Fundamentals of Political Strategy & Campaign Management:  
POLITICAL CAMPAIGNS I: HOW TO WIN AN ELECTION

Course:         POL-GA 1301-001  
Semester:       Fall 2013  
Time:           Tuesday 2:00 - 3:50PM  
Location:       19 W. 4th - Room 432  
Instructor:     Eli F. Bleich

Syllabus & General Requirements:  

Attend All Classes  
(Only one un-excused absence, will be permitted. An additional excused absence will be permitted for ‘cause’ solely at my discretion)

Read and View all Books, Articles, and Movies on the reading list during the course of the semester

Read: The New York Times regularly - be prepared to discuss relevant stories contained in the paper. Follow 2013 NYC Elections (you can also subscribe on line to the ‘Politics’ daily e-mail at the New York Times)

Watch: Television Network News, Fox News, MSNBC, Al Jezeera, and The Daily Show. HBO’s ‘Newsroom’ is often good too – as is CBS ‘The Good Wife’

Political/Media Blog and Comments. Create and Contribute to class website. We will discuss the mechanics of this in class. Example:  
http://fundamentalsofpoliticalstrategy.wordpress.com/

Bring Something New to the Table.  
Present something new and interesting that you have come across – either on-line, or elsewhere - to the class. An approximately 10 minute presentation – usually at the start of class – you need only do one during the semester – sign up in class for the date you would like to present). More about this in class. Here’s an Example of a video one student found on line and shared with the class when we were discussing the concept of Framing:  
http://www.youtube.com/watch?feature=player_embedded&v=AoT13m8-Kxo#at=65

Mid-Term
There will be two or three (short) mid-term papers required for this course, each covering a specific module of our studies - plus an assignment to create a campaign plan/memo, and a short ‘stump’ speech.

One of the papers should be a review and/or analysis of one of the books read during the semester - or a film seen as part of the course – or an analysis of one of
our Guest Speaker’s lectures. This paper should connect to other class readings and/or lectures, so as to show patterns and techniques of election campaigns.

The other major mid term paper will involve your own creation of a more fully developed Campaign Plan and Strategy Memo. More on this in class as we go along.

Additionally, I will expect you to post your thoughts and ideas about the topics that are under discussion - to our class page – (from time to time)

**Final Project**
Group projects (2 to 3 people per group)

Design a campaign – Do the research – Present a Campaign Plan - Select a Candidate or Issue or Both – Develop Messages – Write Ads – Write/Produce examples of media designed to effectively communicate issues and ideas – demonstrate the use of appropriate mediums for appropriate messages. Strut your stuff.

The subject of your project - and participants in your group – need to be approved in advance by me. Further discussion on this in class.

**OR:**
If you are an unrepentant Academic – you may submit an Individual Academic Study paper (10 – 12 Pages), the subject of which also needs to be approved in advance by me.

**Grading:**
Your grade will be earned as a compilation of the following:

- Preparation for, and Participation in class 50%
- Blogs, Presentations & Mid-Term Papers 50%
- Final Projects and Other Contributions 50%

Whoever said it had to add up to 100%?

**Notes:**
The Guest Lecturers (shortly to be listed) are not yet scheduled. Due to their changing schedules, some may ultimately not be able to appear – or need to be rescheduled - to conform to changes in their own schedules.

Please make every attempt possible (excused absences will not be given for those dates) to attend their talks. Should the date of their appearance change, I will notify you as soon as I know.
**Readings / Screenings / Articles**

The list of books below make up the bulk of reading material for the course. Some of these titles are meant to be read in their entirety – others just specific excerpts or chapters. Many are available on line (particularly where we are only reading part of the book) – and so they do not need to be purchased – although some you may want for your permanent library – if you are really interested in Campaigns and Elections.

The films listed are also all available on Netflix, or iTunes, or other online outlets. Some may also be in theaters. They are an invaluable source of cultural content related to how people regard politics and politicians. Be sure to watch them, and be prepared to talk about them in the context of what we are doing in class.

The Articles listed (for each session) are all linked to their source (if not, then their source is noted so that you can find them easily). Some of these are essential – others are supporting evidence to our class conversations and other readings. Many will change during the course of the semester, as other articles come along that are more current – and more pertinent to our discussions. Stay alert yourself to the things you read – and suggest articles to the class - that you think are interesting.

**Book List**

**How to Win an Election** (Cicero – Translated by Philip Freeman) worth owning.

**The Making of the President 1960** - Chapters 1 through 4. (Theodore White)

**Propaganda** (Bernays) available on line – but worth owning.

**The Responsive Chord** (Tony Schwartz) out of print but can be found on Amazon

**Don’t think of an Elephant** (George Lakoff)

**The Prince** (Nicolo Machiavelli) on line – but also worth owning

**Rules for Radicals** (Saul Alinsky) available used

**Campaigns & Elections America Style** (Thurber & Nelson) sort of our basic text

**The Selling of the President** (Joe McGinnis)

**Victory Lab** (Sasha Isenberg) we will read this over the course of three sessions

**The Revolution will not be Televised** (Joe Trippi) maybe

**The Tipping Point** (M. Gladwell) the first few chapters only

**Academic Papers, Excerpted Chapters & Relevant Articles** are listed in the syllabus under the appropriate class session for which they should be read – they are all available on line – or linked to their source.

**Movie List**

**Primary**

**War Room**

**The Candidate**

**Ides of March**

**Our Brand is Crises**

**No**

**(Cocalero) maybe**
SESSION I

Introductions & Expectations / Talk about objectives of the class

What do you think this class is going to be about?
What do you expect to get out of this class?

Review syllabus and class work flow
Readings & Screenings
Web-site Creation
Class Presentations

Module I  The Election Game

SESSION II

Politics - the Art of the Possible
It’s not called lying – it’s called ‘telling the truth in advance’

Read before Class:

Campaigns and Elections American Style: Thurber & Nelson
Chapter 1, pages 1-9 and Chapter 13, Campaigns Matter

The Making of the President -1960: Theodore White
(Chapters 1 – 4)

Screen before Class:

Primary

In Class Discussion:
The Origins and Evolution of Political Campaigns
A Nation in the Center –Centers on the Edge
Parties and Primaries
Gerrymandering
All Politics are Local
Messages, and Media

In Class Screening:
Primary (Selected sections)
SESSION III

Propaganda, Politics, & the Origin of Ideas
In the Beginning there was the Word

Read before Class:

**Bernays’ Propaganda**
(Introduction through Chapter VI)
[www.whale.to/b/bernays.pdf](http://www.whale.to/b/bernays.pdf)

**Walter Ong: The Tradition of Western Literacy** Orality, Literacy, and Media (Ch9)
*Ong, Walter. "Orality, Literacy, and Modern Media."*

**Bruce A. Rosenberg: The Complexity of Oral Tradition**
[http://journal.oraltradition.org/files/articles/2i/7_rosenberg.pdf](http://journal.oraltradition.org/files/articles/2i/7_rosenberg.pdf)

**McLuhan: The Guttenberg Galaxy:** Wikipedia (Opinion Essay)

**In Class Discussion:**
Origins of Leadership and the Voicing of (Obvious) Ideas
What we put in – what we leave out – and what people hear

**In Class Screening:**
[http://www.youtube.com/watch?v=6pyyP2chM8k](http://www.youtube.com/watch?v=6pyyP2chM8k) Bernays
[http://www.youtube.com/watch?v=s18vu5tCzsc](http://www.youtube.com/watch?v=s18vu5tCzsc) On Bernays
[http://www.youtube.com/watch?v=9s9mlCgeH18](http://www.youtube.com/watch?v=9s9mlCgeH18) On Bernays
SESSON IV

Media as the Environment - The Environment as the Media

Read before Class:

Tony Schwartz: The Responsive Chord
Out of Print – but available (used) in paperback from Amazon

Marcel Duchamp: The Creative Act

Michel de Certeau: Walking in the City

Skyscraper City

Maya Lin – Vietnam Memorial
http://www.nybooks.com/articles/archives/2000/nov/02/making-the-memorial/?pagination=false

Shepard Fairey: Interview
http://wwinterviewmagazine.com/art/shepard-fairey#

K’Naan: Censoring Myself

In Class Discussion:
Guttenberg & Unintended Consequences
The way things are – not the way you’d like them to be

In Class Screening:
Chrysler (½ time in America) spot
NY Presbyterian Hospital (little girl) spot
GE Appliance Park/Cancer Patients/Jet Engine) Spots
K’Naan Like a Waving Flag (QTV & Coca Cola)
SESSION V

Do you want to be right – or do you want to win?

Read before Class:

**Cicero (Quintus- Brother of Marcus) How to Win an Election**
(Translated by Philip Freeman) Princeton University Press

**Machiavelli’s ‘The Prince’**

**Saul Alinsky – Rules for Radicals**

**Know Thine Enemy, Noam Cohen**, NYT 8/23/09

**Florence and The Drones, David Brooks**, NYT 2-8-13

In Class Discussion

The way the world is

(Discussion of Topics for Mid-Term Paper(s))
SESSION VI

“The truth? You can’t handle the truth!”
“I was framed.”

Read before Class:

George Lakoff: don’t think of an elephant
Chelsea Green, Sept 2004

Mabel Berezin: Passionate Politics. Emotions and Social Movements
“Emotions and Political Identity: Mobilizing Affection for the Polity” Chapter Five,
http://www.gpia.info/files/u930/Berezin_Mabel-_Emotions__Political_Identity__Chapter_5.pdf

The Framing Wars, Matt Bai, NYT Magazine 7/17/05

Breaking up the Echo, Cass Sunstein NYT 9/17/12
http://www.nytimes.com/2012/09/18/opinion/balanced-news-reports-may-only-inflame.html

How to get the Rich to Share the Marbles NYT 2/20/12
http://campaignstips.blogs.nytimes.com/2012/02/20/how-to-get-the-rich-to-share-the-marbles/

Screen before Class:

War Room

In Class Discussion:

Framing the message
Following the Money (Citizens United)
Changing Issues into Values (and Emotions)

Winter Break
Module II  Campaign Elements

Session VII  October 23, 2011  Mid-Term Paper Due

Branding

Read before Class:


The Permanent Campaign and It’s Future
Chapter 7 - The Never Ending Story & Chapter 8 - Lessons from Clinton

In Class Discussion:
A Never Ending - Self Centered - Self Interest - Story
Session VIII

The Political Consultant & Campaign Strategist
Who’s in charge, here?

Read before Class:

**Campaigns and Elections American Style:** Thurber & Nelson
Chapter 2 Creating a Winning Campaign Strategy

**The Selling of the President**, Joe McGinniss

Screen before Class:

- Our Brand is Crises
- Ides of March

In Class Discussion:

Elections are Always about the Future

Guest Lecture

Consultant / Political Strategist
Session IX

The Candidate
The Prose of Policy & the Poetry of Politics

Read before Class:

**Campaigns and Elections American Style:** Thurber & Nelson

*Chapter 13 Campaigns Matter*

**Victory Lab** Sasha Isenberg

Beginning through Chapter ??? (aprox)

*Is Eloquence Overrated, Peter Applebome*, NYT 1/13/08

*The Rise of Popularism Thomas Friedman* NYT

Screen before Class:

Robert Redford, in Michael Ritchie’s: *"The Candidate"*

In Class Discussion:

- The Role of the Candidate
- Messages and Money
- What you said – What they heard

Guest Lecture: Candidate
Survey Research & Polling
Polls don’t tell you who will win. Polls tell you how to win.

Read before Class:

**Campaigns and Elections American Style:** Thurber & Nelson:
Chapter 3 - The use of Survey Research in Campaigns

**Victory Lab:** Sasha Isenberg
Continue through Chapter ??? (aprox)

**Polls Predicted a Bloomberg Blowout**, Sam Roberts, NYT 11/14/09

**Five Thirty Eight: Why Obama may be Stronger than his Approval Ratings**, Nate Silver NYT 7/13/12

**Online Data Helping Campaigns**: Tanzina Vega NYT 2/20/12

**Political Scientist are Lousy Forecasters**: Jacqueline Stevens NYT 6/24/12

**In Class Discussion:**
Issues and Values (No one ever changes their mind)
Predictions and Predilections

**Guest Lecture**
Research / Message Development
Session XI

Mid Term (Campaign Plan) Paper Due

Management, Organization, and the “Field”
Boots on the Ground
Small fish – (in large pools)

The Tipping Point  Malcom Gladwell, Boston: Little, Brown, 2000
Introduction and Chapters 1 and 2 (Pages 3 –89)

Victory Lab : Sasha Isenberg
Complete Book

Campaigns and Elections American Style: Thurber & Nelson:
Chapter 8 Fieldwork in Contemporary Election Campaigns

In Class Discussion
The Ground Game
  Trench Warfare – Door to Door
  Technical Warfare - Finding the Look Alike(s)
  Getting out the vote – or Not?
Module III  
Crafting the Campaign

Session XII & XIII

Targeting the campaign
- Right Message - Right Media
- Earned (Free) Media, Paid Media
- News Media, New Media, Social Media
- Media Activism ('Occupy Wall Street; Occupy Media')

Read before Class


**Networks of Outrage and Hope**: Castells
Opening; Occupy Wall Street; Changing the World (Pages 1-19 & 156-243)

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**Social Media as Social Index**, Jon Gertner, NYT Magazine 12/19/10

**In Singapore, Political Campaigning Goes Viral**, Seth Mydans, NYT 5/6/11
[http://www.nytimes.com/2011/05/06/world/asia/06iht-singapore06.html](http://www.nytimes.com/2011/05/06/world/asia/06iht-singapore06.html)

**Push Comes to Shove** “Technology helps ignite change”, Scott Shane, NYT 1/30/11

**On Al Jazeera, a Revolution Televised**, Robert F. Worth, NYT 01/29/11

**Movement Began with Outrage**, Jennifer Preston, NYT 2/6/11

**In China, Political Outsiders Turn to Microblog Campaigns**, S. LaFraniere, NYT 11/1/11

**Pew Media Study Shows Reliance on Many Outlets**, Brian Stelter, NYT 9/26/11
Screen before Class

No

In Class Discussion:
If it’s on TV, it must be true
Documentary – and Documentary Style
“At the crossroads of the future stand a thousand guardians of the past”

Session XIV

Final Conclusions
Final Presentations
**Book List**

The Making of the President 1960  Theodore White  
Propaganda  Bernays  
The Responsive Chord  Tony Schwartz  
Don’t think of an Elephant  Lakoff  
How to Win an Election  Cicero  
The Prince  Machiavelli  
Rules for Radicals  Alinsky  
Campaigns & Elections America Style  (Thurber & Nelson)  
The Selling of the President  McGinnis  
Victory Lab  Isenberg  
The Revolution will not be Televised  Trippi  
The Tipping Point  Gladwell  

**Movie List**

Primary  
War Room  
The Candidate  
Our Brand is Crises  
Ides of March  
No  

**Guest Speaker List**

Mike Murphy  
Michael Rowan  
Chris Shays  
Mel Wymore  
John Rusenello  
Mark Longabaugh