

The Graduate School
of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Fall 2017

August 28, 2017 – December 11, 2017

Applied Political Communications

PMGT 6402 Section 10

3 Credits

Wednesday, 7:10 – 9:40 pm

110 Phillips Hall

BASIC INFORMATION AND RESOURCES

Instructor: Stuart Rosenberg

Stuart Rosenberg is an experienced strategist and campaign manager with extensive experience throughout the country. From municipal work and state legislative work all the way to working on two Presidential campaigns, Stuart has the knowledge and experience to address nearly any issue that may arise during this campaign. Successes include serving as State Field Director for Tammy Baldwin for Senate, media consultant for the 2016 New Mexico House (one of only three state legislative caucuses to flip from Republican to Democrat), and managing Houston Mayor Annise Parker's campaign in 2013. A Wisconsin native, Stuart has a JD from the University of Wisconsin-Madison and an MPP from the John F. Kennedy School of Government at Harvard University.

Contact Information

Phone: 617 816-9892

Email Address: stuartrosenberg34@gmail.com

Communication

Please contact me by e-mail, unless it is an emergency, in which case you may reach me on my mobile phone. I will respond within 24 hours to all student e-mails. If you would like to arrange an appointment to see me one-on-one, please e-mail me at least 48 hours in advance and we will arrange a meeting.

Blackboard Site

A Blackboard website has been set up for this course. Each student is expected to use the site to access readings, submit papers, engage in discussion board conversations, and obtain their grades. In short, Blackboard will be the **primary venue** for outside classroom communications. Students can access the site at <https://blackboard.gwu.edu>. Tech support is available at 202-994-4948 or <http://helpdesk.gwu.edu>.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

Support for Students with Disabilities

George Washington University’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS. Please also be sure to notify me of your disability, should you require accommodations. Additional information is available at www.gwu.edu/~dss.

In the Event of an Emergency or Crisis During Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we must leave here, we will meet at the lobby level of the Media & Public Affairs Building (805 21st Street, NW) to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University’s operating status: <http://www.campusadvisories.gwu.edu>.

Attendance Policy

Attending class is required. Should you find yourself with a scheduling conflict, please contact me as soon as you are aware of the issue to let me know that you will absent, otherwise, it will be considered an unexcused absence and it will negatively count against your participation grade. Simply put, you must attend class to participate. **Three or more class absences during the fall semester (1/5 of the classes) will result in a failing class participation grade.**

Out-of-Class/Independent Learning Expectation

Over the course of the semester, students will spend at least 2 hours (100 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 7 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 87.5 hours preparing for class.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW’s online course evaluation system. **It is very important that you take the time to**

complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any of the following:

Dr. Michael Cohen
Interim Director, Political Management Program
michaeldcohen@gwu.edu | 202-994-5512

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

PROGRAM OBJECTIVES AND GSPM EXPECTATIONS

Political Management Program Objectives

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no “do-overs” because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.

THE COURSE

Course Description and Overview

In this course, you will first learn abstract principles of applied political communications. Using the abstract terms learned in the first section of the course, you will learn the tools for applying those abstract principles to political campaigns—candidate, organizational, and non-profit.

Course Learning Objectives

This course will lay the foundation for utilizing communications as part of an overall strategy for developing winning campaigns—whether candidate, organizational, NGO, or other public advocacy enterprises.

By the end of the course, the students will have:

1. Learned how to organize resources to help develop a communications strategy,
2. Built effective communication messages and brand,
3. Reviewed the various standard written documents for communications and drafted those documents succinctly, effectively, and correctly;
4. Appreciated the difference between effective and ineffective negative messaging, and
5. Utilized paid, earned, and owned media vehicles to effectuate a media plan that will ensure your message retains and moves the targeted audience(s).

Course Requirements

There will be regularly scheduled assignments throughout the term. These assignments will test your knowledge of the material learned in class and help provide you with actual skills you will need in the arena of applied political communications.

Class participation is important. Students should be prepared to be called on involuntarily to share their thoughts on class instruction and should expect to be required to share their notes with the class orally upon request. Computers and phones are not used for the purpose of surfing the web or chatting with friends. They should be used solely for the purpose of taking notes and advancing your learning in class. Anyone caught using equipment for purposes other than educational enrichment will be penalized a full grade (e.g. B to a B-).

Evaluation and Grading

Assignment	Description and Learning Objective(s)	Due Date	Weight
Pre-Class/Blackboard Reading Reflections	Prior to 2 different class sessions, you will be asked a series of questions on the readings. You will be expected to respond concisely (no more than 2-3 sentences per question). Answers will be graded on the depth of your analysis -- your ability to reflect on the meaning, purpose, and application of a reading, not simply on what the author says. Each assignment will be worth 5 points, and each will be due (submit via Blackboard) by 5pm on the day of class. (LO: 1, 2, 4)	Reflection #1 – TBD Reflection #2 – TBD (Due by 5pm)	5% each
Assignment #1	In no more than 500 words total, using lessons learned from <u>Made to Stick</u> , how would you respond to Plato’s assertions made about those with the “Curse of Knowledge.”	Start of Class 5	10%
Assignment #2	Prepare a 5 page, double-spaced document using the analyses and lessons learned so far in class to prepare core messages and brand for a candidate or organization of your group’s choice	Start of Week 6	20%
Assignment #3	Draft a one page, 750 words or less briefing paper for the case study handed out at the end of the Week 7 class	Start of Class 8	10%
Assignment #4	Draft text for a TV ad (no more than 85 words). It must be able to time out at 30 seconds reading at a steady pace (and I will be confirming these are 30 seconds) and draft text for a palm card, able to fit easily on a 5 ½” x 8” sized card, containing no more than 250 words. Topic will be provided in class after in class after Week 11	Start of Class 12	15%
Assignment #6	Complete a full report on lessons learned in class through development of a communications plan combined with an	Start of Class 12	30%

	in-class short presentation of your report.		
Class Participation	To change politics one must first show up. Attendance is required & discussion in class counts towards your final course grade.	Continuous	10%

Following is the grade scale for all GSPM classes:

Grade	Grading Standard
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 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.

Late Assignments

For each day an assignment is late, it will be marked down one grade (e.g., from a B to a B-). An assignment that is one full week late will be counted as an "F." If you believe you have a legitimate "emergency" that makes it so that you will be unable to complete an assignment on time, please notify me as soon as possible to make alternate arrangements.

Due to the need for me to keep up with reviewing and grading your work, no extensions of time will be granted except in the case of a true emergency. All assignments are due at the start of class so do not skip class to finish a paper. **A key to politics is showing up on time. If you hand in your assignment even a mere second after class has begun, you will be marked down one grade.** Therefore, if I do not receive the printed copy by 7:20 P.M. then the assignment is late. I also will strictly adhere to the page (using 12-point font) or word limit. All assignments should be printed and hand delivered to the class. In the real world, political principals have limited time and the public has limited attention. Thus, I will only grade up to the page or word limit.

Beware when assessing the amount of time required to complete a short assignment; it is more difficult to write short than long.

Required Text and Learning Materials

Books (in order of reading):

1. *An Introduction to Political Communication* by Brian McNair, Fourth Edition, Routledge Publishing
2. *Inside Campaigns* by William Feltus, Kenneth Goldstein and Matthew Dallek, CQ Press
3. *The Responsive Chord* by Tony Schwartz, Second Edition, Mango Publishing
4. *Made to Stick* by Chip and Dan Heath, 2008 Random House, Random House Publishing
5. *Brand Media Strategy* by Anthony Young,
6. *Elements of Style* by William Strunk and E.B. White, Fourth Edition
7. *Hardball* by Chris Matthews, First Free Press trade paperback edition, First Edition, Free Press Publishing
8. *Going Dirty, The Art of Negative Campaigning* by David Mark, Jenson Books, Inc.
9. *Perspectives on Social Media Marketing* by B. Bonin Bough and Stephanie Agresta, First Edition, Course Technology

Note: All books may be purchased at Amazon.com for about \$100

Tentative Course Calendar*

*I reserve the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

August 28 -- Week 1

Getting to Know You... Getting to Know All About You

Why Are You Here (other than you are required to be here)?

What is “Applied Political Communications?”

What are the Expectations?

A Review of “The Cave Analogy” —Attempt #1 on What Plato got Right and Wrong

Readings: Plato, “The Cave Analogy”

<https://web.stanford.edu/class/ihum40/cave.pdf>

An Introduction to Political Communication, Fourth edition, Chapter 1

Inside Campaigns, Chapter 1

September 6 – Week 2

Setting up the Framework

SWOT Analysis, the 5C’s, and the Porter’s 5 Forces... how does it work?

What are senders, receivers, channels and messages?

How do you define your goals to ensure you can track progress?

Preparing a communications plan including what elements should go into your communications calendar?

Preparing a budget to ensure time and money is spent effectively and efficiently

Readings: The Responsive Chord, pages 1 - 103
Inside Campaigns, Chapter 4

September 13 – Week 3

Developing Core Messages

What is a core message? And how does it fit into your political brand?

How do you utilize a message box to draft your messages?

How does the electorate help define your messages?

Who can communicate your messages?

Readings: Inside Campaigns, Chapter 2

Guest Lecturer: Josh Nanberg, Ampersand Strategies

September 20 – Week 4

What is Your Brand and How Do You Make Your Brand Memorable

Reviewing elements of SUCCEsS

Telling of a personal story

Commercial v. political v. organizational... what are the similarities and differences?

How do you protect your brand?

Political Party v. Candidate Brand

Targeting your brand

Readings: Made to Stick—Introduction, Chapters 1 – 6
Brand Media Strategy, Chapters 1 - 3

September 27 – Week 5

Doing Your Research

What do you research? Who does it? Why is it so important?

Once you have the research, how do you test it? What are the strengths and weaknesses of those testing tools? Who do you target?

As the campaign progresses, how do you make sure your message is working?

Readings: Inside Campaigns, Chapter 3

Guest Lecturers: Sean Kennedy, www.kennedystrategy.com
Celinda Lake of Lake Research
John Hagner of Clarity Campaigns

October 4 – Week 6

Midterm Presentation

Each group gets 30 minutes to present their findings on a candidate or organization of their choice. Specifics of the project will be provided at the end of Week 5.

Readings: None

October 11 – Week 7

The Written Word—How to Draft Essential Documents

What is a briefing memo, and how do you get the essentials understood?
What must be in a speech and how do you draft one?
What are the key elements of a visual presentation?

Readings: Strunk and White, “The Elements of Style”

Guest Speaker: John Edgell, former Communications Director for Congressman Dennis Kucinich

October 18 – Week 8

Working with the Media

- What is the media?
- What is on the record? What is background? Deep background? Off the record?
- Is something really off the record?
- How can I use the media as an ally? Preparation is key.
- Call on Line 3. What do I do?
- When a wink and a nod will do.
- The *!?!# Has Hit the Fan!
- What is “fake news?”

Readings: An Introduction to Political Communications--Chapter 4,
Hardball--Chapter 7, 10-14

Guest Speaker: Katherine Skiba, Washington DC Bureau for the Chicago Tribune

October 25 – Week 9

Working with the Media, Part 2

Did you plan and prepare?

What is an effective press release and when do you release it?

What is a press advisory?

What does “embargoed” mean?

Should you give an exclusive? If so, when?

When can a press event be effective? How do you put one together?

Can you use social media to get the media’s attention?

What does “message discipline” mean and how do you do it?

How do you pitch negative stories?

Readings: Inside Campaigns, Chapter 7
 An Introduction to Political Communication, Chapters 4 & 5

November 1 – Week 10

Negative Campaigning—Why It Works and How to Use

What is the difference between various types of negative messaging?

Do the facts matter anymore?

How does your audience matter?

How do you respond to a negative attack?

What are some tactics for negative campaigning?

How can these tactics build on one another?

Reading: Inside Campaigns, Chapter 6

November 8 – Week 11

Paid Media—So Many Choices, So Little \$

What are the various methods of paid media?

How do you plan your media campaign?

What are the best audiences for paid media tactics?

How does one plan and buy media purchases?

What goes into making a television advertisement?

What goes into making a mail program?

Readings: Inside Campaigns, Chapter 5
 Political Campaign Communication, Principles and Practices, Chapters 10 - 11
 An Introduction to Political Communication, Chapter 6

November 15 – Week 12

Digital Advertising—Opportunities for Paid, Earned and Owned

Readings: Select passages from *Perspectives on Social Media Marketing*

Guest Speakers: Matthew Dybwad, Adobe
Ian Prior, Former RNCC Press Secretary

November 22 – Week 13

Placing Communications into Key Portions of the Campaign

The rollout
Fundraising quarters
Key legislative or executive actions
Shocking moments
Momentum gaining or flagging
The closing

Readings: An Introduction to Political Communications, Chapters 7 - 9

November 29 – Week 14

Final Exam Presentations ... What Did You Learn?

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.