

**Urban Studies 320/Political Science 320/GAFL 710
Fall 2007**

**THE SCIENCE OF POLITICS:
WHO GETS ELECTED AND WHY?**

**Governor Ed Rendell
Co-Instructor: Dr. Peter Siskind**

Monday 6:00-9:00 p.m.; Logan Hall 402

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Office Hours: To Be Announced

What does it take to get elected to office? What are the key elements of a successful political campaign? What are the crucial issues guiding campaigns and elections in the U.S. at the beginning of the 21st century? This class will address the process and results of electoral politics at the federal, state, and local levels. Each week we will be joined by guest speakers who are nationally recognized professionals with expertise in different areas of the campaign and election process.

Requirements:

- Active, informed class participation (10% of grade)
- Mid-term paper (35% of grade)
- Group project:
 - Group paper (35% of grade)
 - Group presentation (20% of grade)

Required Readings:

- The following three books are available at House of Our Own Books, 3920 Spruce St.:
 - Paul S. Herrnson, *Congressional Elections: Campaigning at Home and in Washington* (Washington, D.C.: Congressional Quarterly Press, 2004 – Fourth Edition).
 - Larry Sabato (ed.), *The Sixth Year Itch: The Rise and Fall of the George W. Bush Presidency* (New York: Pearson Longman, 2008).
 - Evan Thomas, *Election 2004: How Bush Won and What You Can Expect in the Future* (New York: Public Affairs, 2004).
- In addition, a Course Pack of required articles and book excerpts is available at Campus Copy, 3907 Walnut Street. All readings listed in the syllabus not in any of the above three books are included in this Course Pack. On occasion, guest speakers may also supply reading materials that will be distributed prior to their appearance.

Course Schedule:

September 10: *Introduction*

September 17: *2004 Presidential Election and 2006 Midterm Election Overview*

- Thomas, *Election 2004*, pp. xix-xxv, 1-198.
- Sabato, *The Sixth Year Itch*, pp. 47-133 (Chapter 2: Charlie Cook, “2006: An ‘Abby Normal’ Election”; Chapter 3: Stuart Rothenberg, “The Fight for the Senate”; Chapter 4: Chuck Todd, “The Governors: Not So Much a Wave as a Gentle Democratic Current”; Chapter 5: David Wasserman, “The 2006 House Midterm Maelstrom”).

September 24: *Who Runs and Why: Incumbents and Challengers*

- Herrnson, *Congressional Elections*, pp. 35-68 (Chapter 2)
- Sabato, *The Sixth Year Itch*, pp. 261-286, 435-448 (Chapter 14: Bruce A. Larson, “In with the Tide, Out with the Tide: Casey Defeats Santorum in Pennsylvania”; Chapter 25: G. Terry Madonna, “Pennsylvania Governor: Incumbency Matters”).
- **Course Pack:**
 - Jeffrey Toobin, “The Great Election Grab,” *The New Yorker* (December 8, 2003), 63-66, 75-76, 78, 80.
 - David E. Rosenbaum, “The Supreme Court: The Decision; Justices Bow to Legislators in Political Gerrymandering Case,” *The New York Times*, April 29, 2004.
 - Jeanne Cummings, “Redistricting: Home to Roost – How Republicans’ Gerrymandering Efforts May Have Backfired,” *The Wall Street Journal*, November 10, 2006.

October 1: *Campaign Staffs, Political Consultants, and Party Organizations*

- Herrnson, *Congressional Elections: Campaigning at Home and in Washington*, pp. 69-128 (Chapters 3-4).
- **Course Pack:**
 - Ronald A. Fauchaux, “How Much Will It Cost?” & “Hiring Consultants” in *Running for Office: The Strategies, Techniques, and Messages Modern Political Candidates Need to Win Elections* (New York: M. Evans & Company, Inc., 2002), pp. 93-97, 222-224, 122-139 (Chapter 6, Appendix C & Chapter 10).
 - Dennis W. Johnson, “The Business of Political Consulting,” in James A. Thurber & Candice J. Nelson (eds.), *Campaign Warriors: The Role of Political Consultants in Elections* (Washington, D.C.: Brookings Institution Press, 2000), pp. 37-52 (Chapter 3).
 - Daniel A. Smith, “Strings Attached: Outside Money in Colorado’s Seventh District,” in David B. Magleby & J. Quin Monson (eds.), *The Last Hurrah? Soft Money and Issue Advocacy in the 2002 Congressional Elections* (Washington, D.C.: Brookings Institution Press, 2004), pp. 180-204 (Chapter 8).

October 8: *Developing Strategy: Polling, Research and Planning*

- Sabato, *The Sixth Year Itch*, pp. 233-250, 307-320 (Chapter 12: Peter J. Woolley, “Menendez vs. Kean: National vs. Local Issues in New Jersey”; Chapter 16: Michael Nelson, “Tennessee Senate: (Almost) All in the Family”).
- **Course Pack:**
 - Ronald A. Fauchaux, “The Elements of Campaign Strategy,” & “Crafting Your Campaign’s Message” in *Running for Office*, pp. 46-88, (Chapters 3-4).
 - Stephen K. Medvic, “Campaign Pollsters and Polling,” in Robert P. Watson & Colton C. Campbell (eds.), *Campaigns and Elections: Issues, Concepts, Cases* (Boulder, CO: Lynne Rienner Publishers, 2003), pp. 31-46 (Chapter 2).
 - Frank Luntz, “Political Case Studies,” in *Words that Work: It’s Not What You Say, It’s What People Hear* (New York: Hyperion, 2007), pp. 149-178 (Chapter VIII).

October 15: *FALL BREAK – NO CLASS*

October 22: *Money and Politics I: Giving, Receiving and the Law*

- Herrnson, *Congressional Elections*, pp. 159-188 (Chapter 6)
- Sabato, *The Sixth Year Itch*, pp. 135-151 (Chapter 6: Michael E. Toner & Melissa L. Laurenza, “Emerging Campaign Finance Trends and Their Impact on the 2006 Election”)
- **Course Pack:**
 - Marian Currinder, “Campaign Finance: Funding the Presidential and Congressional Elections,” in Michael Nelson (ed.), *The Elections of 2004* (Washington, D.C.: Congressional Quarterly Press, 2005), pp. 108-132 (Chapter 6).
 - Jeffrey H. Birnbaum, “Fund-raisers Aren’t Who You Think” and “Buying into the System,” in *The Money Men: The Real Story of Fund-raising’s Influence on Political Power in America* (New York: Crown Publishers, 2000), pp. 49-103 (Chapters 3-4).
 - Norman Cummings & Grace Cummings, “Strategy and Tactics for Campaign Fundraising,” in James A. Thurber & Candice J. Nelson (eds.), *Campaigns and Elections American Style* (Boulder, CO: Westview Press, 2004 – Second Edition), pp. 67-82 (Chapter 5).
- Explore information and databases available at the following websites:
 - <http://www.opensecrets.org> (operated by the Center for Responsive Politics)
 - <http://www.fec.gov> (Federal Election Commission)

October 29: *Money and Politics II: The Influence of Spending on Elections*

- **Course Pack:**
 - David Beiler, “The Election that Couldn’t Be Bought,” in *Campaigns & Elections Magazine* (February 2000), 28-34, 45-47.

- David Beiler, “Jon Corzine and the Power of Money,” in *Campaigns & Elections Magazine* (April 2001), 22-36.
- James A. Thurber & Carolyn Long, “Brian Baird’s ‘Ring of Fire’: The Quest for Funds and Votes in Washington’s Third District,” in Thurber (ed.), *The Battle for Congress: Consultants, Candidates, and Voters* (Washington, D.C.: Bookings Institution Press, 2001), pp. 160-198 (Chapter 6).
- Stephen K. Medvic & Mathew M. Schousen, “When Incumbents Clash, Fundamentals Matter: Pennsylvania Seventeen,” in Magleby & Monson (eds.), *The Last Hurrah?*, pp. 225-240 (Chapter 10).

MIDTERM ESSAY DUE FRIDAY, NOVEMBER 2nd , 3 p.m.

November 5: *Allies, Interest Groups and Political Coalition-Building*

- Herrnson, *Congressional Elections*, pp. 129-158 (Chapter 5).
- **Course Pack:**
 - Ronald A. Fauchaux, “Controlling the Agenda,” in *Running for Office*, pp. 187-197 (Chapter 15).

November 12: *Media and Politics I: Television and Radio Advertising*

- Sabato, *The Sixth Year Itch*, pp. 153-165 (Chapter 7: Claude R. Marx, “The Media and Campaign 2006”).
- **Course Pack:**
 - Jay Bryant, “Paid Media Advertising: Political Communication from the Stone Age to the Present,” in Thurber & Nelson (eds.), *Campaigns and Elections American Style*, pp. 90-108 (Chapter 7).
 - Arthur Sanders, “Creating Effective Political Ads,” in David A. Schultz (ed.), *Lights, Camera, Campaign!* (New York: Peter Lang, 2004), pp. 1-20 (Chapter 1).
 - Joshua Green, “Dumb and Dumber: Why Are Campaign Commercials So Bad?” *The Atlantic Monthly*, July/August 2004, pp. 83-86.
 - Kathleen Hall Jamieson, “Power of Ads to Shape News,” in *Dirty Politics: Deception, Distraction, and Democracy* (New York: Oxford University Press, 1992), pp. 123-135 (Chapter 5).
 - David Beiler, “The Senator from Central Casting: How Fred Thompson Turned Tennessee Politics Upside Down in 1994,” in Michael Bailey et al. (eds.), *Campaigns & Elections: Contemporary Case Studies* (Washington, D.C.: Congressional Quarterly Press, 2000), pp. 71-79 (Chapter 5).

November 19: *Media and Politics II: Communications Strategies, the Internet and Free Media*

- Herrnson, *Congressional Elections*, pp. 213-237 (Chapter 8)
- Sabato, *The Sixth Year Itch*, pp. 167-190, 321-334 (Chapter 8: Michael Cornfield, “The Netroots Break Through: On-Line Campaigning in the 2006 Midterm Elections”; Jeff E. Schapiro, “Virginia Senate”).
- **Course Pack:**

- Daniel M. Shea & Michael John Burton, “News Coverage,” in *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management* (Westport, CT: Praeger Publishers, 2006 – Third Edition), pp. 167-179 (Chapter 11).
- Adam Mendelson & Chris St. Hilaire, “Getting Press Coverage in Campaigns,” in *Campaigns & Elections Magazine* (May 2001), 59-60.
- Jeff Gumbinner, “The Seven Qualities of Effective Direct Mail,” in *Campaigns & Elections Magazine* (July 2005), 34-35.
- Michael Bassik, “What John Kerry Taught Us About Online Advertising,” in *Campaigns & Elections Magazine*, (December 2004/January 2005), 79-80.
- “Politics 2.0: Fight Different,” *Mother Jones*, July/August 2007, pp. 27-37.
- Matthew Robert Kerbel, “The Media: The Challenge and Promise of Internet Politics,” in Nelson (ed.), *The Elections of 2004*, pp. 88-107 (Chapter 5).

November 26: *Targeting Voters, Field Organizing, and Getting Out the Vote*

- **Course Pack:**

- Ronald Faucheux, “The Power of Targeting,” in *Running for Office*, pp. 140-154 (Chapter 11).
- Jon Gertner, “The Very, Very Personal is the Political,” *The New York Times Magazine*, February 15, 2004.
- Matt Bai, “The Multilevel Marketing of the President,” *The New York Times Magazine*, April 25, 2004.
- J. Quin Monson, “Get On TeleVision vs. Get On The Van: GOTV and the Ground War in 2002,” in Magleby & Monson (eds.), *The Last Hurrah?*, pp. 90-116 (Chapter 4).
- Shea & Burton, “Returning to the Grassroots,” in *Campaign Craft*, pp. 181-196 (Chapter 12).

December 3: *Final Presentations*

December 10: *Final Presentations*