

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Summer

May 16, 2016 - July 22, 2016

Rules, Laws, and Strategy

PMGT 6450.10

3 Credits

Thursday, 7:10-9:40 P.M.

Phillips 413

BASIC INFORMATION AND RESOURCES

Instructors

Anne Caprara

Anne currently serves as the Executive Director for Priorities USA Action, the main SuperPAC supporting Hillary Clinton for President. Before coming to Priorities, Anne served as the Vice President of Campaigns at EMILY's List. In 2014, Anne was political director for the Democratic Senatorial Campaign Committee, helping to oversee Senate races in 33 states. In 2011 and 2012, Anne served as the DSCC's Deputy Political Director, covering all Senate races east of Wisconsin. She spent the last weeks of the 2012 cycle working in Connecticut to help defeat Republican Senate candidate Linda McMahon. In 2008, Anne was the campaign manager for Betsy Markey, a first time candidate running against a 3-term Republican Congresswoman in Colorado's 4th congressional district. Betsy won by the race by 12 points and Anne subsequently served as Betsy's chief of staff from 2008 until 2010. Previous to that, Anne served as Chief of Staff for Ohio Congresswoman Betty Sutton and as the Deputy Research Director at EMILY's List. She obtained her Master's degree from George Washington University and her undergraduate degree from American University.

Rebecca Geller

Rebecca Geller is Founder and Managing Partner of The Geller Law Group, a boutique law firm of 6 attorneys headquartered in Fairfax, VA that was featured in the New York Times in 2015.. She is a seasoned lawyer committed to providing affordable, high-quality legal services to businesses and families. In April 2015, The Washingtonian Magazine selected Rebecca as a "person we would like to have dinner with." She has been in numerous television interviews such as MSNBC Your Small Business and the Washington Business Report program to offer legal advice to entrepreneurs. Well known for her legal experience and activism, Rebecca was selected as a Rising Star Super Lawyer in 2015 and 2016 and received the 2015 Enterprising Women of the Year Award from Enterprising Women Magazine. Her clients include political consultants, PACs, political fundraisers, small businesses, and families. Rebecca is involved in the community as a lawyer and political activist and regularly gives speeches and presentations to organizations and groups about legal issues. She serves on the legal steering committee for the Democratic Party of Virginia.

Contact Information

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Rebecca Geller

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Communication

E-mail is the quickest and easiest way to reach us. You can expect a response to questions within 1 business day.

Social Media Policy

We will be bringing in a wide variety of political professionals from both sides of the aisle for this course and we have asked them to be as honest and open with students as possible. To allow that kind of discourse, it's imperative that classroom discussions be off the record - which means no video recording and no posting of comments made in the classroom to social media sites. This includes classroom discussion and instruction and encompasses all students in the class, the instructors and the guest speakers.

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 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 have to leave here, we will meet at Kogan Plaza 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

Attendance is vital for this course. We will be combining at-home reading with presentation and discussion by some of the top political professionals in the business. This will afford students an opportunity to see how the law is actually applied in politics.

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. 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.

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 so as 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 give students a comprehensive overview of the rules and laws that govern campaigns and campaign activity. We will examine relevant statutes and case law, as well as look at how the law is practically applied during the course of an election season. Students will come to a greater understanding of the legal structure that governs campaign activity through a robust slate of guest speakers who work in and around the campaign business every day.

Course Requirements

Attendance and class participation is vital to this course and will constitute the bulk of a student’s grade. Additionally students will be required to read and review selected course materials for each week’s class and participate in in-class simulations. Students will also be required to submit a final paper.

Evaluation and Grading

Assignment	Evaluation	% of Grade
Class Participation	Come to class prepared to discuss the reading material, ask thoughtful questions to speakers and instructors, and participate in class discussion	60%
Ongoing Assignments	Small papers and projects will be assigned on an ongoing basis that must be completed prior to each class.	10%
Final Paper	Paper will be limited to 5-6 pages but must include analytical, high-level thought process and writing concerning legal, political, and strategy about the issues presented in the class.	30%

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).

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.

May 19, 2016

Week 1

Overview of Campaign Laws and the FEC

We will start the course with a comprehensive overview of current campaign finance and election law, as well as an examination of the history of our electoral statutes.

Read: The United States Constitution and be prepared to discuss the constitutional basis for campaign laws.

http://www.archives.gov/exhibits/charters/constitution_transcript.html

May 26, 2016

Week 2: We will be hosting this class as a WebEx session. Details to come.

June 2, 2016

Week 3

The Strange World of Super PACs

We will discuss the world of Democratic and Republican Super PACs. This will include a practical look at how independent groups operate and how campaign operatives navigate the law surrounding such groups.

Guest Speaker: Patrick McHugh, Deputy Executive Director of Priorities USA Action

Read:

[Citizens United Supreme Court case](#)

US News article “Are Super PACs Harming U.S. Politics” (be sure to read the pro/con arguments at the end of the article outlining both sides’ positions) <http://www.usnews.com/debate-club/are-super-pacs-harming-us-politics>

Politico article “Inside Jeb Bush’s \$150 Million Failure”

<http://www.politico.com/magazine/story/2016/02/jeb-bush-dropping-out-set-up-to-fail-213662>

New York Times article “As Jeb Bush Struggles, Some Allies Blame His ‘Super PAC’”

http://www.nytimes.com/2016/01/22/us/politics/jeb-bush-right-to-rise-super-pac.html?_r=0

Assignment Due Today: Develop a message for your candidate’s Super PAC based on a review of a candidate website.

June 9, 2016

Week 4

Campaign Finance

We will discuss how campaigns raise money and comply with FEC law. We will explore the major legal decisions that laid the framework within which campaigns must operate today to raise money and finance their campaigns.

Guest Speakers: Rebecca Kline, a Democratic fundraiser, will join Nathan Kline, her husband and a GOP campaign operative

Read:

FEC Litigation Summaries: http://www.fec.gov/law/litigation_CCA_B.shtml

Columbia Law Magazine Article “Go Beyond Supreme Court Campaign Finance Decisions Timeline”
<http://www.law.columbia.edu/magazine/interactive/55569/go-beyond-supreme-court-campaign-finance-decisions-timeline>

Time Magazine Article: Do We Really Need Campaign Finance Reform?
<http://time.com/4182502/campaign-finance-reform/>

Huffington Post “Call Time For Congress Shows How Fundraising Dominates Bleak Work Life”
http://www.huffingtonpost.com/2013/01/08/call-time-congressional-fundraising_n_2427291.html

June 16, 2016

Week 5

Campaign Law History/Recounts

We will discuss a brief history of campaign law in America and how recount law works on campaigns.

Guest Speaker: Marc Elias, Chair of Perkins Coie’s Political Law Practice and General Counsel to Hillary for America

Read:

Gore v. Bush court case: <https://supreme.justia.com/cases/federal/us/531/98/case.html>

Wall Street Journal, “Law Blog Chats with Marc Elias, Lawyer for Al Franken”
<http://blogs.wsj.com/law/2008/11/21/law-blog-chats-with-marc-elias-lawyer-for-al-franken/>,

Wall Street Journal, “There’s Nothing Unusual About the Minnesota Recount”
<http://www.wsj.com/articles/SB122723054779146549>

Reddit, Marc Elias post on Arizona Primary Election (Read Marc’s post and then explore the comments and reactions to it on reddit)

https://np.reddit.com/user/Marc_Elias

June 23, 2016

Week 6

Issues related to Voting Rights

We will review the historical context of legal challenges concerning voting rights, voter identification challenges, ballot access, and voter suppression. We will examine historical methods used to prevent individuals from voting, current challenges, and the Voting Rights Act. We will identify methods by which activists may counter voter suppression effort and recognize that rules that limit voter access to polls may change election results

Guest Speaker: Pratt Wiley, National Director of Voter Expansion, Democratic National Committee

Read: NY Times Magazine Article “What’s Left of the Voting Rights Act”

http://www.nytimes.com/2015/08/04/magazine/whats-left-of-the-voting-rights-act.html?_r=0

Watch: John Oliver on Voting Rights: <https://www.youtube.com/watch?v=rHFOWlMCdto>

Assignment(s) Due Today: Take the literacy test used in a southern state to prove you have a 5th grade level of education -- is it actually a test of literacy? Be prepared to analyze and discuss the literacy test and your experience taking the literacy test.

June 30, 2016

Week 7

Gerrymandering - How to Draw a District

We will address political gerrymandering and how congressional districts are actually drawn.

Guest Speaker: Jim Ellis, the former executive director of Tom DeLay’s ARMPAC

Read: NYTimes article about recent redistricting case at Supreme Court:

http://www.nytimes.com/2016/03/22/us/politics/roles-of-race-and-partisanship-in-legislative-maps-argued-at-supreme-court.html?rref=collection%2Ftimestopic%2FRedistricting%20and%20Reapportionment&action=click&contentCollection=timestopics®ion=stream&module=stream_unit&version=latest&contentPlacement=1&pgtype=collection

Assignment Due Today: Redistricting Game

The Redistricting Game is designed to educate, engage, and empower citizens around the issue of political redistricting. Currently, the political system in most states allows the state legislators

themselves to draw the lines. This system is subject to a wide range of abuses and manipulations that encourage incumbents to draw districts which protect their seats rather than risk an open contest. By exploring how the system works, as well as how open it is to abuse, The Redistricting Game allows players to experience the realities of one of the most important (yet least understood) aspects of our political system.

<http://www.redistrictinggame.org/game.php>.

July 7, 2016

Week 8

The Real House of Cards - The Law Vs. Political Reality

We will explore ethical investigations into campaigns, elections, and elected officials and discuss issues related to impeachment, indictments, and recalls. We will look at where the law and political reality intersect.

Guest Speakers: Washington Post reporters Paul Kane and Ed O’Keefe

Read:

The Washington Post, “Some supporters of Rubio say bad strategy, poorly run campaign killing his chances” https://www.washingtonpost.com/politics/bad-strategy-poorly-run-campaign-are-killing-marco-rubios-chances/2016/03/06/d9a77e54-e246-11e5-846c-10191d1fc4ec_story.html

The Washington Post, “He’s Got a Downton Abbey Inspired Office But Rep Aaron Schock Won’t Talk About It” https://www.washingtonpost.com/lifestyle/style/hes-got-a-downton-abbey-inspired-office-but-rep-aaron-schock-wont-talk-about-it/2015/02/02/1d3f1466-ab1f-11e4-abe8-e1ef60ca26de_story.html

The Atlantic, “It Took 44 Days of Damaging News Reports for Aaron Schock to Resign” <http://www.theatlantic.com/politics/archive/2015/03/it-took-44-days-of-damaging-news-reports-for-aaron-schock-to-resign/448335/>

The Washington Post, “Bush and His Super PAC Are On The Attack - But Aiming at Different Targets” https://www.washingtonpost.com/politics/bush-and-his-super-pac-are-on-the-attack--but-aiming-at-different-targets/2016/01/12/1a75553a-b94a-11e5-99f3-184bc379b12d_story.html

The Washington Post, “Sen. Robert Menendez indicted on corruption charges” https://www.washingtonpost.com/politics/menendez-expected-to-be-indicted-as-soon-as-wednesday-sources-say/2015/04/01/623024c6-d86e-11e4-8103-fa84725dbf9d_story.html

Wall Street Journal, “The Menendez Indictment” <http://www.wsj.com/articles/the-menendez-indictment-1429138441>

July 14, 2016

Week 9

Primaries, Party Nominations, 3rd Party Candidates and the Elusive Contested Convention

We will explore the rules surrounding Party nominations and primaries and take a look at the Democratic and Republican conventions happening this week and next.

Read:

Vox, “Contested Conventions, Explained” <http://www.vox.com/2016/3/23/11280032/brokered-convention-explained>

Pew Research Center, “Contested Presidential Conventions, and Why Parties Try to Avoid Them” <http://www.pewresearch.org/fact-tank/2016/02/04/contested-presidential-conventions-and-why-parties-try-to-avoid-them/>

Watch:

Senator Edward Kennedy, “1980 Convention Speech” <http://www.c-span.org/video/?3439-1/senator-edward-kennedy-1980-convention-speech>

Class Date

Week 10

What’s Next?

We will examine future trends expected in campaign finance reform and legal issues, potential impacts of the 2016 election, upcoming Supreme Court decisions, and

Read:

Politico, “How Scalia’s Death Could Shake Up Campaign Finance Reform” <http://www.politico.com/magazine/story/2016/02/antonin-scalia-death-campaign-finance-reform-213633>

NYTimes, “The Conservative Case for Campaign Finance Reform” http://www.nytimes.com/2016/02/03/opinion/the-conservative-case-forcampaign-finance-reform.html?_r=0

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