicate the absence to all relevant faculty. If you have not received notification from Lauren, the student has not procured an excused absence.

If students have more than one unexcused absence they will be penalized by deducting 50% of the class participation grade (e.g.: If the class participation grade is 20% of the final grade, the final participation grade would be reduced by 50%. 80%---> 40%)

If students have more than two unexcused absences they will fail the course. Students are responsible for making up any work missed due to absence. This means they should initiate email and/or office hour discussions to discuss any missed lectures and assignments and arrange a timeline for submitting missed work.

NYU Washington, DC expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. Three late arrivals or earlier departures (10 minutes after the starting time or before the ending time) will be considered one absence.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at the announced meeting point in a punctual and timely fashion. Staff members may always be reached by cell phone for advice regarding public transportation.

Late Submission of Work

1) Written work due in class must be submitted during the class time to the professor.

2) Late work should be emailed to the faculty as soon as it is completed. If the assignment must be submitted in person, Lauren Sinclair can collect on behalf of the faculty between the hours of 10-6, M-F.

3) Late work will be reduced for a fraction of a letter grade (e.g: A to A-, A- to B+, etc.) for every day it is late, including weekends.

4) Written work during the semester that is submitted 5 days after the submission date (including weekends) without an agreed extension fails and is given a zero.

5) Students who arrive to class late for an exam do not have automatic approval to take extra time to complete the exam.

6) Students who miss an exam (including the final) without previously arranged permission will receive a zero on that exam.

7) Assignments due during finals week that are submitted more than 3 days without previously arranged extensions will not be accepted and will receive a zero. Any exceptions
or extensions for work during finals week must be discussed with the Site Director.

**Students with Disabilities**

Accommodations are available for students with documented disabilities. Please contact the Moses Center for Students with Disabilities at 212-998-4980 or see their website (http://www.nyu.edu/life/safety-health-andwellness/students-with-disabilities.html) for further information.

**Plagiarism Policy**

The presentation of another person’s words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

NYU Washington, DC takes plagiarism very seriously; penalties follow and may exceed those set out by your home school. All your written work must be submitted as a hard copy AND in electronic form to the instructor. Your instructor may ask you to sign a declaration of authorship form.

It is also an offense to submit work for assignments from two different courses that is substantially the same (be it oral presentations or written work). If there is an overlap of the subject of your assignment with one that you produced for another course (either in the current or any previous semester), you MUST inform your professor.

For guidelines on academic honesty, clarification of the definition of plagiarism, examples of procedures and sanctions, and resources to support proper citation, please see:

- [http://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/academic-integrity-for-students-at-nyu.html](http://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/academic-integrity-for-students-at-nyu.html)
- [http://gls.nyu.edu/page/gls.academicintegrity](http://gls.nyu.edu/page/gls.academicintegrity)
- [http://cas.nyu.edu/page/academicintegrity](http://cas.nyu.edu/page/academicintegrity)

**Required Text(s)**

- **Title:** Analyzing Elections: New Institutionalism in American Politics  
  **Author:** Rebecca B. Morton  
  **Published:** May 19, 2006  
  **ISBN-10:** 039397829x  
  **ISBN-13:** 978-0393978292

- **Title:** Campaigning for President 2008: Strategy and Tactics, New Voices and New Technologies  
  **Author:** Dennis W. Johnson  
  **Published:** July 24, 2009  
  **ISBN-10:** 0415803748  
  **ISBN-13:** 978-0415803748

- **Title:** Campaigns on the Cutting Edge (Second Edition)  
  **Author:** Richard J. Semiatin  
  **Published:** April 18, 2012  
  **ISBN-10:** 1452202842
Title: Dispatches from the War Room
Author: Stanley B. Greenburg
Published: Feb. 17, 2009
ISBN: 03123351526

Title: Game Change
Author: John Hellmann, Mark Halperin
Published: January 11, 2010
ISBN-10: 0061733636

Title: The Voter’s Guide to Election Polls (Fourth Edition)
Author: Michael W. Traugott, Paul L. Laura
Published: December 28, 2007
ISBN-10: 0742547175

E-Books:

Obama’s Last Stand – Dan Balz
The Right Fights Back – Mike Allen and Evan Thomas
Inside the Circus – Mike Allen and Evan Thomas

Films:

The War Room (1993)
Directed by: D.A. Pennebaker, Chris Hedegus

Our Brand is Crisis (2006)
Directed by: Rachel Boynton

All assigned readings and films should be read/watched prior to coming to class.

Students will be expected to be familiar with all assigned readings and films and should be prepared to discuss them in class.

Session 1

Tuesday, February 5

Overview of Campaign Strategy

Campaigns on the Cutting Edge Chapters 1, 4 (pgs. 3 – 9; 48 – 68)
Campaigning for President Chapter 1 (pgs. 1 – 28)
Please review the Wikipedia entries for the RI gubernatorial election, 2010; Irish general election – 2007 and links included in those entries to campaign advertising
Session 2  Developing a Campaign Strategy and Plan
Tuesday, February 12
Campaigning for President Ch. 2 (pgs. 31 – 43)
E-Book: Inside the Circus (entire book: pgs. 1 – 72)
Watch: The War Room

Session 3  Integrating Research and Strategy
Tuesday, February 19
Voter’s Guide to Election Polls Ch. 1-5, 9 (pgs. 1 – 76; 134 – 144)

Session 4  Research: How strategy and Research Merge (Case studies both domestic and foreign)
Tuesday, February 26
Campaigning for President Ch. 9, 10 (pgs. 163 – 188)

Session 5  Message Development in a Strategic Context
Strategy Memo Outline Due
Tuesday, March 5
Campaigns on the Cutting Edge Ch. 3 (pgs. 27 – 39)
Game Change Ch. 8 (pgs. 145 – 158)

Session 6  Message and Strategy: Domestic Campaigns
Tuesday, March 12
Dispatches from the War Room Ch. 1, 2 (pgs. 12 – 109)

Session 7  Message and Strategy: International Campaigns
Tuesday, March 26
Dispatches from the War Room Ch. 4,5,6,7 (pgs. 179 – 392)
Watch: Our Brand is Crisis

Session 8  Understanding Voters
Midterm Paper Due
Tuesday, April 2
Campaigns on the Cutting Edge Ch. 5, 6 (pgs. 69 - 102)
Analyzing Elections Ch. 2 (pgs. 19 – 61)
Session 9

Your Instructor

Thomas A. (Tad) Devine is a Democratic media consultant who has developed strategy and produced political ads for candidates in the United States and around the world. He is president of Devine Mulvey, a media and
strategic consulting firm in Washington, D.C. He has created media in twenty winning U.S. Senate and Gubernatorial campaigns as well as dozens of winning races for the U.S. House of Representatives and local elected officials. Tad has extensive experience at the highest levels of U.S. presidential campaigns including serving as a senior advisor to both Al Gore and John Kerry in their Presidential campaigns and is considered a leading expert on the Democratic Party’s presidential nominating process and general election strategy.

Tad has also worked on ten winning campaigns for President or Prime Minister outside the United States including three winning general election campaigns for Fianna Fail in Ireland. Mr. Devine has taught courses on campaigns and media at Boston University, The George Washington University Graduate School of Political Management, and led a study group as a Fellow at The Institute of Politics at Harvard University’s Kennedy School of Government. In October 2010, Tad Devine was recognized as one of “the most respected media consultants” in the nation by USA Today.