

MODERN AMERICAN POLITICAL CAMPAIGN

Fall, 2021 Syllabus

Professor: Hon. Karl Rove / ([Email](#))

Date: M - 10 -12, W - 10-11

Classroom: M - RLP 1.302B

W - PAR 201

Office Hours: By Appointment

(Arrange through Cathy McConnell)

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COURSE OVERVIEW

This course will explore how modern American political campaigns are organized and operate. Although we focus primarily on past, present, and future presidential campaigns, we will also look at how these activities and methods are replicated at the local and state level. This course will be interactive – students should be prepared to speak publicly, develop well-researched interview questions, work collaboratively, and express their thoughts in writing, clearly and concisely. Students should expect a substantial weekly reading load. The assigned books and articles will explore each week's theme and help students develop their ideas for their final paper. Students are expected to actively participate in class, turn in weekly writing assignments, and attend both the Monday and Wednesday sections of the class. Please refer to the syllabus for further instruction, course details, assignments, and expectations.

COURSE ASSIGNMENTS AND GRADES

Attendance/Participation (10% of course grade)

Students will be required to stay, attend, and participate throughout the duration of the two-hour class period. TA's will track an individual's questions and comments throughout each class, which will affect their final grade.

Weekly Campaign Memo (30% of course grade)

Each week, you'll be assigned a campaign problem or challenge related to that week's topic. You will write a memo of up to 750-words addressing the issue. The topic will be presented to you on Wednesday during the discussion section. The written response is due Sunday at 11:59pm via Canvas.

Book Report/Interview (35% of course grade)

Each student will be required to either conduct an interview with a special guest or read a pre-selected book and present it to the class.

Book Report

If you choose to complete a book report, you'll read an entire book and then prepare a 5-10-minute PowerPoint presentation and write a book report of no more than 1,500-words. The PowerPoint and written paper must be submitted before the start of class on the Monday of your presentation via Canvas. Share with the class what the book says about that week's topics and identify the author's main issues, observations, and conclusions. Be brief, pointed and crisp. One slide must include a quote from the book that best summarizes its overarching theme. Explain your reaction – any opinions, questions, agreements, or disagreements – to the author's view on the topic that we are examining.

Interview

Two people will volunteer for each week's Zoom interview. You'll be provided background on the guest(s), but you will be responsible for formulating questions based on the highlights of their career. A draft of 20 questions (15 of your favorites and 5 "back-ups") must be turned into the TA in electronic form the Wednesday prior to the Monday interview for review, comment ,and approval. A sheet of bios has been posted to Canvas; introductions will NOT be necessary. The interviewers must work out who welcomes the guest, begins the questions, and who thanks the guest to close the session. Interviewers should divide the questions roughly in half. We hope to have time for Q&A to be opened up to the students. Interviewers will have to handle the transitions. We have, however, uploaded an interview guide to "keep the ball rolling."

Final Paper (25% of course grade)

In lieu of a final exam, you will produce a substantial 15 – 20-page research paper on a topic of your choosing related to American presidential campaigns. Prior to drafting your paper, you will submit a topic for approval and then complete a prospectus. At the end of the semester, you will submit a final paper that presents your thesis in response to a research question and uses primary and/or secondary sources.

The topic of your final paper must fall within one of the twelve themes of the course, or, alternatively, you may elect to a study of a specific presidential campaign, looking at its strategic approach and subsequent execution.

CLASS DISCUSSION

Classroom discussion is a major component of this course. As such, I will be employing the rules about only using laptops or personal electronic devices when announced in class.

CLASS RECORDINGS

This class is using the Lectures Online recording system. This system records the audio and video material presented in class for you to review after class. Links for the recordings will appear in the Lectures Online tab on the Canvas page for this class. You will find this tab along the left side navigation in Canvas.

To review a recording, simply click on the Lectures Online navigation tab and follow the instructions presented to you on the page. You can learn more about how to use the Lectures Online system at <http://sites.la.utexas.edu/lecturesonline/students/how-to-access-recordings/>.

WRITING ASSIGNMENTS

I strongly encourage you to use the services offered by the University Writing Center. The UWC offers 45-minute, one-on-one consultations with UT students on any piece of writing. You may visit up to three times per assignment. The consultants are well trained, and the cost of the service is covered in your tuition. If you wish to make an appointment, you may do so through the UWC website: uwc.utexas.edu.

Remember to carefully proof-read your assignments before submitting them to Canvas. I recommend that you proof-read by hand and do not solely rely on a spellchecker. The work you submit should be your own.

ACADEMIC INTEGRITY

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers. I hope it goes without saying that cheating unacceptable. Because the University requires me to say it anyway, let me direct you to the UT Honor Code (or statement of ethics) and an explanation or example of what constitutes plagiarism (Link to University Honor Code):

<https://deanofstudents.utexas.edu/conduct/standardsofconduct.php>

DOCUMENTED DISABILITY STATEMENT

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty is not required to provide accommodations without an official accommodation letter from SSD.

CLASSROOM HEALTH AND SAFETY

Amid the current COVID-19 pandemic, students will be expected to respect the University's implemented rules. You are not required to wear a mask in class, but I strongly recommend that you do so. Please do not come into class if you have been exposed or tested positive for COVID-19. If you are exposed to or contracted COVID-19, email your TA to receive the materials from the class that day.

EMERGENCY EVACUATION POLICY

In the event of a fire or other emergency, it may be necessary to evacuate a building rapidly. Upon the activation of a fire alarm or the announcement of an emergency in a university building, all occupants of the building are required to evacuate and assemble outside. Once evacuated, no one may re-enter the building without instruction to do so from the Austin Fire Department, University of Texas at Austin Police Department, or Fire Prevention Services office.

Students should familiarize themselves with all the exit doors of each room and building they occupy at the university and should remember that the nearest exit routes may not be the same as the way they typically enter buildings.

Students requiring assistance in evacuation shall inform their instructors in writing during the first week of class. Faculty members must then provide this information to the Fire Prevention Services office by fax (512-232-2759), with "Attn. Mr. Roosevelt Easley" written in the subject line.

TENTATIVE COURSE SCHEDULE

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance learning opportunities. Please regularly check your email and the Canvas page for any updates.

Date	Topics of Discussion
Aug. 30 - Introduction	<ul style="list-style-type: none">● Description of structure● Participation options<ul style="list-style-type: none">○ Interviews○ Book report● Mandatory Attendance● Weekly writing: case study memos● Do campaigns matter?
Sept. 13 - Strategy	<ul style="list-style-type: none">● Why your candidate?<ul style="list-style-type: none">○ Why them? Fundamental reason they should be elected○ Strengths, weaknesses● Electoral College: Paths to Victory● Winning Coalition<ul style="list-style-type: none">○ Who do you need to vote for you?○ Who don't you need?● Opposition research<ul style="list-style-type: none">○ Your opponent○ Your candidate
Sept. 20 - Messaging	<ul style="list-style-type: none">● Policy● Vision<ul style="list-style-type: none">○ Issues○ Stories● Speeches<ul style="list-style-type: none">○ Announcement○ Frame key issues○ Stump speech● Issue research<ul style="list-style-type: none">○ Trackers/Yours and theirs
Sept. 27 - Campaign Organization	<ul style="list-style-type: none">● Creating a culture<ul style="list-style-type: none">○ Aligning responsibility with authority○ Nurturing loyalty● Structure<ul style="list-style-type: none">○ Chair/Kitchen cabinet○ Manager

	<ul style="list-style-type: none"> ● Functions <ul style="list-style-type: none"> ○ Political/field ○ Data ○ Research ○ Communications ○ Scheduling/advance ○ Coalition groups ○ Fundraising ○ Media ○ Administration ○ Finance/Accounting/Compliance
Oct. 4 - Media	<ul style="list-style-type: none"> ● TV ● Digital ● Relative effectiveness ● Management of media team
Oct. 11 - Earned Media	<ul style="list-style-type: none"> ● Social Media ● Rapid response ● Planning your message matrix ● Responding or don't respond? ● Scandals
Oct. 18 - Polling	<ul style="list-style-type: none"> ● Types of polls <ul style="list-style-type: none"> ○ Quantitative ○ Qualitative ● Does it work anymore? ● Values of polls ● Social media monitoring
Oct. 25 - Data	<ul style="list-style-type: none"> ● Microtargeting ● Modeling ● Data-driven campaign
Nov. 1 - Fundraising & Opposition Research	<ul style="list-style-type: none"> ● Small Dollar: Digital, mail and phone ● Bundling and events ● Compliance ● Essentials of Oppo Research
Nov. 8 - Primaries & Conventions	<ul style="list-style-type: none"> ● Primary strategy ● Survival and durability ● "Your lane" ● Debate/Joint appearances ● VP selection

	<ul style="list-style-type: none"> ● Convention <ul style="list-style-type: none"> ○ Travel into convention ○ Delegates ○ Platform ○ Acceptance ○ Travel out of the convention ● Transition planning
Nov. 15 - Debate	<ul style="list-style-type: none"> ● Key moments in debate history ● Do's and Don'ts ● Debate Prep
Nov. 29 - Ground Game	<ul style="list-style-type: none"> ● Registration ● Identification ● Persuasion ● GOTV
Dec. 6 - Fall Campaign	<ul style="list-style-type: none"> ● The controlled chaos that's the final months of a general election

ASSIGNED READINGS

Date	Topic and Assigned Readings
Sept. 13	Strategy <ul style="list-style-type: none"> ● Daron Shaw, <i>The Race to 270: The Electoral College and the Campaign Strategies of 2000 and 2004</i> ● Memo, <i>Clark Clifford to Harry S. Truman, November 19, 1947</i> ● Karl Rove, "Rove - Clements Memo (1985)." Scribd.
Sept. 20	Messaging <ul style="list-style-type: none"> ● Costas Panagopoulos, <i>Bases Loaded: How US Presidential Campaigns are Changing and Why it Matters</i> ● James Carville and Paul Begala, <i>Buck Up, Suck Up ... And Come Back When You Foul Up</i> ● Karl Rove, <i>The Triumph of William McKinley</i> (Chapters 23-27)
Sept. 27	Campaign Organization <ul style="list-style-type: none"> ● Peter F. Drucker, <i>The Effective Executive</i> (esp., Chapters 6 and 7)
Oct. 4	Media <ul style="list-style-type: none"> ● Tony Schwartz, <i>The Responsive Chord</i>
Oct. 11	Earned Media <ul style="list-style-type: none"> ● Thomas E. Patterson, <i>Out of Order</i>. ● Thomas E. Patterson, <i>News Coverage of the 2016 General Election: How the Press Failed the Voters</i> (Dec. 1, 2016, HKS Working Paper No. RWP16-052.)
Oct. 18	Polling <ul style="list-style-type: none"> ● Courtney Kennedy, "Key Things to Know about Election Polling in the United States," Pew Research Center, 15 Oct. 2020. ● Claudia Deane, et al., "Election 2020 Polling Field Guide," Pew Research Center, 8 Mar. 2021. ● Nate Silver, "The Death of Polling Is Greatly Exaggerated," FiveThirtyEight, 25 Mar. 2021.
Oct. 25	Data <ul style="list-style-type: none"> ● Sasha Issenberg, <i>Victory Lab</i> (Chapter 9-Epilogue).

Nov. 1	Fundraising and Opposition Research <ul style="list-style-type: none"> ● David B. Magleby, <i>Financing the 2016 Election</i> (Chapters 4 and 5).
Nov. 8	Primaries and Conventions <ul style="list-style-type: none"> ● Dan Balz and Haynes Johnson, <i>The Battle for America</i> (Chapters 5-16). ● Karl Rove, <i>The Triumph of William McKinley</i> (Chapters 7-18).
Nov. 15	Debates <ul style="list-style-type: none"> ● Robert S. Erikson and Christoper Wlezien, <i>The Timeline of Presidential Elections: How Campaigns Do (and Do Not) Matter</i> (Chapters 4 and 5). ● Peter R. Schrott and David J. Lanoue, "Debates Are for Losers," <i>PS: Political Science and Politics</i>, vol. 41, no. 3, 2008, pp. 513–518. JSTOR. ● Kim L. Fridkin, et al, "Capturing the Power of a Campaign Event: The 2004 Presidential Debate in Tempe," <i>Journal of Politics</i>, vol. 69, no. 3, 2007, pp. 770–785.
Nov. 29	Ground Game <ul style="list-style-type: none"> ● Donald Green, <i>Get Out the Vote!</i> ● Chris Stirewalt, "Republicans, Stop Believing Your Own Election Myth," <i>Commentary</i>, 21 June 2021.
Dec. 6	Fall Campaign <ul style="list-style-type: none"> ● Dan Balz, <i>Collision 2012: Obama vs. Romney and the Future of Elections in America</i> (Chapters 19-27). ● Evan Thomas and the Staff of <i>Newsweek</i>, <i>Election 2004: How Bush Won and What You Can Expect in the Future</i>. ● Karl Rove, <i>The Triumph of William McKinley</i> (Chapters 28-29).

Book Reports

- 1) **Sept. 13 – Strategy**
 - a) Sun Tzu, *Art of War*
 - b) Saul Alinsky, *Rules for Radicals*
- 2) **Sept. 20 - Messaging**
 - a) Theodore White, *The Making of the President 1960*
 - b) Joseph Napolitan, *The Election Game and How to Win it*
- 3) **Sept. 27 - Campaign Organization**
 - a) Quintus Tullius Cicero, *How to Win an Election*
 - b) George Washington Plunkitt, *Plunkitt of Tammany Hall*
- 4) **Oct. 4 - Media**
 - a) Joe McGinnis, *The Selling of The President 1968*
 - b) John Geer, *In Defense of Negativity: Attack Ads in Presidential Campaigns*
- 5) **Oct. 11 – Earned Media**
 - a) Timothy Crouse, *The Boys on the Bus*
 - b) Daniel J. Boorstin, *The Image: A Guide to Pseudo-Events in America*
- 6) **Oct. 18 – Polling**
 - a) Walter Lippman, *Public Opinion*
 - b) Eric Hoffer, *The True Believer*
- 7) **Oct. 25 – Data**
 - a) Kevin Phillips, *The Emerging Republican Majority*
 - b) John Judis and Ruy Teixeria, *The Emerging Democratic Majority*
- 8) **Nov. 1 – Fundraising and Opposition Research**
 - a) Billy Lee Brammer, *The Gay Place*
 - b) Robert Penn Warren, *All the King's Men*
- 9) **Nov. 8 - Primaries and Conventions**
 - a) Geoffrey Cowan, *Let the People Rule: Theodore Roosevelt and the Birth of the Presidential Primary*
 - b) Charles Peters, *Five Days in Philadelphia: The Amazing "We Want Willkie!" Convention of 1940 and How it Freed FDR to Save the Western World*

10) Nov. 15 - Fundraising and Opposition Research

- a) Barton Swaim, *The Speechwriter: A Brief Education in Politics*
- b) Jim Lehrer, *Tension City: Inside the Presidential Debates, from Kennedy-Nixon to Obama-McCain*

11) Nov. 29 - Ground Game

- a) Daron R. Shaw and John R. Petrocik, *The Turnout Myth: Voting Rates and Partisan Outcomes in American National Elections*
- b) Rasmus Kleis Nielsen, *Ground Wars: Personalized Communication in Political Campaigns*

12) Dec. 6 - Fall campaign

- a) John Heilemann and Mark Halperin, *Game Change*
- b) John Heilemann and Mark Halperin, *Double Down: 2012*

WEEKLY GUEST INTERVIEWS:

9/13 - Strategy - **James Carville and Mary Matlin**

9/20 - Messaging - **David Axelrod**

9/27 - Campaign Organization - **Sec. James A. Baker, III**

10/4 - Media - **Mark McKinnon**

10/11 - Earned Media - **Robert Gibbs and Jonathan Swan**

10/18 - Polling - **Brenda Gianiny**

10/25 - Data - **Sara Fagen and Brad Parscale**

11/1 - Fundraising and Opposition Research - **Jack Oliver and Joe Pounder**

11/8 - Primaries and Conventions - **Maria Cino and Barry Jackson**

11/15 - Debates – **Robert B. Barnett**

11/29 - Ground Game - **Donna Brazile and Betsy Ankeny**

12/6 - The Fall Campaign - **Jim Messina and Ken Mehlman**