

GOVERNMENT 370L
CAMPAIGNS AND ELECTIONS

PROFESSOR DARON SHAW
FALL 2011

UNIQUE #:	38835	MEETING TIME:	T, TH 5:00-6:30
OFFICE:	BATTS 4.146	OFFICE HOURS:	T, TH 1:30-3:00
PHONE:	232-7275	MEETING PLACE:	MEZ B0.306
EMAIL:	dshaw@austin.utexas.edu	CAMPUS MAIL:	A1800
TA:	GUSTAVO RIVERA	OFFICE:	BATTS 1.118
EMAIL:	grivera@mail.utexas.edu	PHONE:	232-7240
		OFFICE HOURS:	T, TH 3:30-5:00

COURSE OVERVIEW

This course is designed to introduce you to American political campaigns and elections through lectures and readings. It is not designed to serve as a “how to” manual for aspiring politicians or consultants. More often than not, it is more theoretical than practical. Still, some nuts and bolts information is essential and will be part of the curriculum. My main focus is on federal elections, though references are made to state and local elections. We spend some time revisiting past campaigns and elections in order to contrast and explicate contemporary American electoral politics. The lectures and readings pay particular attention to the presidential elections of 2000, 2004, and 2008. The races between George W. Bush and Al Gore and John Kerry (respectively) and between Barack Obama and John McCain are not only the most recent, but provide vivid details supplementing the theoretical and descriptive points raised in the course.

As with the lower division version of this course, there are three primary objectives. The first is to provide basic information about American elections and electioneering by examining both the rules of the game and the players. The second is to develop analytical skills with which to analyze complex relationships and phenomena. The third is to introduce you to the work of the political scientist by concentrating on paradigms and techniques of the discipline. Unlike the lower division course, the emphasis is on the latter two goals.

COURSE REQUIREMENTS

Midterm Examinations

Midterm #1	50 points (25%)
Midterm #2	50 points (25%)

Campaign Simulation

Group Presentation	40 points (20%)
Individual Paper	50 points (25%)

Participation and Attendance

10 points (5%)

There are two main requirements for this course. First, there will be **two exams**. The first is worth twenty-five percent (25%) of your grade and will probably be given on **October 4**. The second will also be worth twenty-five percent of your grade and will probably be given on **December 1**, the last day of class. The examinations are not cumulative; exam #1 covers material through week 6, while exam #2 covers material from weeks 7-14. They will feature a mixed format, with multiple choice and short answer questions. The exams draw roughly equally from lecture and the readings. When taking the exams, you are not allowed to talk or use your notes, books or

neighbor's test. Anyone caught cheating will be treated per University guidelines. Study groups, on the other hand, are encouraged. Failure to take either of the exams at the appointed times results in a grade of F. I allow cumulative exams for those with compelling excuses, but I am the sole arbiter of what constitutes a compelling excuse. You need medical or extreme personal difficulties before I will consent to such an action. There will be no early exams, nor can exams be taken at any place other than the scheduled room. If you cannot take the exams at the scheduled time and place, you should not enroll in the course.

Second, there will be a **campaign simulation**. I have selected three candidates (Republicans Mitt Romney and Rick Perry, and Democrat Barack Obama) and assigned them to eight battleground states—this yields a total of sixteen campaigns. For every state, each candidate will have a team of five students, each of whom will be responsible for **a report on a selected aspect of the campaign**. The individual reports will be 8-10 pages long and will count for twenty-five percent (25%) of your grade. Details on the expectations for the report will be provided in class, but suffice it to say that you are expected to provide a plan detailing how your candidate will deal with one of the following aspects of the campaign: (1) budget, resource allocation, and fundraising, (2) polling and GOTV, (3) paid advertising, (4) scheduling, advance, and media, and (5) online and social media outreach.

Each campaign team will also be responsible for **a twelve (12) minute presentation**. Presentations will be held during a Saturday session on **November 19**. The audience will include myself, other professors and political consultants, and several graduate students currently studying campaigns and elections. The point of the presentation is to present a strategic overview of the candidate's prospects. Unlike the reports, the grade for the presentation will be collective (everyone on the team gets the same mark), and will constitute twenty percent (20%) of your overall grade.

Finally, attendance and participation are strongly encouraged. I reserve the right to give pop quizzes at any time, and these quizzes are worth five percent of your final grade.

READINGS

There are three required texts for the course. They are available at the University Co-Op bookstore.

1. Daniel M. Shea and Michael John Burton. *Campaign Craft*. 4th edition. New York: Praeger, 2010.
2. Catherine Shaw. *The Campaign Manager*. 4th edition. Boulder, CO: Westview Press, 2010.
3. Daron Shaw. *The Race for 270*. Chicago: University of Chicago Press, 2006.

COURSE FORMAT

Class meetings run approximately one hour and 15 minutes and rely on a lecture format. However, I ask questions of the class and may call on students at random. On the other side of the lectern, questions and observations are always encouraged. I try to recognize those raising their hand to ask a question as soon as possible.

POLICY & PROCEDURES

- ✓ It is distracting and discourteous to arrive late or leave during the lecture. I would discourage you from making a habit out of it.
- ✓ There will be no breaks during the class, so food, beverage and restroom necessities should be taken care of prior to class.
- ✓ Please turn off all cell phones and pagers prior to entering the classroom.
- ✓ You are permitted to use your laptops to take notes.
- ✓ You are not permitted to transmit, copy, or otherwise distribute lecture material without my expressed written consent.
- ✓ At a more general level, please show respect for the classroom environment.

STUDENTS WITH DISABILITIES

Any disabled student may request appropriate academic accommodations from the office of Services for Students with Disabilities (471-6259).

<http://www.utexas.edu/diversity/ddce/ssd/>

DISHONESTY

Incidents of cheating, plagiarism, and general academic dishonesty will be treated as per university guidelines. Please note the Honor Code of the University:

<http://registrar.utexas.edu/catalogs/gi09-10/ch01/index.html>

OTHER RESOURCES

There are a number of web sites that will be useful for this course.

1. David Leip' Atlas of U.S. Presidential Elections (<http://uselectionatlas.org/>)
2. Texas Legislative Council (<http://www.tlc.state.tx.us>)
3. CNN's Exit Poll Archive (<http://www.cnn.com/ELECTION/2000/> or [/2004/](http://www.cnn.com/ELECTION/2004/))
4. National Election Study (<http://www.umich.edu/~nes/>)
5. Roper Center for Public Opinion (<http://www.ropercenter.uconn.edu/>)
6. JSTOR site for academic journal articles (<http://www.jstor.org>)
7. Polling Report (<http://www.pollingreport.com>)
8. Pollster.com (<http://www.pollster.com>)
9. RealClear Politics (<http://www.realclearpolitics.com>)
10. OpenSecrets (<http://www.opensecrets.org>)
11. FollowtheMoney.org (<http://www.followthemoney.org>)
12. Federal Election Commission (<http://www.fec.gov>)
13. The Living Room Candidate (<http://www.livingroomcandidate.movingimage.us/index.php>)
14. Stanford Political Communication Laboratory (<http://pcl.stanford.edu>)
15. Vanishing Voter Project (<http://www.vanishingvoter.org>)
16. Nate Silver's 538.com (<http://fivethirtyeight.blogs.nytimes.com/>)
17. MonkeyCage (<http://themonkeycage.org/>)

In addition, you may want to find the Secretary of State's web site for the state of your election. The Election Division is usually housed in that department and should provide useful information about past results and the upcoming election.

COURSE SCHEDULE

Week	Date	Subject	Reading
1	Aug. 25	Course Description What are campaigns? Why do we care?	"Campaign Manager," 10 Commandments, Cardinal Sins "Race to 270," ch. 1-2
2	Aug. 30 Sept. 1	The Decision to Run	"Campaign Craft," ch. 2 "Campaign Manager," pp. 261-80
3	Sept. 6-8	Building an Organization	"Campaign Manager," ch. 2, 4
4	Sept. 13-15	Developing a Plan	"Campaign Craft," ch. 1, 4 "Campaign Manager," ch. 1, 12
5	Sept. 20-22	Public Opinion and Polling	"Campaign Craft," ch. 5
6	Sept. 27-29	Voting and Turnout	"Campaign Manager," ch. 11
7	Oct. 4 Oct. 6	Midterm #1 Campaign Finance	"Campaign Craft," ch. 7 "Campaign Manager," ch. 5
8	Oct. 11 Oct. 13	Campaign Finance Primary Elections	
9	Oct. 18 Oct. 20	Primary Elections Television Advertising	"Campaign Craft," ch. 8
10	Oct. 25 Oct. 27	Television Advertising Radio, Phones, Mail, Online and Social Media Outreach	"Race to 270," ch. 4-5 "Campaign Craft," ch. 10 "Campaign Manager," ch. 3, 6, pp. 224-260, 301-308
11	Nov. 1 Nov. 3	Targeting Opposition Research	"Campaign Craft," ch. 6 "Campaign Manager," ch. 7 "Campaign Craft," ch. 3
12	Nov. 8-10	News Media	"Campaign Craft," ch. 9 "Campaign Manager," pp. 211-23
13	Nov. 15 Nov. 17	Conventions and Debates The Electoral College	"Campaign Manager," pp. 280-93 "Race to 270," ch. 3
	Nov. 19	Campaign Plan Presentations (place: TBA)	
14	Nov. 22 Nov. 24	Local Elections and Initiatives Thanksgiving	"Campaign Manager," ch. 10
15	Nov. 29 Dec. 1	Do campaigns matter? Reforming Campaigns Midterm #2	"Race to 270," ch. 6

A Brief Description of the Simulation Exercise

1. Each team has five people:
 - a. Budget, resource allocation, and fundraising,
 - b. Polling and GOTV
 - c. Paid advertising,
 - d. Scheduling, advance, and media, and
 - e. Online and social media outreach

2. There will be as many as seven elections:

	Republican	Democrat
Florida:	Perry	Obama
Wisconsin	Romney	Obama
North Carolina:	Perry	Obama
Ohio:	Romney	Obama
Pennsylvania:	Perry	Obama
Virginia:	Perry	Obama
Colorado:	Romney	Obama

The campaign you will work for and the team you will work with will be determined by a random draw. Not everyone will be working for a candidate (or a party) that they support. Welcome to American politics!