

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Spring 2017

January 19 – April 27

Political Advertising

PMGT 6466.10

3 Credits

Thu 7:10-9:40

Location: Phillips 110

BASIC INFORMATION AND RESOURCES

Instructors

Peter Fenn and Russ Schriefer

Contact Information

Phone Number: Peter cell-202 487-3189, Russ cell 202 365-0121

Peter@Fenn-Group.com, Russ@strategicpartnersmedia.com

Communication

If need be, don't hesitate to email us with any questions and we will try and get back to you promptly. We will also be available after class for questions.

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 **[fill in proximate location]** 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

Students are expected to attend every class. If there is a compelling reason that you will be absent WE EXPECT TO BE **NOTIFIED BEFOREHAND**. We don't want to hold up the class waiting for a student who may not show. We understand the demands on your time but expect strong class participation. This will be a major part of your 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 the professors and any/all of the following:

Dr. Lara Brown
Director, Political Management Program
larambrown@gwu.edu | 202-994-4545

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.

Course Description and Overview

This course will examine the strategies, techniques, design and impact of paid political communications. It will focus on the role of political advertising in a campaign, including radio, direct mail, print and internet, but with specific emphasis on television.

Course Learning Objectives

We will look at the history of political advertising in the television age and trace the significant changes over the years. The course will focus on the development of the message, as well as the techniques employed, and how they have evolved.

Students will be given the chance to produce actual advertising plans and shoot and edit television spots. The class will be divided into teams and role-play specific races for 2017-18.

In addition, the course will include guest lecturers in areas such as polling, research, time buying, targeting, and media techniques. We will examine specific case studies and analyze the campaigns' media strategies. We will draw on the recent political literature and discuss how campaign advertising may change in the future.

The course is designed to provide a practical understanding of what it takes to create and execute a successful media strategy and the role campaign advertising plays in a campaign.

Course Requirements

There will be homework and projects due throughout the session. Assignments and deadlines will be provided for each class.

This class will be time-consuming and require one day of work for the purpose of filming and one day for the purpose of editing outside of the regular class schedule.

Each group will be required to present ideas for spots, for critique by others in the class and the professors.

There will also be a presentation of the final ads and they will be ranked by other students and the professors across a number of criteria.

All assignments must be turned in digitally and received by email prior to the beginning of class. Please email all assignments to Peter and Russ.

For assignments requiring specific formatting or using images or photographs, please make your files into PDF so that your formatting is preserved and not subject to different computer settings or font availabilities. PDF 995 is a free PDF printer that you should be able to easily download.

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.

- Class participation, discussion and weekly assignments 60%

- Team Advertising Projects 40%

If assignments are turned in late, without prior arrangements, a half a grade will be deducted for each week the assignment is late (for example, a B+ would become a B).

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 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.

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

Required Text and Learning Materials

Required (Books 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 & Sons, Inc., 2006.

In Defense of Negativity: Attack Ads in Presidential Campaigns by John G. Geer, University of Chicago Press, 2006.

The Victory Lab, Sasha Issenberg, 2012.

Optional Supplemental Text and Learning Materials

[The Audacity to Win: The Inside Story and Lessons of Barack Obama's Historic Victory, David Plouffe, Viking Adult, 2009.

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

Going Negative, Stephen Ansolabehere and Shanto Iyengar, Free Press, 1995.

Politics and the Media, Richard Davis, Prentice Hall, 1994.

Air Wars, Darrell M. West, Congressional Quarterly Press, 1993, updated 2013, Link:

http://books.google.com/books?id=QiYXZiUYoQC&dq=%22television+advertising%22&lr=&source=gbs_navlinks_s

A Functional Analysis of American Political Advertisements, Lexington Books, April 2014 , by William Benoit---William Benoit's book is more of a traditional textbook -- all about political advertising from Eisenhower to 2012, but more focused on explaining what the research has told us about what works --

http://books.google.com/books?id=CHZAAwAAQBAJ&source=gbs_navlinks_s

Dirty Politics, Kathleen Hall Jamieson, Oxford Univ. Press, 1992.

You Are the Message, Roger Ailes, 1989.

The A to Z of Video and Audio Visual Jargon, Suzan St. Maur, 1986.

The Responsive Chord, Tony Schwartz (Out of Print).

The Selling of the President, Joe McGinnis, 1968.

Campaigning for President 2008: Strategy and Tactics, New Voices and New Techniques, Dennis W. Johnson, Routledge, 2009 (Peter Fenn Chapter, *Communication Wars: Television and New Media*)

Campaigning for President 2016:, Dennis W. Johnson & Lara Brown, Routledge, 2017 (Peter Fenn Chapter, *Political Advertising*)

Other Articles:

Travis N. Ridout , Michael Franz , Kenneth M. Goldstein & William J. Feltus (2012)
Separation by Television Program: Understanding the Targeting of Political Advertising in Presidential Elections, *Political Communication*, 29:1, 1-23, DOI: 10.1080/10584609.2011.619509

Alan S. Gerber, James G. Gimpel, Donald P. Green and Daron R. Shaw (2011).
How Large and Long-lasting Are the Persuasive Effects of Televised Campaign Ads? Results from a Randomized Field Experiment.
American Political Science Review, 105, pp 135-150. doi:10.1017/S000305541000047X.

Kaid, Lynda Lee, Juliana Fernandes, and David Painter (2011).
Effects of political advertising in the 2008 presidential campaign.
American Behavioral Scientist 55.4: 437-456.

Lowry, Dennis T., and Md Abu Naser (2010).
From Eisenhower to Obama: Lexical Characteristics of Winning versus Losing Presidential Campaign Commercials.
Journalism & Mass Communication Quarterly 87.3-4: 530-547.

Huber, G. A. and Arceneaux, K. (2007),

Identifying the Persuasive Effects of Presidential Advertising.
American Journal of Political Science, 51: 957–977. doi: 10.1111/j.1540-
5907.2007.00291.x

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.

Class Date

Week 1 – January 19, 2017 – Introduction to the Course and the History and Role of Political Advertising

- I. Introduction of course – what is expected, weekly assignments, production of spots
- II. Introduction of class participants – interests, past experiences, career goals
- III. History of Political Advertising – types of ads, phases of a political campaign
- IV. How advertising fits into an overall campaign – selected campaigns will be discussed, and spots will be shown to illustrate the impact of advertising
- V. New Trends in Advertising – where is it going? Good Ads? Bad Ads?
- VI. Reading Assignment: Chapters 1 - 6 of *THE SPOT* by next week

Due January 26th: – Draft a 60-second introductory TV spot for a political candidate of your choice. *Time the spot carefully*, use a stopwatch, and pay particular attention to visuals.

Week 2 – January 26, 2017 – Press, Coverage, and Political Advertising or “Toto, We Aren’t in Kansas Anymore!”

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

- I. What role does paid advertising play, and how do you utilize media techniques to best capture the theme and messages?
 - II. Examples of effective and ineffective "message media"
 - III. Dividing up into Groups – Choose a Campaign for Producing Spots
 - IV. Reading Assignment: Chapters 7-11 of *THE SPOT* by next week
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Week 3 – February 2, 2017 – The Good, the Bad and the Ugly: What goes into TV Advertising

- I. What makes up a Political Spot – Research, Polling, Theme & Message, Techniques
- II. Crafting the Message for a Campaign/Strengths and Weaknesses Analysis Case Study
- III. Critique of 60-second spots written for homework
- IV. Reading Assignment: Chapters 12-16 of *THE SPOT* by next week

Due February 9th Individually, Draft two 30 second spots for your candidate, one positive and one negative

Week 4 – February 9th – Polling, Focus Groups, and Their Importance in Designing the Media Campaign. Guest Speaker: TBD

Due Today – Individually, draft two 30 second spots for your candidate, one positive and one negative

- I. Discussion of political and issue campaigns and the use of polling to help determine media strategy.
- II. Presentation and critique of spot drafting assignments. How does this analysis play into determining advertising? How does polling measure the comparisons between candidates? How does this get translated into media?
- III. Reading Assignment: Read Chapters 1-4 of *The Victory Lab* for next week

Due February 16th: Individually, draft 10 questions for your pollster that you want in the benchmark survey (not including demographic questions) – use your candidate.

Week 5 – February 16, 2017 –

The Art of Script-Writing – What Constitutes an Effective Spot. Use of Visual Imagery to Make Your Point. The New Media and American Politics: Is the 30 Second Spot Dead?

Due Today – Individually, draft 10 questions for your pollster that you want in the benchmark survey (not including demographic questions) – use your candidate.

- I. Planning Your Advertising – Thinking through your campaign
- II. The Chess Game: The creation of a single spot vs. the entire campaign
- III. Writing scripts – unique and different...Or How to stick it to your 8th grade English teacher. (Why grammar doesn't matter!)
- IV. Criteria for judging a well-written spot.
- V. The Ultimate Test...Does it work...? Does it move voters to your candidate?
- VI. Discussion of Polling Memos-- Presentation of poll questions and what critical information they provide for writing an effective ad.

VII. Reading Assignment: Read the rest of *The Victory Lab* for next week

Week 6 – February 23, 2017– The Anatomy of A Media Campaign: What it takes to produce good ads,, the techniques that are important, the cost and care it takes to “get it right”

AND Scouting and Setting up the Shoot; Dealing with the Candidate. Shoot Memos. Shoot Budgets. Costs and Quality of Ads. The Whys and Wherefores Behind Shooting Political Commercials. Guest Speaker: TBD

- I. We will discuss techniques of producing ads – simple studio spots, more complicated use of visuals, onsite shoots.
- II. Examples will be shown of spots and what techniques are involved.
- III. Reading Assignment: to be determined

Due March 2nd:

(1) Groups will meet and come up with 3 script ideas for a 30 second positive spot for their candidate and 3 script ideas for a negative spot against your opponent.

Week 7 – March 2nd – Focus Groups: Team Presentations of Spot Concepts

Due Today – *Groups will meet and come up with 3 script ideas for a 30 second positive spot for their candidate and 3 script ideas for a negative spot against your opponent.*

- 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
- Wardrobe, extras, props
- Release forms
- Film vs. Tape
- Costs/Budgeting
- Expecting the Unexpected

III. Working With the Candidate and Staff of the Campaign

Due March 9th:

- (1) 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, what can be done to see that the shoot is done effectively?
 - (2) Individually, draft scripts for your candidate, one negative ad and one positive – groups should meet to discuss.
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Week 8 – March 9th – Press and Paid Media

Due Today –

- (1) *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, what can be done to see that the shoot is done effectively.*

(2) Individually, draft scripts for your candidate, one negative ad and one positive – groups should meet to discuss.

Due March 23rd: As a group, draft a detailed shoot and production memo. Finalize scripts with groups to discuss with Fenn Communications Group. (Note: the more your ideas are crystallized, the better the advice will be and the easier it will be to shoot and edit.)

Week 9– March 23, 2017 – Radio, Mail and Print in a Campaign: How Important Are They?

Guest Lecturer: TBD

***Due today** – As a group, draft a detailed shoot and production memo. Finalize scripts with groups to discuss with the professors. (Note: the more your ideas are crystallized, the better the advice will be and the easier it will be to shoot and edit.)*

- I. How to Decide what Medium to Use and When – examples of campaigns that supplement TV with the other forms of communication; examples of campaigns where radio and/or mail supplants television
- II. Continue discussion of script ideas
- III. Reading Assignment: *Life After the 30-Second Spot* (Sections 1 - 4)

Due March 30th: Individually, create a direct mail piece to support your candidate's television campaign. Also, write a 60-second script for radio. (Warning: this assignment will take longer than you think...start early.)

Week 10 – March 30th, 2017– Media Tour and Group Meetings to Plan Media Campaigns – Will meet at OFF CAMPUS LOCATION

Due today – Individually, create a direct mail piece to support your candidate's television campaign. Also, write a 60-second script for radio. (Warning: this assignment will take longer than you think...start early.)

I. Crafting, Drafting and Producing a 30-Second Spot

II. **MEET at OFFSITE LOCATION – NOT AT GW!**

- Shooting, transferring, time codes
- Off line editing
- On line editing
- Voice over
- Paint Box/Graphics
- Use of music in a political advertisement
- Anatomy of an ad

III. ***Shoots—March 31, April 1,2 -- Fri, Sat, Sun -- groups to be determined***

IV. Producing Ads – Shooting. Sign up for production schedule. **Scripts must be completed.**

Week 11 – April 6th – Voiceover Records BEFORE class;

Media Buying – Fitting the Budget and Paying Attention to the Strategy.

Guest Lecturer: TBD

- I. **Voiceovers at TBD**
- II. Media Buying Basics
- III. Integrating the overall strategy into the media buy
- IV. *Editing – April 7, 8, 9 -- Fri, Sat, Sun -- groups to be arranged*

Week 12 – April 13, 2017 – Presentation of ads (part of the class)—if ready

Review Ads produced from the groups – these will be in the form of presentations to the candidates and campaigns, complete with rationale and discussion of the strategy involved. The class and instructors will serve as critics and questioners of the presenters.

Discussion of the changes in advertising -- Social media, online ads, the future

- I. Online Advertising
- II. Social Media and Viral Video
- III. The Future of Traditional TV Advertising

Week 13 – April 20, 2017 – Class Discussions of Ad Campaigns!!!

Presentation of ads and discussion

- I. Review Ads produced from the groups – these will be in the form of presentations to the candidates and campaigns, complete with rationale and discussion of the strategy involved. The class and instructors will serve as critics and questioners of the presenters.
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Week 14 – April 27, 2017 -- Feedback on the Course/Discussion of Media Consulting as a Business

- I. Review of Class

- II. Evaluations of Ads – Presentation of “Classie Awards”

- III. GET A PIZZA

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.