

Fall 2004 Syllabus

G53.1320 - Strategies and Mechanisms of Political Communication - 4 points

This course will focus on determining how to build campaign messages based on an understanding of vote determinants, research tools, and candidate psychology. Students will be expected to select key target audiences and the media needed to reach them. This will require an understanding of media selection and planning, and the production process. Students will design direct mail, radio, television, internet and phone messages and will be given access to production facilities to produce radio and television commercials. They will also be expected to produce one or more computer designed mail pieces. For the fall semester these messages will be based on two sources – The Campaign of the Century and either this years Presidential election or the 2003 California recall election. Where available students will be given access to campaign survey data and strategic planning.

Three papers will be required for this course

1 - due for session 7 a memo covering the major players, issues messages and targets in the California Gubernatorial election of 1934 along with a presentation of what a winning coalition will look like. In addition each student will be asked to present radio scripts and direct mail materials for use in promoting their candidate.

2 – due for session 14 – An analysis of what happened in the 2004 Presidential race along with alternative message programs and strategies for Bush and Kerry. In addition papers will discuss how and where the money was spent and prepare an initial budget for one swing state. Or alternatively a similar analysis of the 2003 California recall campaign.

3 – for the final each student will be responsible for creating a media plan for their selected swing state and a TV commercial you would have produced for one of the campaigns

4 – from time to time there may be a quiz based on the reading or a short essay on one of the topics up for discussion.

Grades will be determined as follows

Papers 25% each (50%)

Class participation 20%

Final project 30%

There will be no final exam however the class will be broken into several teams who will be required to present final produced campaign materials – mail piece(s), commercial(s) etc. on the day of the final exam.

September 13th - Session One – Introduction and Overview

September 20th - Session Two - Factors that impact on voting

Reading assignments

- 1 - Kelley, Stanley and Thad Mirer. June 1974. The Simple Act of Voting. *American Political Science Review* 68: 572-591.
- 2 – Niemi and Weissberg – Controversies in Voting Behavior Chapters 2, 6, 9 -13, 21-23
- 3 – Campaigns and Elections August 2003 – Dick Dresner and Bob Wickers - Younger voters and the future of the Republican Party

September 27 - Session Three – More on vote determinants

Reading Assignment

- 1 – Miller and Shanks – The New American Voter Chapters 4, 5
- 2- The Campaign of the Century – Gregg Mitchell

October 4th - Session Four - Tools for building a message – Surveys, and substantive research

Reading Assignment

- 1 – Get Out the Vote! How to Increase Voter Turnout (Donald Green and Alan Gerber) Pgs 1 – 141.
- 2 – Review California statewide studies
- 3 – Building a winning Coalition in Minnesota in 2002 – materials provided by Dresner-Wickers inc

October 11th - Session Five - Focus Groups -

Reading Assignment

- 1 - Holly Edmunds - The Focus Group Research Handbook Chapters 1-5, 8, pgs 135-147, 152-156, appendix B and pgs 229-246
- 2 – view at least one focus group tape

October 18th - Session Six - Targeting your voters – building a winning coalition

Reading Assignment

- 1 - The Campaign of the Century Gregg Mitchell
- 2 – Al Reiss and Jack Trout - Positioning
- 3 – due for session seven – paper on the 1934 California Governors race paper on message, radio TV and mail scripts

October 25th - Session Seven – - The Candidates or who's in charge here anyway –

Reading Assignment

Eight James David Barber The Lawmakers, Recruitment and Adaptation to Legislative Life

Reading Assignment - The Campaign of the Century Gregg Mitchell

November 1st - Session Eight – Discussion of papers on the Campaign of the century

November 8th - Session Nine – Advertising Strategies or how the pros do it readings

Reading Assignments

- 1 - Marshall McLuhan – Understanding Media Chapters 1-3, 6, 9, 16-17, 27, 30-31
- 2 – Tony Schwartz – The Responsive Chord

November 15th - Sessions Ten – discussion of strategy in the California governor's races of 1994 and 1998. (with emphasis on the consultants role)

Reading Assignments

1 – Jerry Lubenow - California Votes The 1994 Governors Race (IGS) Chapters 5-7 or

2 – Jerry Lubenow - The 1998 Governors Race (IGS) Chapters 2-4 and Appendix B

Survey of Political Consultants conducted for the Center for Congressional and Presidential Studies at American University

<http://www.american.edu/spa/ccps/pdf/campaignconsultants.pdf>

November 22nd - Session Eleven –

Bob Wickers Message and Production

Class will be held at the media center where spots will actually be produced.

1 – Campaigns and Elections June 2003 Media Masters Karl Struble and Scott Howell

2 – Al Reiss and Jack Trout Marketing Warfare –

3 – Survey of Political Consultants conducted for the Center for Congressional and Presidential Studies at American University

<http://www.american.edu/spa/ccps/pdf/campaignconsultants.pdf>

November 29th - Session Twelve Guest lecture by a media producer probably Dick Morris on Message,

Reading Assignments - 1 - Jim Surmanek - Media Planning A Practical Guide

December 6th Session Thirteen – Media Planning

Reading Assignments - William Goodrich and Jack Sissors – Media Planning Workbook Chapters 11-34

December 13th - Session Fourteen Budgets

Presentation of final papers and Analysis of budget presentation and costs.

December 20th Final Exam Session Presentations of campaign materials.

Required Reading

1 - Kelley, Stanley and Thad Mirer. June 1974. The Simple Act of Voting. *American Political Science Review* 68: 572-591.

2 – Campaigns and Elections August 2003 – Article by Dick Dresner and Robert Wickers

- 3 - Review California statewide studies – materials provided by Dresner Wickers
- 4 – Building a winning Coalition in Minnesota in 2002 – materials provided by Dresner-Wickers inc
- 5 - Campaigns and Elections June 2003 Media Masters Karl Struble and Scott Howell

Greg Mitchell T- The Campaign of the Century – Random House

Richard Niemi and Herbert Weisberg – Controversies In Voting Behavior 4th Edition (CQ Press)

Warren Miller and Merrill Shanks - The New American Voter (Harvard)

Donald P. Green and Albert S Gerber -Get Out the Vote – How To Increase Voter Turnout – Brookings Institution

Holly Edmunds – Focus Group Research Handbook (McGraw-Hill/Contemporary Books – American Marketing Association)

Al Reiss and Jack Trout – Positioning: The Battle for Your Mind (McGraw Hill Trade)

Al Reiss and Jack Trout – Marketing Warfare (McGraw Hill)

James David Barber The Lawmakers, Recruitment and Adaptation to Legislative Life (Yale or Greenwood Publishing)

Marshall McLuhan – Understanding Media: The Extensions of Man (Lewis Lapham)

Tony Schwartz – The Responsive Chord (Doubleday)

Jerry Lubenow - California Votes The 1994 Governors Race (IGS – Berkeley) or

Jerry Lubenow - The 1998 Governors Race (IGS Berkeley)

Jim Surmanek - Media Planning A Practical Guide (NTC)

William Goodrich and Jack Sissors – Media Planning Workbook (NTC)

Survey of Political Consultants conducted for the Center for Congressional and Presidential Studies at American University

<http://www.american.edu/spa/ccps/pdf/campaignconsultants.pdf>