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# THE GEORGE WASHINGTON UNIVERSITY

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WASHINGTON, DC

THE GEORGE WASHINGTON UNIVERSITY

**PMGT 6438.DE STATE AND LOCAL CAMPAIGNS  
SPRING I 2022**

## COURSE SYLLABUS

**Instructor:** Mark Meissner

(202) 744-8557

[markmeissner1@gmail.com](mailto:markmeissner1@gmail.com); [markmeissner@mjm-strategies.com](mailto:markmeissner@mjm-strategies.com)

**Weekly Chat Time:** Thursday 9 - 10 pm ET

**Lead Instructor Bio:** **Mark Meissner** is a public relations executive for the PCI Security Standards Council, a global organization, that maintains, evolves and promotes Payment Card Industry standards for the safety of cardholder data across the globe. Prior to PCI, Mark was a crisis and litigation communications advisor to Fortune 100 and emerging industry leaders in the cybersecurity, health and life sciences, energy, transportation, media, real estate and financial services industries. He has in-depth experience in corporate, coalition, association and nonprofit communications and ally development. Mr. Meissner regularly works with corporate leadership teams to develop communications and prepare for high-profile media interviews.

Mr. Meissner has worked with organizational leadership to win in the court of public opinion, bringing data and science to bear and ensuring messaging is clear and resonates with stakeholders. Over his career, he has helped navigate through early- and late-phase crisis situations and mobilized powerful allies to strengthen clients' reputations in their marketplaces. His work in crisis communications includes programs designed to meet regulatory and legal objectives during major data security breaches, accidents, leaks and government investigations. With reputations on the line, Mr. Meissner has prepared newsmakers for high-pressure interviews with The New York Times, The Wall Street Journal, CNN, USA Today, The Washington Post and 60 Minutes.

Mr. Meissner's professional background is in electoral and congressional politics. He served as campaign manager for former U.S. Rep. Tim Roemer (D-IN) and served as a Senate staffer for former U.S. Sen. Evan Bayh (D-IN). Mr. Meissner was a candidate for U.S. Congress himself in 2002, finishing second in a field of five candidates vying for the Democratic nomination in

Indiana's Second Congressional District. His campaign was hailed by local media as "relentless" and "impressive". He is an adjunct professor at The George Washington University Graduate School of Political Management (GSPM) and serves as a guest speaker on running for local office with The George Washington University Center for Second Service.

**Course description:** This course is designed for students who are interested in seeking public office or managing a political campaign. Students will learn the framework for dealing with the challenges and conflicts that arise during the course of a political campaign. Students will be asked to choose a specific local office that they would like to run for and then write a detailed campaign plan designed for that particular race. Most importantly, students will learn to think about campaigning for office in a more strategic and organized manner.

**Course objectives:** Students who successfully complete this course should be able to implement your campaign plan in the real world of politics. My hope is that your campaign plan will be complete enough that it will lay the foundation for your first run for public office or for positioning you to manage your first political campaign.

### **Required Textbook and Materials:**

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*. New York, NY Page Publishing, Inc. ISBN 978-1-64628-114-5

Blodgett, J., & Lofy, B. (2008). *Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers*. Minneapolis, MN: Univ Of Minnesota Press. ISBN-13: 978-0816653331

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*. Ocala, FL. Atlantic Publishing Group, Inc. ISBN-13: 978-1-60138-408-9

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office*.

Gookin, Dan. (2019) *Running for Local Office for dummies*. Hoboken, NJ. John Wiley & Sons Inc. ISBN: 978-1-119-58817-7

Tramutola, Larry. (2013). *Now What? A Practical Guide for Newly Elected Officials*. Minneapolis, MN. Mill City Press. ISBN – 13: 978-1-935204-86-2

### **Course Grading:**

10% Profile a local/state office and write about how that office impacts the general public

20% - Stump/Surrogate speech

10% Press release

10% transition plan outline

50% Final campaign plan

### **Grade system breakdown:**

10% Profile a local/state office and write about how that office impacts the general public

20% - Stump/Surrogate speech

10% Press release

10% transition plan outline

50% Final campaign plan

### **Grading Descriptions:**

#### **Discussions**

Participation in class discussions is critical to student learning and to exhibit that the required reading and research is being completed. It is also vital to getting to know your fellow students in order to learn from each other.

#### **Final Campaign Plan**

Completing the final campaign plan (Assignment 6.3) is the primary focus of this class. You will work each week on a different section of your campaign plan. You will be asked to select and research a particular political office within the first week of class. Watch the Week 1 Overview video for further guidelines. Once you have selected a specific political office, you will PMGT 6438 - State and Local Campaigns 7 spend the remainder of the semester writing a campaign plan designed to win an election for that office.

- Submitting the Final Campaign Plan and Graded assignments is mandatory.
- Submitting all other weekly assignments is optional, but your instructor and facilitator are more than happy to review your work along the way should you want their feedback.
- You can also post your assignments to the designated discussion boards for your classmates to view and provide constructive feedback (participating in these discussion boards is optional).

#### **Final Campaign Plan Grading**

Since all campaign plans vary in scope and purpose, this is a flexible point system. You may find that some of the expectations outlined below may not apply to your campaign—in this case, please describe why it does not apply. Or you may not be able to submit the information requested—in this case, please at least indicate the specific source where you will obtain that information. Your instructor and facilitators will take these things into account and adjust the marking based on the context of your campaign plan. The campaign plan is broken into weekly

assignments. These weekly assignments are not graded (except for those marked as discussions) but you are encouraged to post them to the Section Open Discussion Forum in the Course Essentials space to get input from your classmates.

*Log in to the course to access the instructions for each part of your campaign plan.*

### **Uploading and Sharing Videos**

This course includes an assignment in which you will need to upload and share a video with your classmates. To record your video, you may use any video camera available to you. Common options include:

- Webcam
- Video camera such as a Flip
- Camera with video recording capability

The best method is to then upload your recorded video to a hosting site that will automatically format it and provide you a link to share. There are numerous options available and most provide the ability to make your video private by generating a unique link that you can share or offering password protection. Be sure to include any information that your classmates and/or instructor need to easily access your video. While you may use any site to host and share your video, here are two recommendations:

- Vimeo
  - You may set a password for your video with Vimeo under Settings.
- YouTube
  - You may create an unlisted video under Broadcasting and Sharing Options.
- You may record directly into YouTube using your webcam.

### **Grading Scale**

<b>Grade*</b>	<b>Grading Standard</b>
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B- 80-82	You’ve completed the assignment, but you are not meeting all of the requirements.

C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance or inability to submit the assignment.

### **Attendance Policy**

Attendance is mandatory. If you need to miss a discussion, it is your responsibility to notify the instructor. It is also the student's responsibility to review lecture notes and complete the readings as assigned. Regardless of the reason for missing a discussion, you will not be able to make up missed class participation points.

### **Academic Honesty Policy**

The strength of the university and this program depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition. Report any violations you witness to the instructor. Anyone breaching this policy is subject to expulsion from the master's degree program.

### **Accommodations**

If you are a student with a documented disability who requires accommodations or if you think you may have a disability and want to inquire about accommodations, please contact Disability Support Services at 202 - 994 - 8250 or [dss@gwu.edu](mailto:dss@gwu.edu).

### **A QUICK GUIDE TO WRITING**

You will be required to do a lot of scholarly and legal writing in this class and in your other classes. This quick guide will give you some important, basic tools and rules for good writing.

#### **Rules for Good Scholarly Writing**

Consider WHY you are writing and HOW your reader will use your writing.

Keep your tone formal at all times.

Use precise language. You don't need to use big words or obscure words, but be sure that the words you use say exactly what you mean.

Do not use the first or second person – use only the third person.

Do not speak directly to the reader.

Do not use clichés or colloquialisms. A cliché is a pre-packaged verbal unit that cannot possibly convey precisely what you mean.

Do not state your opinion. State the facts and your analysis, not your opinion, of them.

You must support every assertion you make.

Do not use emotionally charged or loaded words. Your argument will be far more powerful if you present it dispassionately.

Do not ask rhetorical questions.

Do not begin sentences with dependent clauses.

Use the active, not the passive, voice.

Keep your sentences short and to the point.

Keep your paragraphs short.

Each paragraph should express only one thought or element. ST

Each paragraph should serve a purpose; it should move your argument or analysis forward.

Each paragraph should contain a topic sentence, a few supporting details, and a transition sentence.

The topic sentence in each paragraph should be an element of your argument, position, or theme. The reader should be able to read just the first sentence of every paragraph of your paper and follow the entire line of your argument or theme of your subject.

Do not use legalese unless it is necessary.

Never use a big word just for the sake of using a big word—use the best word for the purpose.

Never use extra words: “in order to” should be “to,” “for the reason that” should be “because.”

Be sure you truly understand the proper way to use moreover, furthermore, however, therefore, therefor, wherein, etc. before you use them.

Do not begin a sentence with the words “however” or “but.”

Avoid gender issues by using the plural form wherever possible, e.g. “Good attorneys communicate with their paralegals,” not “A good attorney communicates with his or her paralegal.”

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## [The George Washington University Writing Center](#)

GW Writing Center offers a variety of resources to assist you with all aspects of writing, including choosing a topic, conducting research, constructing a sentence or paragraph, and framing an argument.

George Washington University Writing Center

This is the Writing Center's home page. You can find the center's hours, tutor information, events, and policies here.

## [GW Writing Center Resources Page](#)

This will take you directly to the resources page. You will find tutorials on brainstorming, developing a thesis, outlining, revising, grammar, and other essential writing skills. You will also find the GW Code of Academic Integrity. This important document sets out GW's policies on work product, citation, copying, and plagiarism. Be sure to read this in its entirety, as you are bound by it.

### **Citing Responsibly: A Guide to Avoiding Plagiarism**

**[https://www.law.gwu.edu/sites/www.law.gwu.edu/files/downloads/Citing\\_Responsibly\\_2013\\_14.pdf](https://www.law.gwu.edu/sites/www.law.gwu.edu/files/downloads/Citing_Responsibly_2013_14.pdf)**

This website will give you direction on how and what to cite to avoid inadvertently plagiarizing materials.

This manual will give you direction on how and what to cite to avoid inadvertently plagiarizing materials.

# State and Local Revision 2021

## Course Overview

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This course is designed for students who are interested in seeking public office or managing a political campaign at the local level. Students will learn the framework for dealing with the challenges and conflicts that arise during the course of a political campaign. Students will be asked to choose a specific local office that they would like to run for or manage and then write a detailed tactical campaign plan designed for that particular race. Most importantly, students will learn to think about campaigning for office in a more organized manner. We will also cover the important topic of transitioning to public office once a successful campaign is completed.

## Learning Objectives

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Students who successfully complete this course should be able to implement your campaign plan in the real world of politics. My hope is that your campaign plan will be complete enough that it will lay the foundation for your first run for public office or for positioning you to manage your first political campaign.

## Required Textbooks

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*. New York, NY Page Publishing, Inc. ISBN 978-1-64628-114-5

Blodgett, J., & Lofy, B. (2008). *Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers*. Minneapolis, MN: Univ Of Minnesota Press. ISBN-13: 978-0816653331

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*. Ocala, FL. Atlantic Publishing Group, Inc. ISBN-13: 978-1-60138-408-9

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office*.

Gookin, Dan. (2019) *Running for Local Office for dummies*. Hoboken, NJ. John Wiley & Sons Inc. ISBN: 978-1-119-58817-7

Tramutola, Larry. (2013). *Now What? A Practical Guide for Newly Elected Officials*. Minneapolis, MN. Mill City Press. ISBN – 13: 978-1-935204-86-2

## Week 1 Identify your campaign

Week 1 will focus on the role of state/local government. What are their responsibilities and why are they important? This week will also focus on identifying the political campaign you wish to write your campaign plan for, as well as crafting your stump speech.

## Learning Objectives

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By the end of this week, you should be able to:

- Recognize the roles/responsibilities of local/state elected officials.
- Have a local office selected to write your campaign plan on
- An initial understand of how to launch a political campaign

## READINGS

Blodgett, J., & Lofy, B. (2008). [\*Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers \(PDF\)\*](#). University of Minnesota Press.

- Chapters 1 and 2 (pp. 1–34)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapters 1-2 (pp. 19-31)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapters 1-2 (pp. 19-67)

### Graded Assignment:

Profile a local/state office and write about how that office impacts the general public. Give a specific example of how that office holder made a decision or cast a vote that impacted their community. If possible, attach a link to a news story about this local office. 10/10

Campaign Plan Assignment:

### Identifying Your Campaign

**ASSIGNMENT**: Identify a political office that you would be interested in seeking yourself or managing as a campaign manager. Write why you are interested in this office, research the filing requirements (what will it take for you to get your name/your candidates name on the ballot?), identify who would be on your campaign committee, district geography (a detailed map) and demography, the election statistics from the past 3 campaigns for that particular office, and your overall campaign theme and strategy. Be realistic in the campaign that you choose. Remember this will be the basis for your campaign plan over the course of the semester and will be the framework for your first race for public office so be thoughtful in your selection.

### What I am looking for:

- 1) Why do you want to seek this office ?
- 2) Political Snapshot of this office - What are the job responsibilities of holding this office? Who holds the office now ? When is the next election ? Identify the people you would speak with about running for this office (I am looking for specific names and titles). What are the current issues?
- 3) Filing requirements for this office (how do you get on the ballot?) Would like to see the actual filing documents and a campaign calendar.
- 4) District map
- 5) Statistical Voting History of this office (go back 3 election cycles)
  - i. Past election results
  - ii. Demographic breakdown
- 6) Who would be on your campaign/finance committee? (I am looking for actual names and titles/relationships)
- 7) How do you set up a campaign committee to begin raising money? What are the requirements?

## Week 2 - Stump/Surrogate Speech

Week 2 will focus on creating a compelling stump/surrogate speech. This week students will write and deliver their stump or surrogate speech.

## Learning Objectives

By the end of this week, you should be able to:

- Write a compelling campaign speech aimed at swaying voters.
- Create the perception of being a credible and viable candidate/surrogate.
- Compose an effective stump speech that can be tailored for diverse audiences.

## READINGS

Blodgett, J., & Lofy, B. (2008). [\*Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers \(PDF\)\*](#). University of Minnesota Press.

- Chapter 3 (pp. 35-60)

Reid, Ken. (2019). The Six Secrets to Winning Any Local Election

- Chapter 4 (pp 36-55)

## Graded Assignment:

Write, deliver and record a 3-5 minute stump/surrogate speech

20/20

## Campaign Plan Assignment:

### Week 2 – Stump/Surrogate Speech

**ASSIGNMENT:** Write and be prepared to present a 3-5 minute stump/surrogate speech. This should be your standard speech that you would give at before a local civic group. This speech should lay out your basis for running and be a flexible speech that can easily be tweaked for different target audiences/constituencies.

#### What I am looking for:

- 1) **Draft outline and/or text of the speech**
- 2) **Appropriate attire**
- 3) **Brief presentation (3-5 minutes)**
- 4) **Evidence that you have practiced this speech before it is delivered in class (don't read it to us)**
- 5) **Loud clear voice (but don't shout at us)**
- 6) **Good eye contact and body language**
- 7) **When you are finished I want to feel confident that you or your candidate could actually run this campaign/hold this office.**

### Week 3 – Campaign Budget & Fundraising

Week 3 will focus on campaign budget and fundraising. Your campaign must have a budget before you begin your fundraising strategy. The budget should include all the possible expenses that your campaign will encounter. Remember: campaigns that do not plan appropriately end up in debt! Don't let that happen to you.

## Learning Objectives

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By the end of this week, you should be able to:

- Budget for items such as media, direct mail, campaign headquarters, staff, and a website.
- Recognize the importance of raising money early.

## READINGS

Blodgett, J., & Lofy, B. (2008). [\*Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers \(PDF\)\*](#). University of Minnesota Press.

- Chapter 9 (pp. 165–196)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapter 7 (pp 87-101)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapter 5 (pp 135-146)

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office*.

- Chapter 7 (pp 30-48)

Gookin, Dan. (2019) *Running for Local Office for dummies*.

- Chapter 11 (pp 111-126)

## Campaign Plan Assignment:

### **Budget & Strategic Plan**

**ASSIGNMENT:** Write a realistic budget for the campaign you have chosen. Be sure to include consultants fees and include money for "unexpected" expense which will almost always occur during a campaign. Remember, this is a first draft and the budget will change as the campaign moves forward (they always do!)

**What I am looking for:**

- 1) **Be realistic !**
- 2) **Budget checklist**
- 3) **Evidence that you have researched the real costs of your potential expenditures**
- 4) **Proof that you have thought of the details (office supplies, photos, yard signs, flyers, etc.)**
- 5) **Timeline of costs (put the effort in here - it will help keep you on task during the campaign)**

**ASSIGNMENT:** Write a fundraising plan for your campaign. This should include estimating how much money you will need to win, identifying potential contributors, your fundraising strategy and your “fundraising kits”. Also include in your fundraising plans a “call script” which is the script you would use to solicit a large donor via a telephone call.

**What I am looking for:**

- 1) **Actual names, contact information, and ask amounts (this should be organized with call sheets)**
- 2) **Call script**
- 3) **A “fundraising kit” - of you are asked to send an information packet - what will be in it?**
- 4) **Mailing targets (if you are going to purchase lists - make sure you provide a budget estimate)**
- 5) **Fundraising event schedule and outline of event planning**
- 6) **Creative ideas (web strategies, house parties, coffees, happy hours, etc.)**

## **Week 4 – Targeting your voters**

Week 4 will focus on how to identify and target your most likely voters.

### **Learning Objectives**

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By the end of this week, you should be able to:

- Identify and target the voters you or your candidate most need to win the election
- Make the most out of your limited campaign resources and maximize your campaigning to the key targeted audiences needed to win.
- Understand which voters will command the campaigns attention and focus.

# READINGS

Blodgett, J., & Lofy, B. (2008). [\*Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers \(PDF\)\*](#). Minneapolis, MN: University of Minnesota Press.

- Chapter 4 (pp. 61–74)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapter 6 (pp 80-86)

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office.*

- Chapter 9 (pp 59-62)

Gookin, Dan. (2019) *Running for Local Office for dummies.*

- Chapter 7 (pp 67-75)

## Campaign Plan Assignment:

### Targeting

**ASSIGNMENT:** Write the targeting plan for your campaign. Make a spreadsheet of your precincts and place them in priority order. Remember - your targeting will ultimately drive your scheduling plan, your direct mail, and your GOTV efforts so it is critical to get this right from the beginning.

#### What I am looking for:

- 1) A spreadsheet that prioritizes your target areas.
- 2) A written explanation of your strategy. (why have you targeted the areas you have ?)
- 3.) Your win number
- 4.) Geography/precinct targets
- 5.) Constituencies (women, minorities, unions, etc)
- 6.) Where are your voters? (Would love a spreadsheet and voter data)
- 7.) Percentage or vote goals by area
- 8.) Voter lists - where will you get them, how will you use them?

## 9.) Prior election data - what does the past tell you about your targeting?

# Week 5 – Scheduling

Week 5 will focus on campaign scheduling and events. Where will you campaign and why?

## Learning Objectives

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By the end of this week, you should be able to:

- Know how to find and prioritize important community events
- Identify the most effective ideas for maximizing the campaign's greatest asset – the candidate.
- Put together the logistics of a campaign schedule

## READINGS

Blodgett, J., & Lofy, B. (2008). *Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers (PDF)*. Minneapolis, MN: University of Minnesota Press.

- Chapter 11 (pp. 213–224)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapter 6 (pp 149-175)

Gookin, Dan. (2019) *Running for Local Office for dummies*.

- Chapter 13 (pp 148-149)

## Campaign Plan Assignment:

**ASSIGNMENT:** Draft a detailed scheduling plan for the campaign. Include a training checklist for your scheduler and a list of high profile events (like fairs and festivals) that will make good campaigning targets. Also, include the details of the organizations that you would like to speak with (like unions, Kawanis Clubs, etc.). In short - where will you campaign ?

### What I am looking for:

- 1) I want details - names, dates and locations of events.
- 2) I want a detailed list of groups/organizations and contact names for scheduled events.
- 3) I want an events calendar.

## Week 6 – Social Media

Week 6 will focus on social media. We will cover social media goal setting, platform considerations and content activity.

### Learning Objectives

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By the end of this week, you should be able to:

- Understand the various social media platforms that are available to candidates
- Create a content calendar for your campaign’s social media
- Identify your goals for your social media campaign

### READINGS

Reid, Ken. (2019). The Six Secrets to Winning Any Local Election

- Chapter 9 (pp 150-151)

Williamson, Malanie. (2012). How To Run for a Political Office and Win

- Chapter 7 (pp 177-193)

Gookin, Dan. (2019) Running for Local Office for dummies.

- Chapter 12 (pp 127-129)

### Campaign Plan Assignment:

**Lesson:** Social media has become a very big part of everyday life. It is especially important with regards to elections. According to a Pew study, more than half of Internet users went online to engage in some type of campaign related activities. Those activities include everything from viewing a campaign video, sharing or discussing an issue, or fact-checking a political claim. A smart and savvy social media plan can help spread information to supporters, raise money, sway independent voters, and create a sense of momentum for your campaign. Social media has become the great equalizer in American politics. It can

help you overcome an incumbents many built-in advantages and can empower you to reach a broader audience quicker than ever before. Make your social media plan a campaign priority!

**What I am looking for:**

1) What are your social media goals?

2) Will you hire a social media expert/consultant? If so, who and why did you select them (I would like to see their credentials and a sample of their work in your campaign plan)?

3) What social media platforms will you utilize (Facebook, Twitter, LinkedIn, YouTube, Snapchat, Instagram, etc)?

4) What will be your social media content? What is the original 30-60 day plan when you launch your candidacy?

5) How will you keep your social media content fresh?

6) Creative ideas

## **Week 7 – Direct Mail and Phone Banks**

Week 7 will focus on campaign print materials, direct mail, and phone banks.

### **Learning Objectives**

By the end of this week, you should be able to:

- Develop a campaign logo and campaign materials.
- Identify successful direct mail techniques.
- Explain various strategies for developing and utilizing your phone bank to its fullest potential.

### **READINGS**

Blodgett, J., & Lofy, B. (2008). *Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers (PDF)*. University of Minnesota Press.

- Chapter 9 (pp. 117-125)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapter 9 (pp143-149) & (pp 156-162) & (PP 168-170)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapter 4 (pp 125-127)

Hickman, Catherine. Hickman, Timothy. (2019)/ How to get Elected to State & Local Office.

- Chapter 12 (pp 72-86)

Gookin, Dan. (2019) Running for Local Office for dummies.

- Chapter 12 (pp 129-133) & PP (101-108)

## Campaign Plan Assignment:

# Direct Mail Plan

**ASSIGNMENT:** Write your direct mail plan for your campaign. Include details such as the direct mail consultants you would use, costs and provide a timeline.

## What I am looking for:

- 1) Specific cost details
- 2) Consultant details
- 3) Mailing timeline
- 4) An explanation of the type of mailings you will send (bios, attack, solicitation, etc.)
- 5) An explanation of where your mail will go and to whom (use your targeting info for this)

# Phone Banks

**ASSIGNMENT:** Write your campaign phone bank plan. Include a call script and cost estimates. If you will be using a consultant, please provide the consultant's details. Also, include your phone bank timeline.

## What I am looking for:

- 1) Phone bank scripts
- 2) Phone bank timeline
- 3) Target lists (how many voters will you be calling and who are you calling?)
- 4) Where are you getting your phone bank volunteers ?

**ASSIGNMENT:** Create your campaign logo and draft design of your campaign "hand-out". This is the flyer that will be handed out at your campaign events. It should give voters a "snapshot" of you as a candidate.

## What I am looking for:

Clear, concise writing

Innovative design

Create a flyer that voters will put on their fridg.

# Week 8 – Media

Week 8 will focus on earned and paid media.

## Learning Objectives

By the end of this week, you should be able to:

- Determine how and when to utilize paid media in your political campaign.
- Explain or demonstrate how to effectively deal with the media.
- Develop a plan to earn positive media coverage of your campaign

## READINGS

Blodgett, J., & Lofy, B. (2008). [\*Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers \(PDF\)\*](#). University of Minnesota Press.

- Chapter 89 (pp. 137-164)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapter 9 (pp132-155)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapter 6 (pp 149-163)

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office.*

- Chapter 18 (pp 117-129)

Gookin, Dan. (2019) *Running for Local Office for dummies.*

- Chapter 12 (pp 127-145)

## Graded Assignment:

**Write a 1-page campaign press release. Use a press release format and write a release on any topic you want.**

**10/10**

## Campaign Plan Assignment:

**ASSIGNMENT:** Write your campaign media plan. Include the cost details and a timetable.

### What I am looking for:

- 1) What stations will you be advertising on ?
- 2) What are the costs?
- 3) Details/credentials of your media consultant.
- 4) Advertising timetable

**ASSIGNMENT:** Write your campaign earned media plan. Include the comprehensive list of the media in your district, issue ideas for press conferences and influential newspapers who's endorsement you will seek.

### What I am looking for:

- 1) A comprehensive list of the media outlets including reporters names and telephone numbers.
- 2) A strategy for earned media (weekly press conferences, regular press releases, editorial board planning, etc.)
- 3) Media kit - make one.

## Week 9 – Grassroots

Week 9 will cover grassroots campaign activities like door-to-door canvassing and Get-Out-The-Vote (GOTV) activities.

### Learning Objectives

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By the end of this week, you should be able to:

- Identify past successful grassroots campaigns and present new, creative campaign ideas.
- Design a successful grassroots canvassing plan.

## READINGS

Blodgett, J., & Lofy, B. (2008). *Winning your election the Wellstone way: A comprehensive guide for candidates and campaign workers (PDF)*. University of Minnesota Press.

- Chapter 5 (pp. 75-116)
- Chapter 14 (251-270)

Reid, Ken. (2019). *The Six Secrets to Winning Any Local Election*

- Chapter 8 (pp132-162) & (pp 166-178)

Williamson, Malanie. (2012). *How To Run for a Political Office and Win*

- Chapter 10 (pp 215-225)

Hickman, Catherine. Hickman, Timothy. (2019)/ *How to get Elected to State & Local Office.*

- Chapter 15 (pp 92-106) & pp 144-160

Gookin, Dan. (2019) *Running for Local Office for dummies.*

- Chapter 14 (pp 157-160)

## Campaign Plan Assignment:

**ASSIGNMENT:** Write your campaign grassroots plan.

**What I am looking for:**

### **1) Door-to-door plan**

**Precinct walking list**

**Planning**

### **2) Events**

**ASSIGNMENT:** Write your campaign GOTV plan.

**What I am looking for:**

### **1) GOTV Checklist – what needs to get done?**

2) GOTV Timeline

3) GOTV call script

## Week 10 – You Won!!

Week 10 will discuss the scenario of a winning campaign and help to the answer the famous question “Now what?”

### Learning Objectives

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By the end of this week, you should be able to:

- Develop a transition plan outline.
- Identify the issues/challenges for governing success
- Be able to recognize the differences between campaigning and governing

### READINGS

Szekely, Deborah. (2014). Setting Course.

Chapter 1 pp (3-16)

Reid, Ken. (2019). The Six Secrets to Winning Any Local Election

- Part II – (189-207)

Williamson, Malanie. (2012). How To Run for a Political Office and Win

- Chapter 11 (pp 229-233)

Gookin, Dan. (2019) Running for Local Office for dummies.

- Part 4 (pp 165-190)

Tramutola, Larry. (2013). Now What? A Practical Guide for Newly Elected Officials.

### Graded Assignment:

### Transition Plan

**ASSIGNMENT:** Create a transition plan outline for the transition period between election day and swearing-in day. This is the plan that will help to make the transition from campaigning to governing as smooth as possible.

**What I am looking for:**

- **Outline of a transition plan**
- **Description of staffing needs**
- **Orientation details/information**
- **First 100 days priority list**

**10/10**

**Grade system breakdown:**

10% Profile a local/state office and write about how that office impacts the general public

20% - Stump/Surrogate speech

10% Press release

10% transition plan outline

50% Final campaign plan