

UNIVERSITY OF TEXAS AT AUSTIN

Government 370L
ELECTION CAMPAIGNS

Professor Daron Shaw
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Unique #:	38680	Meeting Time:	TU, TH 5:00-6:15
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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. 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. These races are not only the most recent, but provide vivid details supplementing the theoretical and descriptive points raised in the course.

More specifically, the course has 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. My emphasis here is on the latter two goals. You will have a variety of ways to demonstrate your mastery of course material: there will be two in-class examinations, a group presentation, and a research paper. How well you do on each of these will determine your grade in the course.

Course Format

Class Lectures

Class meetings run approximately one hour and fifteen 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.

Keep in mind that the lectures parallel, but do not repeat the readings. Because of this and the potential quizzes, not attending class is a particularly bad practice.

A Note on Courtesy

On the same note, 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 hour, so food, beverage and restroom necessities should be taken care of prior to class. ***Please turn off cell phones, beepers, and other electronic devices when you enter the classroom.*** At a more general level, please show respect for the classroom environment.

Accommodations for Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>.

Academic Integrity

All students are expected to adhere to the University of Texas Honor Code (<http://deanofstudents.utexas.edu/sjs/downloads/HonorCode.pdf>). You should also be aware that plagiarism, in particular, is potential grounds for dismissal from the University. Please see the attached guide on how to avoid even the appearance of plagiarism (<http://www.utexas.edu/lbj/writing/plagiarism.pdf>).

Accommodations for Religious Holidays

By University of Texas at Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Course Requirements

Midterm Examinations

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 **Thursday, October 14**. The second will also be worth twenty-five percent of your grade and will probably be given on **Friday, December 10**, during finals week. The examinations are not cumulative; exam #1 covers material through week 8, while exam #2 covers material from weeks 9-15. They will feature a mixed format, with multiple choice, short answer, and essay 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.

Group Projects

Second, there will be a **campaign simulation**. I have selected sixteen candidates from eight on-going election campaigns. 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 thirty percent (30%) 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) fundraising and budget, (2) strategic information and polling, (3) paid advertising, (4) scheduling advance, and media, and (5) GOTV and coalitions. Each campaign team will also be responsible for **a twelve (12) minute presentation**. Presentations will be made during class sessions from November 16-December 2. 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. Students whose teams are not presenting during a given session are not expected to attend the session.

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

Readings

Required

These are available at the University Co-Op bookstore.

1. Daniel M. Shea and Michael John Burton. *Campaign Craft*. (4th edition): Praeger, 2010.
2. Catherine Shaw. *The Campaign Manager*. (4th edition): Westview Press, 2010.

Optional

Also available at the Co-Op bookstore or online.

3. Daron Shaw. *The Race to 270*. Chicago, IL: University of Chicago Press, 2006.
4. John Heilmann and Mark Halperin. *Game Change*. New York, NY: Harper, 2010.

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. Texas Tribune (<http://www.texastribune.com>)
4. CNN's Exit Poll Archive (<http://www.cnn.com/ELECTION/2000/> or [/2004/](http://www.cnn.com/ELECTION/2004/) or [/2008/](http://www.cnn.com/ELECTION/2008/))
5. National Election Study (<http://www.umich.edu/~nes/>)
6. Roper Center for Public Opinion (<http://www.ropercenter.uconn.edu/>)
7. JSTOR site for academic journal articles (<http://www.jstor.org>)
8. FiveThirtyEight.com (<http://fivethirtyeight.com>)
9. Polling Report (<http://www.pollingreport.com>)
10. Pollster.com (<http://www.pollster.com>)
11. RealClear Politics (<http://www.realclearpolitics.com>)
12. OpenSecrets (<http://www.opensecrets.org>)
13. Follow the Money (<http://www.followthemoney.org>)
14. Federal Election Commission (<http://www.fec.gov>)
15. The Living Room Candidate (<http://www.livingroomcandidate.movingimage.us/index.php>)
16. Stanford Political Communication Laboratory (<http://pcl.stanford.edu>)
17. Vanishing Voter Project (<http://www.vanishingvoter.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	August 26	Course Description What are campaigns? How have they changed? Why do we care?	Shea and Burton, Chpt. 1
2	August 31 September 2	The Decision to Run Building an Organization	Shea and Burton, Chpt. 3 C. Shaw, Chpt. 2
3	September 7 September 9	Building an Organization Developing a Plan	Shea and Burton, Chpt. 2, 4 C. Shaw, Chpt. 3, 12
4	September 14 September 16	Polling and Public Opinion	Shea and Burton, Chpt. 7
5	September 21 September 23	Voting and Turnout	C. Shaw, Chpt. 4, 11
6	September 28 September 30	Campaign Finance	Shea and Burton, Chpt. 9 C. Shaw, Chpt. 5
7	October 5 October 7	Television Advertising	Shea and Burton, Chpt. 10 D. Shaw, Chpt. 3-4
8	October 12 October 14	Radio, Phones, Mail, Internet, etc. MIDTERM #1	C. Shaw, Chpt. 6, pp. 224-60
9	October 19 October 21	Voter Targeting and Contacting Opposition Research	Shea and Burton, Chpt. 6, 8, 12 C. Shaw, Chpt. 1, 7 Shea and Burton, Chpt. 5 C. Shaw, pp. 301-305
10	October 26 October 28	Primary Elections Local Elections, Initiatives	Heilemann and Halperin, Part I C. Shaw, Chpt. 10
11	November 2 November 4	ELECTION DAY (NO CLASS) News Media	Heilemann and Halperin, Part II Shea and Burton, Chpt. 11 C. Shaw, pp. 211-223
12	November 9 November 11	Conventions and Debates Do campaigns matter? What's wrong with campaigns?	Heilemann and Halperin, Part III Shea and Burton, Chpt. 13 D. Shaw, Chpt. 1, 2, 5, 6
13	November 16 November 18	PRESENTATIONS PRESENTATIONS	None
14	November 23 November 25	PRESENTATIONS THANKSGIVING	
15	November 30 December 2	PRESENTATIONS PRESENTATIONS	
	December 6	FINAL PAPER DUE	3:00 PM
	December 10	MIDTERM #2	7:00-10:00 PM

A Brief Description of the Simulation Exercise

1. Each team has five people:
 - a. Fundraising and budget
 - b. Strategic research and polling
 - c. Paid advertising (TV, radio, phone, mail, etc.)
 - d. Scheduling, advance, and media
 - e. GOTV, coalitions

2. There will be as many as eight U.S. Senate elections:

	Republican	Democrat
California	Fiorina	Boxer*
Colorado	Buck	Bennett*
Florida	Rubio	Meeke
Illinois	Kirk	Giannoulis
Missouri	Blunt	Carnahan
Nevada	Angle	Reid*
Ohio	Portman	Fisher
Pennsylvania	Toomey	Sestak

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!