

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Spring 2018

January /April

Course Name

Political Advertising PMGT 6466.10

3 Credits

Thu 7:10-9:40

Location: 1776 G Street, NW C-115

BASIC INFORMATION AND RESOURCES

Instructor

Raghu Devaguptapu

Fiona Conroy

Contact Information

Phone Number: 202.258.5595

Office: 301.565.3382

Email: Raghu@lefthookcomms.com

Communication

If needed, don't hesitate to email me with questions and I'll try to get back to you promptly. I also can be available before and after class.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or 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

GW'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 to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at <https://disabilitysupport.gwu.edu/>.

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 have to leave here, we will meet at a location nearby we'll discuss in class in order 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 expected. 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 be 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 spring semester 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/all 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

THE COURSE

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.

Course Description and Overview

This course will examine the strategies, techniques, design and impact of paid political communication. It will focus on the role of political advertising in a campaign, including radio, direct mail and internet, with an emphasis on television and commercial advertising across platforms.

Course Learning Objectives

We will review the operating elements of a campaign and how each element plays a role in building paid political communication. The course will initially explore the role of these elements in helping design message and creative development as well as the techniques employed. The course will focus on the mediums of paid political advertising, their impact, utility and construction.

Students will also be given the chance to hone campaign narrative and script skills and will be given the chance to create a paid media campaign and a thirty second ad.

In addition, the course will include guest lecturers in areas such as quantitative and qualitative analysis, research, time-buying, targeting and various paid communication mediums, including production and post-production.

Course Requirements

There will be homework and projects due throughout the semester, generally each week. Assignments and deadlines will be provided for each class. The class will require one day of work for the purpose of editing outside of the regular class schedule and possibly one day of shooting outside of the regular class schedule.

Each group will be required to present ideas for a script package and a media campaign, for critique by the professor and by the class.

There will also be a presentation of final plans/ads and they will be ranked by classmates and guest professionals across several criteria.

Assignments should be turned in digitally and received by email prior to the beginning of class. Please email assignments to Raghu.

Evaluation and Grading

Students are expected to participate actively in class discussion, master the literature assigned and think creatively about the application of media to campaigns. The final grade will be determined by a combination of peer and professor evaluations of the team projects as well as performance in class, tests and homework assignments.

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|----------------------------|-----|
| • Class Attendance | 10% |
| • Class Participation | 10% |
| • Class Assignments | 20% |
| • Script Package Project | 30% |
| • Team Advertising Project | 30% |

Late Assignment Policy

Assignments are due before class starts at 7:10 p.m. on Tuesday. Assignments received after 7:10 p.m. will be considered one day late. Assignments received after 7:10 p.m. will be immediately reduced by one full letter grade (A to a B, e.g.). For each additional day an assignment is late, it will be reduced by one letter grade. Any assignment that is turned in more than three calendar days after it is due will be worth zero (0) points.

Extra Credit Policy

There will be no extra credit offered in this course.

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.

*Please note that you may be penalized for late submission of assignment(s).

Required Text and Learning Materials

Books are available on-line or at the GW Bookstore

The Spot by Edwin Diamond and Steven Bates, MIT Press, 1992

Life After the 30 Second Spot by Joseph Jaffe, John Wiley and Sons, Inc. 2006

The Victory Lab, Sasha Issenberg, 2012

Lights, Camera, Campaign!, David A. Schultz, Peter Lang Publishing, 2004

Tentative Course Calendar*

*The instructor reserves 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.

Week 1 - Thursday January 18 – Course Introduction and Operating Elements of a Campaign

Learning Objective:

How Advertising fits into a campaign. Why all the elements matter and which elements matter most directly to paid communication.

- I. Introduction of course – what is expected, weekly assignments, production of spots
- II. Introduction of class participants – interests, past experiences, career goals

- III. Primary lecture – 14 Operating Elements of a Campaign
- IV. Review ads from a few select campaigns that illustrate the impact of advertising.

Assigned Reading: Chapters 1-5 of THE SPOT by next week

Due January 25 – Draft a 60-second introductory TV spot for a political candidate of your choice. Time the spot carefully, use a stopwatch, and pay attention to visuals.

Week 2 - Thursday January 25 – The Foundation of Paid Advertising: Landscape, Self and Opposition Research

Learning Objective:

Research is the Key. Understanding how research leads to information. How information informs a message. How a message informs a strategy. How a strategy communicates a message to voters. How research and message inform creative.

- I. What makes up a political spot – Focusing on the research components
- II. Understanding landscape, self and opposition research
- III. Ad review of research driven ads
- IV. Critique of 60 second script homework assignments

Assigned Reading: Chapters 6-11 of THE SPOT by next week

Due Thursday February 1– Revisions on the 60. Individually draft two 30-second spots for your candidate, one positive and one negative.

Week 3 - Thursday February 1 – The Role of Earned Media in Paid Communication

Learning Objective: Believability in advertising and the use of 3rd party validation to help build a brand and drive positive and negative character traits.

- I. Lecture: How earned press can help brand a candidate. 3rd party validation and the need for believability in advertising.
- II. Guest presenter on developing earned media campaign *for* better paid advertising campaign.
- III. Ad review focused on positive press clips.
- IV. Pick groups for project

V. Critique of 30 second scripts

Assigned Reading: Chapters 12-16 of THE SPOT by next week

Due Thursday February 8th: First group assignment: Write short paper on what campaign has been chosen for media campaign. How does what you've learned about research and press factor into your decision?

Week 4 - Thursday February 8 – Qualitative and Quantitative Analysis and its Importance in Media Campaign Design

Learning Objective: Understanding the utility of paid research and how various poll designs can help build your campaign.

- I. Discussion of political and issue campaigns and the use of polling to help determine media strategy and narrative.
- II. Guest lecturer on poll design and need for qualitative along with quantitative and understanding crosstabs.
- III. Each group presents their campaign choice to the class.

Assigned Reading: Chapters 1-4 of the Victory Lab by next week

Assignment(s) Due February 22nd: Individually, draft 10 questions for your pollster that you want in the benchmark survey (not including demographic questions) – use your candidate and be prepared to explain any batteries you think you need and why.

Week 5 - Thursday February 22 – Building Narrative: Authenticity in Advertising. Contrasting with your opponent. How to do it and why it's important.

Learning Objective: Understanding the initial steps in a creative process to build a media campaign and effectively communicating a candidate brand.

- I. Review of Poll Question Exercise.
- II. Ad review. Successful narrative campaigns.
- III. Guest Q and A – Elected Official discussing their brand and advertising.

Assigned Reading: The rest of Victory Lab by next week.

Assignment due Thursday March 1: Individually, write candidate bio's for website and for poll draft exercise.

Week 6 – Thursday March 1 – The Art of Script Writing – The Use of Visual Imagery to Make Your Point.

Learning Objective: The construction of writing in 30 seconds. The use of visual metaphors. Writing with a hook and writing for an inherent contrast.

- I. Review Candidate Bio's.
- II. Planning Your Advertising – Thinking through your campaign.
- III. The Chess Game: A single spot vs. a full campaign.
- IV. Script writing...unique and different. Writing vs. Speaking tone.
- V. Writing for different mediums. What's new in the creative process.

Assigned Reading: To Be Determined

Week 7 - Thursday March 8 – Shoots, Production and Post Production. What it takes to produce a good ad. The techniques that are important, the cost and care to get it right.

Learning Objective: A detailed understanding of taking a script package into production and through completion to shipment.

- I. Techniques of Ad production: Studio spots, complicated uses of visuals, candidate shoots, actor driven shoots.
- II. Guest Lecture: Producer: Who's on a shoot, and who in the edit.
- III. Ad Review: Examples of spots of various techniques.

Assignment(s) due Thursday March 22: Groups will meet and come up 3 script ideas for a 30 second positive spot for their candidate and 3 script ideas for a negative spot against your opponent. Groups must prepare to discuss if they think their 30 second creative can work across advertising platforms.

Week 8 - Thursday March 22 – Team Presentation of Spot Concepts

Learning Objective: Learning how to write a script package and how to plan and execute a commercial shoot.

- I. Each group will present their ideas for spots to the class for focus group critique.
- II. What's entailed in an effective shoot:
 - Location/Visuals

- Preparation
 - Schedules
 - Wardrobes, extras, props
 - Costs/Budgeting
 - Expecting the unexpected
- III. Working with a candidate and staff of a campaign.

Assignment due Thursday March 29: Individually, write a critique of your team's spot ideas. Using the knowledge gained from your focus group, examine how they can be improved, what works about them, what doesn't, what are the pitfalls, and what can be done to see that the shoot is done effectively. Individually, draft scripts for your candidate, one positive and one negative. Groups should meet to discuss.

Week 9 –Thursday March 29 – Digital Communication. Social Media and How It Fits/Targeting

Learning Objective: How media consumption habits are changing dramatically, and campaign communication must evolve. Learning the tactics and how to build creative that works online.

- I. The changing landscape of paid communication.
- II. How social media is paid communication.
- III. What platforms can you communicate on?
- IV. What works online?
- V. Guest Lecture: How do you buy it, target and how much does it cost?

Assigned Reading: Sections 1-4 of Life After the 30-Second Spot.

Assignment Due Thursday April 5: As a group, draft a detailed shoot and production memo. Finalize scripts with groups to discuss with Raghu. (Note: the more your ideas are crystallized, the better the advice will be and the easier it will be to create).

Week 10 - Thursday April 5 – Mail, Print and Radio in a Campaign

Learning Objective: Understanding holistic campaigns how to choose a dominant medium and the intricacies of the creation of direct mail.

- I. How to decide what medium to use and when.

- II. What is a dominant medium of communication.
- III. Guest Lecture: How to write a mail piece
- IV. Continue discussion of script packages.

Assignment Due Thursday April 12: Individually, create a direct mail piece to support your candidate's television campaign. Also write a 60-second script for radio.

Week 11 - Thursday April 12 – Studio Tour (Meet Offsite)

Learning Objective: Understanding ad production and post production.

- I. Producing a :30
- II. Components of spot production
 - Shooting, transferring, time codes
 - Off line and on line editing
 - Voice Over
 - Graphics
 - Music
 - Color correction
 - Shipping
- III. Scheduling Ad production in studio including VO

Assignment due for April 19 and 26: Team Script and Shoot Package due April 19. Produced Spot due April 26.

Week 12 - Thursday April 19 – Media Buying and Campaign Budgeting

Learning Objective: How media is strategically purchased and placed. How strategic media plans are considered.

- I. Guest Lecture: How to Media Buy
- II. How to Target
- III. How to List Match for Online Buying
- IV. How to Media Budget
- V. Start Final Ad Presentations if Ready

Assignment due April 26: Final Spot and media plan

Week 13 Thursday April 26 – Final Presentations of Ads and Discussion/Media Consulting as a Business/.

- I. Final Presentations
- II. Evaluation of Ads and Media Plans
- III. The business side of Media Consulting

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.