Fall 2016 Political Science 100G
How to Win (or lose) an Election
Professor Nathan Fletcher

SUMMARY

Do you have what it takes to win an election? Do you even know what it takes? This course will focus on the components of a political campaign with a particular focus on the practical realities that lead to winning or losing. Topics include: campaign organization; vote targeting, role of political parties, social media and the Internet, fundraising, the role of the press, how to handle a crisis, debates and much more. All of these areas will be explaining citing specific examples from federal, state, and local races. The course will examine research about what makes and effective campaign strategy and focus on how technology has affected the way campaigns contact voters. Taught by someone who has both won and lost elections, this course will give you a historical understanding of the basic principles of elections and political campaigns.

CONTACT INFORMATION

Professor Nathan Fletcher
Email: nfletcher@ucsd.edu
Office: SSB 321
Office Hours: Thursday 2:00pm to 4:00pm
To attend office hours, please reserve a time on the office hours doodle schedule:
http://doodle.com/poll/99wyv5gh8p9hb4g3
Please reserve only one 15-minute timeslot. If you reserve a time and will be unable to use it please remove your reservation so that another student can access that time.

Teaching Assistant:
Stan Oklobdzija
soklobdzija@ucsd.edu
Office Hours: By appointment

CLASS INFORMATION

Lecture: Thursdays 5pm - 7:50 pm
Location: Pepper Canyon Hall 120 PCYNH 120

The slides for each class will be posted on course TED site and each lecture will be podcast*. The course TED site will also include course announcements, volunteer/internship opportunities, study guides, and any other class materials.

*Podcasting will be done provided the system works properly and many guest speakers opt not to podcast their discussion. There should be **no expectation or guarantee** lectures or presentations will be podcast.

READING

Required:
Campaigns & Elections: Rules, Reality, Strategy, Choice
John Sides, Daron Shaw, Matt Grossman, Keena Lipsitz

The Politics of Congressional Elections by Dr. Gary Jacobson

Additionally, Professor Fletcher may post relevant articles or supplements on the TED site. Please monitor it weekly for course announcements or additional readings.

Suggested:
The Last Campaign: Robert Kennedy and 82 days that inspired America
Thurston Clarke

COURSE ASSIGNMENTS

› 10%	Assignment #1	Documentary Analysis	Due *Wednesday, September 28th at 5:00 PM*
› 50%	Assignment #2	Campaign Plan	Due, *Wednesday, November 23rd at 5:00 PM*
› 35%	Final	Final Exam	*Friday, December 9th, 7:00 PM to 10:00 PM*
› 5%	Class Participation		

(Please note all written assignments are due on a WEDNESDAY. We do not have class on Wednesday but this is the time they are due via Turn It in).
(All assignments will be submitted via Turn It In. Turn it in does not "lose" pages, forget to staple them, or get the submission time wrong.)

Assignment #1 Campaign Plan
For the campaign plan, you will write a comprehensive campaign plan for a Congressional candidate.

Campaign Plan Sections:
1. Information on your candidate
2. Information on your district
3. Overall strategy
4. Vote Goals/Targeting
5. Earned Media/Press Plan
6. Finance/Fundraising Plan
7. Anticipated role of political parties and outside groups
8. Field/GOTV/Volunteer Plan
9. Paid Media Plan
10. Social Media/Internet Plan
11. Overall Budget
12. Campaign Speech

Please note you need to use original citations. So if you get the information from an aggregator of sources like Wikipedia you MUST track down the original, credible source. The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

Assignment #2 Documentary Evaluation
In class, we will watch a documentary on political campaigns. You will write a two-page evaluation of the film we screen.
Please note you need to use original citations. So if you get the information from an aggregator of sources like Wikipedia you MUST track down the original, credible source. The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

Students will be required to use Turnitin to submit for all written assignments. Turnitin is an Internet-based plagiarism prevention service, which will be used to ensure academic integrity. The portal can be accessed directly through the course website. Hard copies of assignments will not be accepted. Professor Fletcher and the Teaching Assistants will provide additional information on the proper way to upload these assignments in subsequent class meetings.

Final Exam
For students who have a documented finals conflict with another UCSD course we will offer an alternative final exam time. The final will be comprehensive of the materials presented, guest speakers and assigned readings for the entire course.

OFFICE HOURS
Please reserve a 15-minute block on this doodle during the weekly office hours. If you schedule a time and cannot attend then please go back into the doodle and free up the time so another student can use it.

Class Participation
Professor Fletcher will occasionally have a class (usually when guest speakers are present) where attendance will be checked and credit given for attendance and participation. These classes will be announced in advance.

Extra Credit
During the course, opportunities to intern or volunteer with a government office or political campaign will be made available to students. Any student who does eight hours of documented work for an elected official, government office, political candidate or organization that advocates for public policy/political change will have one point added to the final course score. (If your midterm, writing project, class participation, and final give you 89, your final score for the course will be 90).

While opportunities will be provided in class, students are not bound to only those presented through the course. Students should feel free to contact officials or organizations and request volunteer opportunities. However, the hours worked must be documented by date and time, along with a signed letter by a representative from that organization. Additionally, a written explanation of the work done and what was learned must be submitted. This summary and signed hours form MUST be submitted before the final exam begins to be eligible for extra credit.
Again, for the extra point to be counted, students must submit a written memo that includes:
--Name of official or organization
--Total hours worked (minimum of 8, but no maximum)
--Nature of work performed
--Signature and title by verifying person at office of official or organization
--Students take on volunteer/internship. This can be attached separately or below the signature of person verifying if student would rather them not see overall comments. But this section should include what was learned, observed, overall feelings and anything that relates back to the class.
NO SUBMISSIONS WILL BE ACCEPTED ONCE THE FINAL EXAM BEGINS.

CLASS MEETINGS
Each class meeting will consist of a lecture and then a discussion section where a particular question related to the lecture will be addressed in a group discussion. Sometimes there might be two lectures and two discussion sections back to back.

Occasionally, we will have guest speakers. You may be tested on the content covered in their lectures and question and answers. While their content may or may not be on the test, you should learn from their presentation and work in specific examples cited by guests in your short answer, essays and class assignments to demonstrate an understanding of the practical realities of topics presented. Also use guest speakers as your chance to ask relevant questions about Campaigns and Elections.

GRADE CHANGES AND EXTENSIONS

All requests for grade changes must be made in writing, to Professor Fletcher, within a week of receiving the graded assignment. Requests more than a week from assignment being provided to the student will NOT be considered. Requests must be typed and double-spaced and provide an explanation for the request and justification. Please note that a Professor review of a grade assigned by a TA may result in either a higher or lower grade (or grade could stay the same). **There are no re-grades for the final.**

Extensions on assignments and make-up exams will only be granted in cases of documented illness or family medical emergencies. Please contact Professor Fletcher as soon as possible if you need to request one. Appropriate contact for Professor is email—not a tweet, facebook message, or note slipped under his office door.

Note: We will **NOT** grant any extensions because stolen or damaged computers. This does happen, so you should be in the habit of using the free Google drive, Drop Box, or other program to automatically back up all of your work on the cloud whenever you save it so that you never lose it.

LATE ASSIGNMENTS

Assignments submitted after the assigned deadline will be assessed the following penalties:
--5% reduction per day. The penalty will be assessed at 5pm each day. So if the assignment is due on Thursday at 5pm, the student will lose 5% points if submitted anytime until Friday at 5pm. After Friday at 5pm it will go to 10% points until Saturday at 5pm when it will go to 15% points, etc.
--The penalty will max out at a 20% reduction.
--The reduction is a percentage of the final grade for the assignment. So if you scored a 84% on the paper but were assessed a 10% reduction your final grade for the assignment would be a 74%.
--No papers will be accepted once the final exam begins!
*I have never seen a paper improve at a rate greater than the one at which you lose point

ACCOMODATIONS:

Students requesting accommodations for this course due to a disability must provide a current Authorization for Accommodation (AFA) letter issued by the Office for Students with Disabilities (OSD) which is located in University Center 202 behind Center Hall. Students are required to present their AFA letters to Faculty (please make arrangements to contact me privately) and to the OSD Liaison in the department in advance so that accommodations may be arranged. Contact the OSD for further information:
858.534.4382 (phone)
osd@ucsd.edu
http://disabilities.ucsd.edu/

Class Schedule

1. Thursday September 22nd

Course Overview
Campaign Documentary Viewing and Discussion
Assignment #1: Campaign Documentary Analysis due Wednesday, September 28th at 5:00 PM
Reading:

a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 12: "Voter Choice" in *Campaigns and Elections*

2. Thursday, September 29th

Lecture: Course Introduction: The Basics of Congressional Campaigns and Course Overview
Campaign Plan Section 1: Picking your candidate
Campaign Plan Section 2: Understanding your district
Reading:

a. Gary Jacobson, Chapter 2: The Context in *The Politics of Congressional Elections*
b. Gary Jacobson, Chapter 3: Congressional Candidates in *The Politics of Congressional Elections*
c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 9: "Congressional Campaigns" in *Campaigns and Elections*
d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 1: "Introduction" in *Campaigns and Elections*
e. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 2: "The American Electoral Process" in *Campaigns and Elections*

3. Thursday, October 6th

Lecture: The Presidential Nominating Process plus other types of elections
Campaign Plan Section 3: Developing a Campaign Strategy and Message
Campaign Plan Section 4: Voter Targeting, Voter ID
Discussion: Electoral college? Time to go?
Reading:

a. Gary Jacobson, Chapter 5: Congressional Voters in *The Politics of Congressional Elections*
b. Gary Jacobson, Chapter 6: National Politics and Congressional Elections in *The Politics of Congressional Elections*
c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 5: "Modern Campaign Strategies" in *Campaigns and Elections*
d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 8: "Presidential Campaigns" in *Campaigns and Elections*
e. https://www.bostonglobe.com/metro/regionals/west/2015/12/18/the-argument-should-president-chosen-popular-vote/GMwcc7tfsGMMP2FGiw2DjJ/story.html
f. http://www.debate.org/opinions/should-the-electoral-college-be-abolished

4. Thursday, October 13th

Lecture: The Role and Evolution of the Press, Internet and Social Media
Campaign Plan Section 5: Earned Media/Press Plan
Discussion: What is the future role of the press?
Reading:

a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 7: "Media" in *Campaigns and Elections*

5. Thursday, October 20th

Lecture: The History of Campaign Finance in America including the role of Political Parties and outside groups
Campaign Plan Section 6: Fundraising and Finance Plan
Discussion: Public financing of campaign? Solution or stupid?
Reading:

a. Gary Jacobson, Chapter 4: Congressional Campaigns in *The Politics of Congressional Elections*
b. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 4: "Financing Campaigns" in *Campaigns and Elections*
c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 6: "Political Parties and Interest Groups" in *Campaigns and Elections*
d. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 13: "Democracy in Action or a Broken System?" in *Campaigns and Elections*

6. Thursday, October 27th

Lecture: Political Parties Plus Political Ads
Campaign Plan Section 7: Political Parties and outside groups
Campaign Plan Section 9: Paid Media Plan
Reading:

a. Gerber, Alan S., Donald P. Green, and Christopher W. Larimer. "Social pressure and vote turnout: Evidence from a large-scale field experiment." *American Political Science Review* 102.1 (2008): 33.
b. Bond, Robert M., et al. "A 61-million-person experiment in social influence and political mobilization." *Nature* 489.7415 (2012): 295-298.
c. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 11: "Voter Participation" in *Campaigns and Elections*

7. Thursday, November 3rd

Lecture: How the Internet Changed Everything plus GOTV and Field
Lecture: The Debate, Convention, and Campaign Speech
Campaign Plan Section 8: Field/Grassroots Operations
Campaign Plan Section 10: Social Media/Internet Plan
Campaign Plan Section 12: Campaign Speech

8. Thursday, November 10th (NO CLASS)

9. Thursday, November 17th

Lecture: Voting Rights, Recounts and recalls
Discussion: Reforms – debate and discussion
Reading:

a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 11: "Voter Participation" in *Campaigns and Elections*

Assignment #2: Campaign Plan due, Wednesday November 23rd at 5:00 PM

Thursday, November 24th NO CLASS—Happy Thanksgiving

10. **Thursday, December 1st**

Special Panel Discussion: Election 2016 Recap (Attendance will be checked)

11. **Friday, December 9th, 7:00pm to 10:00pm FINAL EXAM**