

POLITICAL CAMPAIGNING

(790:301:01)

Fall 2020

Tuesdays 5:35-8:35 pm

Wood Lawn/Virtual (Synchronous)

<https://go.rutgers.edu/a207r484>

INSTRUCTORS

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OFFICE HOURS

Kristoffer Shields: By appointment. I will reserve Tuesdays 4:00-5:00 to always be available. I have found that virtual office hours work best if pre-scheduled, however, so please email me and we will find a convenient time and format. I am always willing to meet with students. I will respond to emails within two business days (but usually more quickly).

COURSE OVERVIEW

The purpose of this course is to provide students with an understanding of the role of political campaigns in the American political system. This semester, the class will primarily use the presidential election, select U.S. Senate races, and recent New Jersey races as case studies for examining the techniques, tactics, events, and media involved in elections. We will spend a good deal of class time listening to presentations from candidates, consultants, pollsters, journalists, lobbyists, and elected officials who will provide a real-world perspective on political campaigning. We will also read and discuss works that take a more critical approach to analyzing campaigns along with those that provide background on key players and the dynamics of the political scene.

Students will be expected to make use of a number of information sources as they develop their understanding of the campaigning process. These will include: 1) class discussions, 2) required readings, 3) special guest presentations, 4) campaign materials, such as brochures, ads, and candidate websites, 5) scholarly research, and 6) media coverage.

This semester will, of course, be unlike any other in the course's long history. The course will be held "remotely," but we will attempt to maintain its key instructional, informational, and community-building aspects. To that end, **we will meet via Zoom synchronously every Tuesday evening** to hear live from Mike and Maggie and our guest speakers and to more informally discuss politics and campaigns.

TECHNOLOGY

Because we will be meeting synchronously on Tuesday evenings, **you will need a computer or device with access to Zoom and an internet connection.** If this is an issue, please contact me so we can find a resolution. The rest of the course—papers, response writings, reading discussion, and other opportunities for participation—we will handle through the course's **Sakai** site.

Please visit the [Rutgers Student Tech Guide](#) page for resources available to all students. If you do not have the appropriate technology for financial reasons, please email Dean of Students deanofstudents@echo.rutgers.edu for assistance. If you are facing other financial hardships, please visit the Office of Financial Aid at <https://financialaid.rutgers.edu/>. Learning remotely presents new challenges. For assistance with learning how to address these challenges, please consult the resources available here: https://rlc.rutgers.edu/remote_instruction

We will all need to be flexible as we undertake this challenge together. I am dedicated to that flexibility and eager to work with you as we go; I hope you, too, will embrace the challenge. If nothing else, we have all learned about flexibility over the past 6 months!

IMPORTANT NOTES:

- **Information discussed in class (particularly by guest speakers) is all off-the-record and is not to be repeated or reported to the media. VIDEO/AUDIO RECORDING OF THE ONLINE SESSIONS IS PROHIBITED, including for note taking purposes. This is as true as ever, despite the necessarily new format.**
- **The schedule on this syllabus is subject to (and extremely likely to) change. At the end of each class, you will be advised of changes to the next week's assignments and who anticipated speakers will be.**

COURSE REQUIREMENTS

Attending all classes:

This is important, despite our virtual challenges. The majority of material learned in this class will be conveyed by guest speakers and analyzed in class discussions. Therefore, class attendance (on time and for the entire class session) is essential. Attendance will be taken and unexcused absences will affect your final grade. If you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

That said, we will adjust to the new circumstances this semester. If you are ill, for example, or need to take care of a family member who is ill, please contact me and we will work it out. We will discuss this further in our first class session and, as always, I am available to discuss individually.

Following the news:

Students must monitor stories and events related to current campaigns as well as politics in general. This will include newspapers, television stations, websites and radio programs. You will be expected to know current news for assignments and class discussions.

Completing assignments:

Students will be asked to complete four papers. Due dates and details are noted below.

Paper #1 – October 6: Make an argument about what current campaign dynamics mean for American democracy. Choose one specific topic and find at least three scholarly sources to support your argument. Topics include, but are *not limited* to: redistricting, foreign interference, electoral college, social justice movements, money in campaigns, negative campaigning, the media, new technology, parties/partisanship, voter turnout, voter suppression, or the professionalization of campaigns. (3-5 pages, double-spaced)

Paper #2 - Due November 3: You will select a state/election and will have to develop a campaign plan for your candidate. This must include all of the elements of a campaign plan described in Burton and Shea's *Campaign Craft*. (3-6 pages, double-spaced)

Paper #3 – Due November 17: Describe your volunteer campaign experience. Papers must be submitted with a Volunteer Experience form, signed by your supervisor. (see Volunteering/Civic Engagement below) (2-4 pages, double-spaced)

Paper #4 – Due December 8: Compare a modern presidential campaign (since 2000) with the Adams-Jefferson campaign, as described in *A Magnificent Catastrophe: The Tumultuous Election of 1800, America's First Presidential Campaign*. How have things changed? How do they remain the same? (3-6 pages, double-spaced)

Late papers will be downgraded for each day they are overdue. Spelling and grammar count.

More details about these assignments will be distributed in class. Each paper is worth an equal amount towards your final grade (see Grading section).

VOLUNTEERING / CIVIC ENGAGEMENT

As part of the class, you are required to volunteer for a **minimum of three hours** with a candidate's campaign or with an organization advocating for a candidate running this year. This will give you first-hand experience with a political campaign. Volunteer opportunities will be discussed in class, but you should begin right away pursuing these opportunities on your own. You will be required to have a supervisor sign off upon completion of your volunteer hours. We will discuss further in class, but we will adjust to this year's circumstances in various ways, including expanding options and allowing supervisors to email completion notification.

REQUIRED READINGS

The following texts are required and available at the Rutgers Book Store (or online):

1. Michael John Burton, William J. Miller, and Daniel M. Shea. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management*, 5th Edition. Praeger, 2015. (Core Text) (ISBN: 9781440837326)
2. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz. *Campaigns and Elections: Rules, Reality, Strategy, and Choice*, 3rd Edition 2018 Election Update. W.W. Norton and Company. 2018. (Background and Paper 1 starting point) (ISBN: 9780393664676)
3. Edward J. Larson. *A Magnificent Catastrophe: The Tumultuous Election of 1800, America's First Presidential Campaign*. Free Press, 2008. (Context and basis for Paper 4) (ISBN: 9780743293174)

Additional readings listed for each class date can be found on the Sakai site. There may also be some additional readings distributed in class or added to the Sakai site throughout the semester.

GRADING

Your final grade will be calculated based on the following:

Weekly reading responses	25%
Papers (4, each weighted equally)	60%
Class attendance <u>and</u> participation	15%

Late papers will be downgraded for each day they are overdue. Spelling and grammar count. You will be judged by the content of your work.

Students with disabilities requesting accommodations must follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full disability policies and procedures are at <https://ods.rutgers.edu/>

ATTENDANCE AND READING RESPONSES

Attending all classes and being there on time is essential.

Short reading responses (~1/2 page double spaced) will be due on Tuesday afternoons and will be submitted via Sakai. Weekly reading responses will cover the assigned readings and may ask you to incorporate remarks from class speakers or recent political news. Response assignments for weeks 2-8 will correspond with the Paper 2: Campaign Plan assignment and will assist you in drafting your paper. Required reading and response assignments will be distributed at the end of each class. The responses will be graded and averaged together for 25% of your overall grade.

Attendance will also be taken at the end of each class that will be incorporated into the participation portion of your grade (15%). If you leave class early without prior approval for an excused absence, your attendance grade for the day will be downgraded.

SPEAKER PROTOCOL

The core of this course will be the guest speakers who present at nearly every class meeting. These speakers are the top candidates, elected officials, party leaders, campaign staff, journalists and professionals in the state of New Jersey and nation. They are invited to convey their knowledge and experiences to the class and come as a courtesy to us. We will distribute short biographies on each speaker in advance of their attendance, so students can become familiar with them. Please take the time to read these biographies and prepare possible questions ahead of class. During the class, students are encouraged to ask questions, but we do ask that certain protocol be followed:

- Be polite. These are invited guests and will be treated with respect.
- Please mute yourselves when speakers are talking on Zoom so others can fully hear the presentation.
- When you speak in class to guest speakers, state your name, so the speaker knows who they are talking with.
- When you ask a question:
 - Make sure that it is something you could not answer for yourself. Remember that the speakers are experts in their field. Take this opportunity to ask them questions that you could not answer elsewhere.
 - Do not follow up your own question. Once a speaker has given an answer, it is their choice to select another question. If you are not satisfied with the answer you received, ask for clarification later.
 - Keep in mind that you are not going to change a speaker's opinion, or alter their political views. Your question is an opportunity to learn from their expertise.
- PLEASE DO NOT BRING FOOD TO CLASS. We do meet late in the day, but it is very distracting to have people eat during class, even when online. Please save snacks for our breaks or when speakers are not speaking.
- NO CELL PHONES. When speakers are on camera, we expect you to give them your undivided attention.

CIVIL DISCOURSE

All students in this course must abide by the Rutgers Code of Student Conduct and must meet the following civil discourse expectations. These expectations are rooted in the belief that the challenges of understanding and seeking to improve politics, public policy and government require open and civil discourse. Different ideas, perspectives and opinions are welcome and should be expressed and debated with respect and curiosity, and without personal insult or attack. Behavior in class or online that is deemed to conflict with these expectations can be grounds for a reduced or failing grade.

ACADEMIC INTEGRITY

Summary:

<http://nbacademicintegrity.rutgers.edu/home-2/academic-integrity-policy/>

Resources for Students:

<http://nbacademicintegrity.rutgers.edu/home-2/for-students/>

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Academic Integrity Policy and the possible penalties (including suspension and expulsion) for violating the policy. As per the policy, all suspected violations will be reported to the Office of Student Conduct. Academic dishonesty includes (but is not limited to):

- Cheating
- Plagiarism
- Aiding others in committing a violation or allowing others to use your work
- Failure to cite sources correctly

- Fabrication
- Using another person's ideas or words without attribution—re-using a previous assignment
- Unauthorized collaboration
- Sabotaging another student's work in doubt, please consult the instructor

Please review the [Academic Integrity Policy](#)

Honor pledge:

All students will need to sign the Rutgers Honor Pledge on every major exam, assignment, or other assessment as follows:

On my honor, I have neither received nor given any unauthorized assistance on this examination (assignment, paper, quiz, etc.).

READINGS AND DISCUSSIONS

Beginning on September 15th, we can expect to have at least one guest speaker each class. Speaker schedules might not directly follow the predetermined course syllabus or match up with weekly readings so we will have to be flexible.

- September 1 INTRODUCTIONS AND 2020 POLITICS
- Sides et al, *Campaigns and Elections*, Chapters 1-3
- September 8 NO CLASS – ATTEND MONDAY CLASSES
- September 15 CAMPAIGN PLAN AND NJ POLITICS
- Burton and Shea, *Campaign Craft*, Chapter 1 and 2
 - Sides et al, *Campaigns and Elections*, Chapter 9
- September 22 BLACK LIVES MATTER AND SOCIAL JUSTICE MOVEMENTS
- Sides et al, *Campaigns and Elections*, Chapter 14
 - Additional readings to be distributed
- September 29 POLLING AND VOTER CHOICE
- Burton and Shea, *Campaign Craft*, Chapter 5
 - Sides et al, *Campaigns and Elections*, Chapter 13
- October 6 SEGMENT ANALYSIS, VOTER PARTICIPATION AND OPPOSITION RESEARCH
- ⇒ **Paper #1 due: Campaign Dynamics and Democracy**
- Burton and Shea, *Campaign Craft*, Chapters 3 and 4
- October 13 VOTER TARGETING AND DIRECT CONTACT
- Burton and Shea, *Campaign Craft*, Chapter 6 and 10
 - Larson, *A Magnificent Catastrophe*, Introduction and Chapter 1
- October 20 STRATEGIC COMMUNICATIONS AND EARNED MEDIA
- Burton and Shea, *Campaign Craft*, Chapter 8 and 9
 - Larson, *A Magnificent Catastrophe*, Chapter 2
- October 27 FUNDRAISING, DARK MONEY, AND INDEPENDENT EXPENDITURES
- Burton and Shea, *Campaign Craft*, Chapter 7
 - Larson, *A Magnificent Catastrophe*, Chapter 3
- November 3 NO SYNCHRONOUS CLASS SESSION – ELECTION DAY
- ⇒ **Paper #2 due: Campaign Plan**
- Larson, *A Magnificent Catastrophe*, Chapter 4
- November 10 ANALYSIS OF ELECTION DAY RESULTS AND TRANSITION OF POWER
- Larson, *A Magnificent Catastrophe*, Chapter 5
- November 17 WOMEN AND POLITICS
- ⇒ **Paper #3 due: Volunteering Experience**
- Larson, *A Magnificent Catastrophe*, Chapter 6
 - Additional readings to be distributed
- November 24 POLITICAL PARTIES AND CAMPAIGNING DURING A PANDEMIC

- Sides et al, *Campaigns and Elections*, Chapter 6
- Larson, *A Magnificent Catastrophe*, Chapters 7 and 8

December 1

INTEREST GROUPS

- Sides et al, *Campaigns and Elections*, Chapter 7
- Larson, *A Magnificent Catastrophe*, Chapter 9 and 10 (and Epilogue)

December 8

OUR DYNAMIC SYSTEM

⇒ **Paper #4 due: *A Magnificent Catastrophe* Analysis**

STUDENT-WELLNESS SERVICES:

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ <http://health.rutgers.edu/medical-counseling-services/counseling/>

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professionals within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community, and consultation and collaboration with campus partners.

Crisis Intervention : <http://health.rutgers.edu/medical-counseling-services/counseling/crisis-intervention/>

Report a Concern: <http://health.rutgers.edu/do-something-to-help/>

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.