Course Time: Thursdays, 11:30-2:20  
Course Location:  
Course Website: https://catalyst.uw.edu/workspace/cvapv/51313/378806  

Instructor: Chris Vance  
Officer hours 11:00 to 11:30  Parrington 406  
Phone: 253-347-9713  
Email: cvapv@uw.edu  

Course Description  
In a democracy, election results drive public policy. The next campaign is never far from the minds of elected officials. Policy is often made via ballot measures, or driven by advocacy campaigns. Therefore, anyone whose career involves public affairs needs to understand how political campaigns really operate. In addition, political campaign management, consulting, and political communications are very viable public affairs career paths. Some make campaigns a career; while many others use campaign jobs as stepping stones to other positions. Office holders and organizations are always in need of press secretaries or other top staff who have the ability to think strategically and communicate a message. This course is designed to give participants the same level of training political organizations and parties provide to candidates and entry level campaign managers and staff, and to train students in the basics of press relations, and strategic communications. The goal is that upon completion of the course, students will not only understand how campaigns function, they will actually be prepared to work on a campaign staff or in a political office or advocacy organization.  

Required Reading  


Joe Gaylord is a well-known Republican consultant and was a Fellow at the Institute of Politics at Harvard's Kennedy School of Government. This book is an updated version of the training manual used by Republican organizations since 1991. The book is short, please read all of it. Sections we will cover each session are noted in the outline below.
Four online articles on campaigns

Is Facebook the Holy Grail for Political Advertising?  
http://www.nationaljournal.com/magazine/facebook-the-vote-20150612

Ten Life Saving Rules for Campaign Managers 


Two online articles regarding crisis communications:

Institute for Public Relations:  Crisis Management and Communications.  

Lothery and Associates:  Campaign Crisis Communications.  

A note on partisanship:  The instructor is a Republican.  The required readings come from Republican and Democratic consultants.  The guest speakers are Republican and Democratic consultants.  The class is about campaign mechanics, not issues or ideology.  Partisanship will play no role in the course.  We will be talking about how campaigns are won and lost, and how messages are delivered, not public policy.

Course Assignments and Grading

Course participation:  10%.  Please show up and participate.  Ask questions.  Unexcused absences will negatively affect your participation grade.  If you have to miss a session I expect you to notify me.

Mock Campaign Plan in Three Parts:  You will be given a scenario for a campaign and asked to prepare a written mock campaign plan based on what you learn during the course.  This plan will be turned in and graded in three parts:

- **Strategy Statement and Message Plan:**  25%.  Due by email Monday, October 19.
- **Tactical Plan and Timeline:**  20%.  Due by email Monday, November 9.
• **Budget and Finance Plan:** 20%. Due by email Monday, November 24.

Your plan will be graded based on the quality of the writing, including grammar, spelling and punctuation, and the realism and likelihood of victory if your plan were actually implemented.

**Crisis Communications Plan:** 25%. You will be given a scenario and asked to prepare a crisis communications plan/memo, and then present your message in a brief oral presentation before the class. The oral presentation will be worth 10 points, and you will be graded based on the effectiveness of the presentation. The written plan will be worth 15 points, and you will be graded based on the quality of the writing, and the realism and likely effectiveness of your plan.

**Memo due by:** Monday, December 14. **Oral Presentations on:** December 3

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**Course Outline**

**Readings to be Discussed in Parentheses**

**Session 1 (October 1): Overviews**
- Introduction and course overview
- Overview of the campaign plan
- Managing a winning campaign (Gaylord, pages 88-99) (Ten Life Saving Rules for Campaign Managers)
- Presentation of campaign plan assignment

**Session 2 (October 8): Strategy and Message**
- Guest speaker: Alison Peters, Alison Peters Consulting, Democratic pollster. Polling and message development
- Strategy: Picking a winning strategy (Gaylord, pages 4-27)
- Strategy: Developing a message that supports your strategy (Gaylord, pages 28-34)

**Session 3 (October 15): Voter Contact Tactics**
- Tactics: Paid Advertising (Gaylord, pages 44-63) (Understanding Political Media Buying, Is Facebook the Holy Grail?, and Political Direct Mail Strategy and Tactics)
- Tactics: Earned media/Speeches/Debates (Gaylord, pages 35-43 and 72-87)
- Tactics: Field activities

**Session 4 (October 22): Mechanics**
- Guest speaker: Dan Kully, Kully Hall Consulting, Democratic media consultant. Broadcast advertising
- Fundraising and legal compliance (Gaylord, pages 64-71)
- GOTV/Election Day/Post-election day

Session 5 (October 29): Other campaigns
- Guest Speaker: Kathy Neukirchen, Media Plus. Broadcast advertising planning
- Ballot Measure Campaigns
- Public Affairs Campaigns

Session 6 (November 5): Media Relations
- Basics of media relations; including:
  - How to write effective press releases and statements
  - When and how to conduct press conferences and media availabilities
  - Social media
  - Overview of Crisis Communications (Institute for Public Relations: Crisis Management and Communications.)
- Presentation of Crisis Communications assignment/scenario

Session 7 (November 12): Crisis Communications
- Guest Speaker: Anitra Beruti, Republican fundraising consultant. Fundraising and finance plans
- Crisis Communications Case Studies
- Preparing a Crisis Communications Plan (Lothery and Associates: Campaign Crisis Communications.)

Session 8 (November 19): Message Training
- Media interview/message training. PowerPoint presentation, then actual training on how to handle a media interview

Session 9 (December 3): Crisis Communications Plans
- Guest Speaker: David Postman, Communications Director, Governor Jay Inslee, Press relations and earned media.
- Begin oral presentations of crisis communications plans

Session 10 (December 10): Crisis Communications Plans
- Complete oral presentations of crisis communications plans