

**POLITICAL SCIENCE 3160**  
**POLITICAL MANAGEMENT**

**Class Sessions: Hinckley Caucus Room, 255 OSH, Tuesdays 1:00-4:00 p.m.**

**Instructor:**  
**Dave Buhler**

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Office Hours: By appointment

**Readings:**

Required Text: *The Campaign Manager, Running and Winning Local Elections*, 3<sup>rd</sup> Edition, By Catherine Shaw, 2004.

Selected Readings ON RESERVE from: *Winning Elections, Political Campaign Management, Strategy & Tactics, The best advice from the pages of Campaigns & Elections*, Edited by Ronald A. Faucheux, 2003.

One or more other short readings may be assigned and provided as a “handout.”

Supplementary Readings: It is recommended that you keep current on the 2006 campaigns by reading local newspapers such as *The Salt Lake Tribune, Deseret Morning News, Ogden Standard Examiner*, and political blogs.

**Course Description:**

This is a three-hour course designed to introduce you to practical politics and the management of political campaigns and help you develop analytical and practical campaign skills through the course lectures, guest speakers, and required assignments and readings. Approximately 20 to 80 pages of reading per week supplement the class lectures and presentations. **Students are strongly encouraged, though not required, to actively participate in a political campaign of their choice an average of at least 5 hours per week through November 14, 2006.**

Alternately, students not wishing to participate in a campaign may meet course requirements through completion of a class paper. As an additional option, students interested in participating in a campaign an average of 15 hours per week (5 hours for this course and 10 hours for an internship), may also register for Political Science 4900 Political Internship and receive an additional 3 credit hours. Class attendance and participation is strongly encouraged.

**Grading:**

Your grade will be based on the following:

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|--|-----------------|
| • Written Assignment (SWOT Analysis):  | 10 pts.         |
| • Midterm Examination:                 | 20 pts.         |
| • Campaign Evaluation or Class Paper*: | 30 pts.         |
| • Final Examination:                   | 40 pts.         |
|  | Total: 100 pts. |

\*Students have option of participating in a campaign an average of 5 hours per week, OR writing a class paper. Such participation in a campaign does not fulfill the Applied Politics Minor internship requirement.

Course grades will be based on the following point scale:

95+: A	75-79: B-	55-59: D+
90-94: A-	70-74: C+	50-54: D
85-89: B+	65-69: C	45-49: D-
80-84: B	60-64: C-	0-44: E

**ADA Disclosure:** The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5050 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services.

### CLASS SCHEDULE

- 8/29: Introductions and expectations  
Overview of Course & Requirements  
Picking a campaign: Who are the candidates in 2006?
- 9/5: **Campaign Letter of Acceptance OR Paper Proposal Due**  
What makes a candidate? (Why do they run?)  
Evaluating the landscape and political climate  
Polling, Guest Lecturer  
Campaign Strategy and Planning—Part I  
    Campaign Committee  
    SWOTs
- 9/12: Issue and Opposition Research  
Campaign Strategy and Planning—Part II  
    Developing a campaign message and themes  
    Debate Strategy and Implementation
- 9/19: Targeting Voters  
The Campaign Plan  
    Budgeting resources & time  
    Scheduling and events  
The Campaign Manager
- 9/26: **Assignment “SWOT Analysis” Due**  
Candidate Debate-1  
“The War Room”  
Fund Raising and Campaign Finance Laws
- 10/3: Candidate Debate-2  
Recruiting and managing volunteers  
Grassroots Organization  
Voter ID and Canvassing

- 10/10: NOTE: CLASS BEGINS AT 2:00 P.M. TODAY  
 Campaign Communication-I  
 Earned Media (Press)  
 Review for Mid-Term Exam
- 10/17: **Mid-Term Examination**  
 Guest Speaker(s): Campaign Press Relations  
 Campaign Communication-II  
     The Stump Speech  
     “Going negative”  
     Damage-Control 101
- 10/24: Campaign Communication-III  
 “Journeys with George”  
 Introduction to Paid Media (Advertising)  
     Electronic: TV, Radio and Internet  
     Direct Mail  
     Newspapers, Signs, and Print  
     Telephone Contacting
- 10/31: Candidate Debate 3  
 Paid Media  
     Guest Speaker  
 More on: Electronic: TV, Radio, Internet  
     Direct Mail  
     Newspapers, Signs, and Print  
     Telephone Contacting  
 Getting Out the Vote
- 11/7: ELECTION DAY—NO CLASS—GET OUT YOUR VOTERS
- 11/14: **Campaign Evaluation OR Class Paper Due**  
 Class Discussion: Who Won and Why in 2006?  
 Post-Election Demobilization  
 The Permanent Campaign  
 Campaign Ethics—an oxymoron?
- 11/21: NOTE: CLASS BEGINS AT 2:00 P.M. TODAY  
 Political Parties Nationally and in Utah  
     Guest Speakers  
 Political Interest Groups  
 The Rise of PACs
- 11/28: Ballot Initiatives and Referendums  
 Political Management for Advocacy Campaigns  
     Guest Speaker

12/5: Campaign Consultants  
Guest Speaker  
Review for Final Exam

12/12: **Final Exam**

(SEE INSTRUCTIONS FOR ASSIGNMENTS ON FOLLOWING PAGES)

**POLITICAL SCIENCE 3160  
POLITICAL MANAGEMENT  
INSTRUCTIONS FOR ASSIGNMENTS**

**Option One: Campaign Internship**

Students will actively participate as a volunteer in a political campaign contributing a minimum of an average of 5 hours per week from Aug. 29 until Election Day Nov. 7. (*Students wishing to work on a campaign an average of 15 hours per week have the option of also registering for PS 4900 Campaign Internship for an additional 3 credit hours.*)

You must pick your campaign, and turn in a “letter of intent” (enclosed) signed by your candidate or campaign manager **no later than Tuesday September 5.**

In picking your candidate/campaign, you may want to consider the following. In 2006 there are several kinds of campaigns from which to choose including U.S Senate, U.S. Congress (three districts), State Senators and State Representatives, County Council Members and County-wide offices, ballot issues, and working at a political party headquarters.

In all likelihood, the campaign started long before today. In Utah, candidates must file a declaration of candidacy in March. This is followed by county or state conventions in April and May (and/or a Primary in late June) which narrows the field to one “nominee” for each party. So when you arrive in late August, your candidate has already successfully maneuvered through this process to become their Party’s nominee. Through this process, leaders and friends have emerged within the campaign staff or volunteer organization, personality conflicts may have arisen and been resolved, and crises may have passed. So when you arrive on the scene and announce yourself as a new campaign intern, you should expect that you will be welcomed with varying degrees of acceptance and trust until you can establish yourself as a trusted and helpful ally. This is accomplished as you competently perform every task you are assigned with a positive attitude, and demonstrate that you will keep confidences and are dependable and trustworthy.

There is a trade-off in what you will experience if you are involved in a high-profile campaign such as U.S. Senate or Congress, versus a more localized campaign such as State Legislative or County Council. The larger campaigns likely have a paid staff and are exciting to be involved in because of the scope of the campaign and the media attention it receives. In a high-profile campaign, however, you may have little or no contact with the candidate or possibly even the campaign manager. In a more localized campaign, such as State Legislature, you may actually end up being the campaign manager yourself, or at least may play a much larger role. And yet, in most cases, these campaigns do not receive much media attention and may not have the glamour or excitement of statewide or even county-wide campaigns. Think about these trade-offs, and decide which kind of campaign best suits your interests and circumstances. You should pick a campaign that you personally believe in and will feel comfortable representing to others.

You should let the candidate or campaign manager know that you are interested in making a significant contribution to their campaign and to help them win; you do not want to be relegated only to busy-work or make-work projects. And yet, you must be prepared and demonstrate a willingness to do the hard “leg-work” of the campaign: office work, envelope stuffing, door-to-door campaigning, telephoning, lawn sign placements, etc. Sit down with your candidate or campaign manager and come to an understanding of what your time commitment and schedule will be (a minimum of 5 hours of campaign work per week is required for class credit) from now

until one week after Election Day. Your candidate or campaign manager must agree to complete a one-page internship evaluation form.

**Campaign Evaluation, 20 points.** You will be required to complete a Campaign Evaluation which includes two parts. Part 1- your candidate or campaign manager must agree to complete a one-page evaluation form and return it to the Hinckley Institute. Part 2- you must prepare a brief one to three page campaign report that summarizes the tasks you performed on behalf of the campaign and the lessons you learned from your experience. **Both parts are due on Nov. 14.**

**OR**

### **Option Two: Campaign Paper**

If your circumstances or interests do not fit well with participating directly in a political campaign this fall, you can opt to write a campaign paper instead of volunteering on a campaign. If you choose this option, your paper must be 10 to 12 pages in length (double-spaced on standard-sized paper) on a topic of interest related to the material in this course. **The paper is due on Nov. 14 and will be worth 20 points. A one-page “Paper Proposal” outlining the topic of your paper, why you are interested in the topic, and/or what you hope to explore, is due on September 5.** In writing your paper you should consult at least five different sources (e.g. books, magazines, or newspaper articles or columns) regarding your topic. Your research should be reflected in the text of your paper and footnotes.

### **Class Assignment (10 points): “SWOT Analysis,” due Sept. 26.**

Write a one to two (double-spaced on standard-sized paper) page “SWOT Analysis” for your campaign, describing the strengths, weaknesses, opportunities and threats facing your candidate (or cause). (If you are not participating in a campaign, choose a campaign, candidate, or elected official to analyze. Please contact the instructor if you have questions about making a selection.) Your analysis should describe the political environment surrounding the race, and an objective appraisal of the candidate’s strengths and weaknesses. In identifying opportunities, consider how the campaign can use your candidate’s strengths (particularly if in contrast to an opponent’s weakness) to reach and mobilize voters. Threats could include the strength(s) of the opposing candidate(s), obstacles that must be surmounted in order for your candidate to win, and issues that may “cut” against your candidate.

**Midterm Examination, 20 pts.:** A one-hour examination will be given in class on **October 17** covering the course material (lectures, presentations, and readings) from August 29 through October 10. Format will include multiple choice, short answer essay, and one essay question. (You will not need to bring a “Blue Book” but will need a pen with dark ink--black or blue.)

**Final Examination, 40 pts.:** A two-hour final examination will be given in class on **December 12**. It will cover the course material (lectures, presentations, and readings) for the entire course, but with the greatest emphasis on the period of October 17-December 5. Format will include multiple choice, short answer essay, and two essay questions. (You will not need to bring a “Blue Book” but will need a pen with dark ink--black or blue.)

## Assigned Readings

RR: Reading on Reserve from “Winning Elections,” edited by Ronald A. Faucheux, 2003.

TEXT: “The Campaign Manager, Running and Winning Local Elections,” 3<sup>rd</sup> Edition, by Catherine Shaw, 2004, Westview Press

### Read By

9/5	Text Introduction:	How to Use This Handbook, p. 1-6
	Text Ch.1:	The Campaign Team, p. 7-20
	Text, from Ch. 2:	“Polling” p. 25-32
	Text, from Ch. 7:	“Tracking Polls” p. 195-198
	Text, from Ch. 9:	“The Candidate” p. 247-264
	RR Ch. 18:	Strategic Polling, p. 154-162
	RR Ch. 19:	Benchmark Poll, p. 163-165
	RR Ch. 8:	War without blood, p. 97-100
9/12	RR Ch. 29:	Opposition research—power of information, p. 199-203
	RR Ch. 30:	Finding your opponent’s weaknesses, p. 204-209
	RR Ch. 34:	Doing opposition research on yourself, p. 221-223
	Text, from Ch. 2:	“Campaign Theme and Message Dvlpt.,” p. 22-25
	Text, from Ch. 9:	“Debates, Fielding Negative Questions,” p. 265-271, and p. 273-275
9/19	Text Ch. 6:	Precinct Analysis: Sinners, Saints, Saveables, p. 133-158
	Text, from Ch. 7:	Targeting Voters, p. 159-195
	Text Ch. 12:	The Campaign Flowchart, p. 349-356
	(Text, Review Chapter 1, p. 7-20)	
	Text, from Ch. 4	“Campaign Budgeting,” p. 71-76
	RR Ch. 3:	Writing your campaign plan, p. 66-78
	RR Ch. 53:	Advice for 1 <sup>st</sup> -time campaign manager, p. 310-312
	RR Ch. 56:	Candidate scheduling—17 rules of the road, p. 318-323
9/26	Text, from Ch. 4:	Fund-Raising, p. 69-114 (excluding p. 71-75)
	Text, from Ch. 9:	“Thank-you notes,” p. 290-292
	Utah Code 10-3-208	(Handout)
10/3	RR Ch. 105:	Making campaigns volunteer friendly, p. 533-537
	Text Ch. 3:	The Volunteer Organization, p. 53-68
	(Text, Review Ch. 7, p. 170-180)	
10/10	Text, from Ch. 9:	“Media and the Candidate,” p. 284
	RR Ch. 92:	Effective press releases, p. 475-477
	RR Ch. 93:	Doing media interviews, p. 478-479
	RR Ch. 96:	Do it yourself sound-bites, p. 487-488
	RR Ch. 97:	Press interviews—do’s and don’ts, p.489-490
10/17	RR Ch. 84:	20 ways to improve your speeches, p. 437-439
	RR Ch. 85:	On the stump—fundamentals, pp. 440-441
	Text, from Ch. 9:	“Developing public speaking, etc.” p. 271-273, 275-279
		“Negative Campaigning” p. 284-290

10/24	Text Ch. 8: Text, from Ch. 7: RR Ch. 37: RR Ch. 79 RR Ch. 80	Media, p. 203-246 “Direct Mail” p. 198-200 Targeting direct mail, p. 237-238 Your Campaign Logo, p. 420-421 Campaign Signs—Get on the Stick, p. 422-426
10/31	Text, from Ch. 4: Text, from Ch. 2: Text Ch. 5: Text Ch. 11:	“World’s Smallest Brochure,” p. 114-118 “Brochure, slogans, logos” p. 32-52 Lawn Signs, p. 119-132 Getting out the Vote, p. 321-348
11/14	Text Ch. 13:	After the Ball, p. 357-360
11/21	Review readings and notes Handout(s)	
11/28	Text Ch. 10:	The Issue-Based Campaign, p. 293-320
12/5	Review readings and notes Handout(s)	