

# Political Campaigns (POLM 5011)

FALL 2024

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## Course Description

A strategic approach to developing and executing political campaigns, including: campaign ethics, development and delivery of messages, use of research and data, policy and platform, advertising, issue management, tour, use of new technology and social media, campaign organization, fundraising and budget, and GOTV efforts.

## Learning Outcomes

Students will develop the skills needed to take on major roles on political campaigns. They will develop a deep understanding of the strategic decisions facing political candidates, and the tactics used by modern campaigns.

## Reserved Reading List

Most of the readings from the following books are available electronically through MacOdrum library. In addition, the full copy of many of these books are on reserve at MacOdrum library. Students are encouraged to read the identified sections by the dates indicated in the course outline:

- Burton, M.J., Miller, W.J., & Shea, D.M. (2015). *Campaign craft: The strategies, tactics, and art of political campaign management* (5<sup>th</sup> ed.). Santa Barbara, CA: Praeger, ABC-CLIO, LLC. ISBN: 9781440837326.
- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2<sup>nd</sup> ed.). Thousand Oaks, CA: CQ Press. ISBN: 9781544316741.
- Green, D.P. & Gerber, A.S. (2019). *Get out the vote: How to increase voter turnout* (4<sup>th</sup> ed.). Washington, D.C.: Brookings Institution Press. E-book available online at MacOdrum library.
- Faucheux, R.A. (Ed.) (2003). *Winning elections: Political campaign management, strategy, and tactics*. New York: M. Evans & Company. JK2281 .W56 2003.
- Issenberg, S. (2013). *The victory lab: The secret science of winning campaigns*. New York: Broadway Books. JK2281 .I77 2013.
- Thurber, J.A. & Nelson, C.J. (Eds.) (2019). *Campaigns and elections American style: Transforming American politics* (4<sup>th</sup> ed.). Boulder, Colo.: Westview Press. JK2281 .C353 2019.

- Ibbitson, J. (1997). *Promised land: Inside the Mike Harris revolution*. Scarborough: Prentice Hall Canada. FC 3077.2. I22
- Gagnon, G. & Rath, D. (1991) *Not without cause: David Peterson's fall from grace*. Toronto: HarperCollins. FC 3076.2. G34
- Trippi, J. (2004). *The revolution will not be televised: democracy, the Internet, and the overthrow of everything*. New York: ReganBooks. JK 1764 T75 2004
- Delacourt, S. (2016). *Shopping for Votes: How politicians choose us and we choose them* (2<sup>nd</sup> ed.). Madeira Park, BC: Douglas & McIntyre. JL195 .D44 2016
- Ridout, T.N. (2013). *New directions in media and politics*. New York: Routledge. JA85.2 .U6 N49 2013
- Allen, J. & Parnes, A. (2017). *Shattered: Inside Hilary Clinton's doomed campaign*. New York: Crown Publishing Group. E911 .A45 2017

*Inclusion on the reading list does not imply endorsement of the content or any strategy, tactic, policy or position described therein. The readings are intended to help students form their own individual judgements about what works and what doesn't work in campaigns.*

## Evaluation

Students will be evaluated based on four assignments, an in-class exam, and a take-home exam.

The in-class exam will be conducted November 25, during the first 60 minutes of class. It will be worth 15% of the final mark. It covers all lecture content, mandatory readings, and guest speakers through the first nine lessons. It will include multiple choice and short answer questions.

The take-home examination will be worth 25% of the final mark. It will be assigned December 6 and due December 21. It covers all lecture content, mandatory readings, and guest speakers covered throughout the entire term.

The four assignments will be worth 15% each, for a total of 60% of the final mark.

- Assignment #1 (SWOT, targeting):  
Distributed September 9 via Brightspace and in class  
Due September 30, 6:00 pm  
To be completed individually
- Assignment #2 (policy, message note):  
Distributed September 30 via Brightspace and in class  
Due October 28, 6:00 pm  
To be completed individually

- Assignment #3 (campaign ad):
  - Distributed October 28 via Brightspace and in class
  - Due November 11, 6:00 pm
  - Can be completed with a partner
  - To be presented in class
- Assignment #4 (crisis management):
  - Distributed November 11 via Brightspace and in class
  - Scenarios due November 16, assigned November 18 in class
  - Due December 2, 6:00 pm
  - Can be completed with a partner (but must be a different partner than assignment #3)
  - To be presented in class

The oral presentations might be made on the submission deadline, or the following week, depending on the volume of course business. Students should be prepared to present on the submission date and, if not called to present, should come prepared the next class.

*Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.*

## Submitting Assignments

Assignments must be submitted via [Brightspace](#) (Brightspace will automatically log and backup all submissions, so there is no risk of bouncing e-mails). Each student should write the student number on the front page and each subsequent page of the assignment. **The name should not appear anywhere on the assignment.**

Assignments must be submitted by the deadline. Late assignments will lose 10% of the mark for each 24-hour interval, or fraction thereof, that it is late. For example, if an assignment due Monday at 6:00 p.m. is received 6:00 p.m. Monday but before 6:00 p.m. Tuesday, 10% will be deducted from the mark. If the assignment is received after 6:00 p.m. Tuesday but before 6:00 p.m. Wednesday, then 20% will be deducted from the mark, and so on. If the assignment is not received within 10 days, the mark is automatically zero.

After receiving the grade for an assignment, a student has the option to redo and then resubmit the assignment for re-grading. The content for the resubmitted assignment must be different from that of the original assignment. The resubmitted assignment must be resubmitted within one week after the graded assignment is returned. It is always possible that the grade of the resubmitted assignment will be the same as, or lower than, the original grade. Students may only resubmit one assignment throughout the term without penalty.

## **Seminar Protocol**

Students may use laptops, personal data assistants, smart phones and other devices to take notes, non-disruptively, in seminar. Students may not use technology to make a video, audio or photographic record of any part of the seminar, or to broadcast any part of the seminar content.

## **Contact and Office Hours**

I am available for in-person meetings in one of the two instructor meeting rooms to discuss course content and assignments for 30 minutes before (5:30 to 6:00 p.m.) and after (9:00 to 9:30 p.m.) lectures on Monday. I am also available for phone or Zoom discussions on other days upon request. Please reach out via e-mail to schedule either an in-person or virtual discussion.

When communicating with me by e-mail, please send from your carleton.ca e-mail account and send to my carleton.ca account, [DanArnold3@cunet.carleton.ca](mailto:DanArnold3@cunet.carleton.ca).

## Seminar Plan

|               |   |
|---------------|---|
| September 9:  | Lesson 1 - Introduction & overview / Campaign ethics    |
| September 16: | Lesson 2 - Strategy                                     |
| September 23: | Lesson 3 - Communication planning                       |
| September 30: | Lesson 4 - Policy<br><b>Assignment 1 due</b>            |
| October 7:    | Lesson 5 – Public Opinion                               |
| October 14:   | Thanksgiving – No Classes                               |
| October 21:   | Break Week – No Classes                                 |
| October 28:   | Lesson 6 – Paid media<br><b>Assignment 2 due</b>        |
| November 4:   | Lesson 7 – Earned media                                 |
| November 11:  | Lesson 8 – Issues Management<br><b>Assignment 3 due</b> |
| November 18:  | Lesson 9 - Fundraising / Campaign structure             |
| November 25:  | Lesson 10 - Social media<br><b>In-class exam</b>        |
| December 2:   | Lesson 11 – Local Campaigns<br><b>Assignment 4 due</b>  |
| December 6:   | Lesson 12 – Alternative voting methods / GOTV           |
| December 21:  | (not a seminar date) <b>Take-home exam due</b>          |

This plan is only a guide. We will depart from the seminar plan slightly when discussion of some topics takes longer than a full class, or to accommodate guest speakers.

## Details of Seminar Topics, Content and Advance Reading

### 1. September 9: Introduction & overview / Campaign ethics

*Structure of course. Expectations. Do campaigns matter? Ethics & legal compliance. Introduction to strategy.*

First assignment (SWOT, targeting) distributed.

Readings:

- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 1 (Losing and winning: The craft and science of political campaigns), pp. 1-21. [Chapter available on Ares.](#)
- Green & Gerber, *Get out the vote*, Chapter 2 (Evidence Versus Perceived Wisdom), pp. 11-20. [Chapter available on Ares.](#)
- United Kingdom Conservative Party (2022). Code of Conduct for Members and Representatives of the Conservative Party. <https://www.conservatives.com/code-of-conduct>
- Conservative Party of Canada (2019). Code of Conduct for Volunteers, Campaign Staff, and EDA Staff. <https://cpcassets.conservative.ca/wp-content/uploads/2019/07/15151428/bf82499b1f205f1.pdf>
- Liberal Party of Canada (2018). Respectful Workplace Policy. <http://www.liberal.ca/legacy-uploads/wp-content/uploads/2018/12/LPC-Respectful-Workplace-Policy.pdf>
- OPTIONAL: Commissioner of Canada Elections. (updated regularly). Compliance agreements and undertakings. Retrieved from Commissioner of Canada Elections, <https://www.cfec.ca/content.asp?section=agr&document=index&lang=e>
- OPTIONAL: CBC News (2023). Former PMO staffer fined for voting in the wrong riding in the 2021 election <https://www.cbc.ca/news/politics/former-staffer-fined-voting-wrong-riding-1.6942852>
- OPTIONAL: Global News (2021). Calgary Skyview MP George Chahal pays \$500 fine for taking Tory election pamphlet from front door <https://globalnews.ca/news/8537407/calgary-liberal-mp-george-chahal-election-pamphlet-fine/>
- OPTIONAL: CBC News (2020). Bill Morneau violated Elections Act ahead of 2019 election: commissioner. <https://www.cbc.ca/news/politics/morneau-elections-commissioner-1.5718605>

## 2. September 16: Strategy

*Base vote. Winning Coalition. Situational analysis. Ballot question. Framing. Contrast. Message Box. Strategic Considerations. Changing Strategy.*

Readings:

- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 8 (Producer and stage manager: Creating and presenting the campaign's messages), pp. 144-149. [Chapter available on Ares.](#)
  - Watch the Guru Spot this reading discusses:  
<https://www.nytimes.com/video/weekinreview/1194817112035/the-guru-ad.html?smid=url-share>
- Bradshaw, J.C. (2004). Who will vote for you and why: Designing campaign strategy and message. [part] In J. A. Thurber & C.J. Nelson (Eds.) *Campaigns and elections American style: Transforming American politics* (2<sup>nd</sup> ed.). (pp. 37-51). Boulder, Colo.: Westview Press. [Chapter available on Ares.](#)
  - Read until just before the heading "Message" (p. 52 of chapter)
- OPTIONAL: Struble, K. (1997, July). How to beat an incumbent: The inside story of the hard-fought Johnson vs. Pressler U.S. Senate race in South Dakota. *Campaigns & Elections*, p. 24. Retrieved from LexisNexis Academic via MacOdrum Library, [https://ocul-crl.primo.exlibrisgroup.com/permalink/01OCUL\\_CRL/1ortgfo/cdi\\_gale\\_infotracmisc\\_A55939643](https://ocul-crl.primo.exlibrisgroup.com/permalink/01OCUL_CRL/1ortgfo/cdi_gale_infotracmisc_A55939643)
- OPTIONAL: Herle Burly Podcast: Kory Teneycke, 2022 Ontario PC Campaign Manager. <https://www.youtube.com/watch?v=nFGx4ZHw7A>
- OPTIONAL: Jennifer Bieman (2022). How Doug Ford union nods reflect right's inroads with working-class voters. Retrieved from London Free Press. <https://lfpres.com/news/ontario-election/how-doug-ford-union-nods-reflect-rights-inroads-with-working-class-voters>

### 3. September 23: Communication planning

*Slogans. News media environment. Communications plan. Communications concepts.*

Class Discussion: (watch these 4 ads and give some thought to what the main message of each party is)

- Beck positive- <https://www.youtube.com/watch?v=HbJVNIoXcc>
- Moe negative - <https://www.youtube.com/watch?v=fs6kPYY-fzQ>
- Beck negative - <https://www.youtube.com/watch?v=TUpw6SdBtbE>
- Moe positive <https://www.youtube.com/watch?v=AOEnUcrmdo0>

Readings:

- Klar, S., Robison, J. & Druckman, J.N. (2013.) Political dynamics of framing. In Ridout, T.N. (Ed.). *New directions in media and politics*. New York: Routledge. (Chapter 12, pp. 173-192) [Chapter available on Ares.](#)
- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 8 (Producer and stage manager: Creating and presenting the campaign's messages), pp. 139-143. [Chapter available on Ares.](#)
- Bradshaw, J.C. (2004). Who will vote for you and why: Designing campaign strategy and message. [part] In J. A. Thurber & C.J. Nelson (Eds.) *Campaigns and elections American style: Transforming American politics* (2<sup>nd</sup> ed.). (pp. 52-56). Boulder, Colo.: Westview Press. [Chapter available on Ares.](#)
  - Finish excerpt from page 52 to end (p.56)
- OPTIONAL: Lakoff, G. (2006, Feb. 16). An introduction to framing and its uses in politics. Retrieved from Cognitive Policy Works via Internet Archive: Wayback Machine, <https://web.archive.org/web/20170707054930/http://www.cognitivepolicyworks.com/resource-center/frame-analysis-framing-tutorials/simple-framing/>



#### 4. September 30: Policy

*Cognitive & emotive policy. Priming. The motive. Policy consistency. Uses of policy. Building a platform. Selling policy.*

First assignment (SWOT, targeting) due. Second assignment (policy, message note) distributed.

Class Discussion: (ensure you read this before class)

- Ibbitson, J. (1997). *Promised land: Inside the Mike Harris revolution*. Scarborough: Prentice Hall Canada. FC 3077.2. 122 Chapter 3, Writing a revolution, (pp. 43-74). [Chapter available on Ares](#).

Readings:

- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 6 (Ideologist and policy wonk: Standing for something), pp. 103-114. [Chapter available on Ares](#).
- OPTIONAL: Ed Kilgore (2016). Rubio as a weather vane: Bush super-pac hits rival with a classic meme of political attack ads. Retrieved from Intelligencer. <https://nymag.com/intelligencer/2016/01/bush-hits-rubio-with-classic-attack-ad-meme.html>
- OPTIONAL: Conservative Party of Canada (2021). Costing Canada's Recovery Plan. <https://cpcassets.conservative.ca/wp-content/uploads/2021/09/08163147/4a29f9be58288c4-1.pdf>

## 5. October 7: Public opinion

*Evidence vs. perceived wisdom. Does polling work? Types of research tools. Campaign uses of public opinion research. Push polling. A/B Testing. Micro-targeting. Linking data and field.*

Readings:

- Burton, Miller & Shea, *Campaign Craft*, Chapter 5 (Survey research), pp. 69-89. [Chapter available on Ares.](#)
- Delacourt, Susan (2016). *Shopping for Votes: How politicians choose us and we choose them* (2<sup>nd</sup> ed.). Chapter 7 (Market Leader), pp. 177-183. Chapter 9 (Sliced and Diced), pp. 233-262. [Chapter available on Ares.](#)
- Green & Gerber, *Get out the vote*, Chapter 2 (Evidence versus received wisdom), pp. 19-29. [Chapter available on Ares.](#)
- OPTIONAL: Issenberg, S. (2013). *The victory lab: The secret science of winning campaigns*. Chapter 8 & Chapter 10. [Chapter available on Ares.](#)
- OPTIONAL: Nate Silver (2021). *The Death of Polling is Greatly Exaggerated*. Retrieved from FiveThirtyEight. <https://fivethirtyeight.com/features/the-death-of-polling-is-greatly-exaggerated/>
- OPTIONAL: Eric Grenier, the Writ Podcast (2022). *Episode 26 – Dan Arnold on polling for the Liberals*. <https://www.youtube.com/watch?v=IM05OrW-sMs>
- OPTIONAL: Cuelpepper, Sophie (2023). *With five old phones and some Pew data, the BBC's Marianna Spring monitors social media from the inside*. <https://www.niemanlab.org/2023/08/with-five-old-phones-and-some-pew-data-the-bbcs-marianna-spring-monitors-social-media-from-the-inside/>

## 6. October 28: Paid Media

*The basics of campaign advertising. Media Buying. The medium. The message. The impact of advertising. Advertising case studies.*

Second assignment (policy) due. Third assignment (campaign ad) distributed.

Class Discussion – view these ads:

- Museum of the Moving Image, The living room candidate: Presidential campaign commercials 1952-2008. [www.livingroomcandidate.org](http://www.livingroomcandidate.org). View these commercials:
  - Daisy (Democrat, 1964), <http://www.livingroomcandidate.org/commercials/1964/peace-little-girl-daisy#3983>
  - Laughter (Democrat, 1968), <http://www.livingroomcandidate.org/commercials/1968/laughter#4018>
  - Morning in America (Republican, 1984), <http://www.livingroomcandidate.org/commercials/1984/prouder-stronger-better#4085>
  - Revolving Door, (Republican, 1988), <http://www.livingroomcandidate.org/commercials/1988/revolving-door#4121>
  - Willie Horton (Third Party, 1988), <http://www.livingroomcandidate.org/commercials/1988/willie-horton#4123>
  - Any Questions? (Third Party, 2004), <http://www.livingroomcandidate.org/commercials/2004/any-questions/>
  - Understands (Third Party, 2012), <http://www.livingroomcandidate.org/commercials/2012/understands>
  - Mourning in America (Third Party, 2020), <http://www.livingroomcandidate.org/commercials/2020/mourning-in-america>
- ERASE BORDER (Liberal, 1988), <https://www.youtube.com/watch?v=jKQPw9vmG04>
- FACE AD (PC, 1993), <https://www.youtube.com/watch?v=QMjdp3TTTyk>
- JUST VISITING (CPC, 2011), <https://www.youtube.com/watch?v=wcUN4IVVPMo>
- ATTENDANCE (NDP, 2011), <https://www.youtube.com/watch?v=i8eJrv2OOG0>
- HAMSTER (NDP, 2011), <https://www.youtube.com/watch?v=WxglIDEYNFIA>
- JUST NOT READY (CPC, 2015), <https://www.youtube.com/watch?v=c86-9HitWg0>
- READY (Liberal, 2015), <https://www.youtube.com/watch?v=1gFyv2M84nl>
- ESCALATOR (Liberal, 2015), <https://www.youtube.com/watch?v=-wYJ-xNeEe4>
- BLAIR ON GUNS (Liberal, 2021), <https://www.youtube.com/watch?v=NUg9APVWpY>
- GET IT DONE (Ontario PC, 2022), <https://www.youtube.com/watch?v=UIfo2fPa9n4>
- CAN YOU TRUST HER (Alberta NDP, 2023), [https://www.youtube.com/watch?v=fLR\\_TQwJglU&t=188s](https://www.youtube.com/watch?v=fLR_TQwJglU&t=188s)

Readings:

- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 7 (Marketing maven: Reaching the campaign's target audiences), pp. 115-138. [Chapter available on Ares.](#)
- OPTIONAL: Gagnon, G. & Rath, D. (1991) *Not without cause: David Peterson's fall from grace*. Toronto: HarperCollins. FC 3076.2. G34 Chapter 8, Sultans of spin (pp. 250-285). [Chapter available on Ares.](#)
- OPTIONAL: Sides, J. (2011, October 5). The Moneyball of campaign advertising. The New York Times. Retrieved from FiveThirtyEight, [http://fivethirtyeight.blogs.nytimes.com/2011/10/05/the-moneyball-of-campaign-advertising-part-1/?\\_r=0](http://fivethirtyeight.blogs.nytimes.com/2011/10/05/the-moneyball-of-campaign-advertising-part-1/?_r=0) (Part 1) and <http://fivethirtyeight.com/features/the-moneyball-of-campaign-advertising-part-2/> (Part 2)
- OPTIONAL: Delacourt, Susan (2016). *Shopping for Votes: How politicians choose us and we choose them* (2<sup>nd</sup> ed.). Chapter 11 (Ready), pp. 293-324. [Chapter available on Ares.](#)

## 7. November 4: Earned media

*Media strategies. Tour and advance. Speeches. Debates.*

Readings:

- Burton, Miller & Shea, *Campaign Craft*, Chapter 9 (Earned media), pp. 159-175. [Chapter available on Ares.](#)
- Allen, J. & Parnes, A. (2017). *Shattered: Inside Hilary Clinton's doomed campaign*. New York: Crown Publishing Group. Chapter 17, "Demeanor is the debate" (pp. 322-337). [Chapter available on Ares.](#)
- OPTIONAL: Patterson, Thomas (2020), *A Tale of Two Elections*. Retrieved from Harvard Kennedy School. <https://shorensteincenter.org/patterson-2020-election-coverage/>
- OPTIONAL: Scaramucci, A. (2017, July 30). Communications. Reproduced by Warzel, C. (2017, August 2). Here is Anthony Scaramucci's "communications plan" from before he was fired. *Buzzfeed*. Retrieved from Buzzfeed, [https://www.buzzfeed.com/charliewarzel/here-is-anthony-scaramuccis-communications-plan-from-before?utm\\_term=.dkv4MvKar#.ghBrAZjV](https://www.buzzfeed.com/charliewarzel/here-is-anthony-scaramuccis-communications-plan-from-before?utm_term=.dkv4MvKar#.ghBrAZjV)
- OPTIONAL: Schreckinger, B. (2015, December 6). Marco Rubio's 'water thing.' *Politico*. Retrieved from Politico, <http://www.politico.com/story/2015/12/marco-rubio-love-water-216441>
- OPTIONAL: Einhart, Nancy (2016), "*Advance Man*" Was the Most Mysterious Job in Politics — Until Now. Retrieved from PopSugar, <https://www.popsugar.com/news/What-Advance-Team-Politics-42193567>

## 8. November 11: Issues management

*Candidate vetting. Opposition research. War rooms. Crisis response.*

Third assignment (campaign ad) due. Fourth assignment (crisis management) distributed.

Class Discussion:

- Brody, Tyson (December 2022). *George Santos and How Opposition Research Really Works*. Retrieved from New York Times: <https://www.nytimes.com/2022/12/22/opinion/george-santos-oppo-research-dccc.html>
- OPTIONAL: George Santos Opposition Book: [George-Santos-Research-Book.pdf \(dccc.org\)](#)

Readings:

- Faucheux, R.A. (Ed.) (2003). *Winning elections*, chapter 98, pp. 491-500 Chapter available on [Ares](#).
- Johnson, Daniel (2021), *N.S. Liberal candidate says she was pressured to drop out of race over 'boudoir photos'*. Retrieved from National Post at <https://nationalpost.com/news/canada/n-s-liberal-candidate-says-she-was-pressured-to-drop-out-of-race-over-boudoir-photos>
- Simmons, Paula (2015), *The lake of fire is just too crowded to burn the Wildrose this time around*. Retrieved from Edmonton Journal at <https://edmontonjournal.com/news/local-news/paula-simons-the-lake-of-fire-is-just-too-crowded-to-burn-the-wildrose-this-time-around>
- OPTIONAL: Berkowitz, J. (2010, Dec. 28). *Opposition research in political campaigns*. Video of presentation to American University Campaign Management Institute. Retrieved from C-SPAN, <http://www.c-span.org/video/?297260-1/opposition-research-political-campaigns>
- OPTIONAL: Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Appendix D (A case study in crisis management), pp. 311-331. Chapter available on [Ares](#).
- OPTIONAL: Nova Scotia Liberal Party leadership nomination package. Retrieved from: <https://liberal.ns.ca/wp-content/uploads/2020/09/LCNP-Final-1.pdf>
- OPTIONAL: Thompson, Nicole (2022), *Ontario Liberals drop candidate, fall two short of a full slate*. Retrieved from CP24, <https://www.cp24.com/news/ontario-liberals-drop-candidate-fall-two-short-of-a-full-slate-1.5899973?cache=yes%3Fclipid%3D104056%2F7.127424>

## 9. November 18: Budget and fundraising / Campaign organization and structure

*Political contributions. Political expenses. Third parties. Fundraising. Campaign structure.*

Fourth assignment (crisis management) scenarios assigned.

Readings:

- Burton, Miller & Shea, *Campaign Craft*, Chapter 7 (Fundraising strategies and tactics), pp. 121-139. [Chapter available on Ares.](#)
- Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Chapter 5 (Team builder), pp. 85-101; Chapter 12 (Candidate caretaker and confidant: Handling details of building trust), pp. 243-262. [Chapter available on Ares.](#)
- Varley, Peter (2018). *Ontario PCs and a Story too Shocking to Tell – Until Now*. Retrieved from LinkedIn: <https://www.linkedin.com/pulse/ontario-pcs-story-too-shocking-tell-until-now-peter-varley/>
- OPTIONAL: Faucheux, R.A. (Ed.) (2003). *Winning elections*, chapter 40, pp. 248-257 [Chapter available on Ares.](#)

Resources:

- Elections Canada. (June 2021). *Political financing handbook for registered parties and chief agents*. Retrieved from <http://www.elections.ca/content.aspx?section=pol&document=index&dir=pol/man/ec20231&lang=e>

## 10. November 25: Social Media

*The evolution of campaigns. What can social media be used for? Campaigning with social media.*

Midterm conducted during the first hour of class.

Readings:

- Cain, Patrick (2019), *What Facebook ad data tells us about the parties' social media strategy*, retrieved from Global News: <https://globalnews.ca/news/5969133/facebook-election-ad-canada/>
- Flom, Hannah (2020, December). Does this bring in money or votes? Newsletter 24. Retrieved from DNC Mobilization Team: <https://thedncmobilizationteam.substack.com/p/does-this-bring-in-money-or-votes-b65>
- OPTIONAL: Trippi, J. (2004). *The revolution will not be televised: democracy, the Internet, and the overthrow of everything*. New York: ReganBooks. JK 1764 T75 2004 Chapter 6, New York (pp. 95-114). [Chapter available on Ares.](#)
- OPTIONAL: Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). *Inside campaigns: Elections through the eyes of political professionals* (2nd ed.). Appendix A (The rise of campaign webheads), pp. 263-286. [Chapter available on Ares.](#)
- OPTIONAL: Stefanovich, Olivia (2021, April). Federal NDP chases young voters by making Singh the online face of the party. Retrieved from CBC: <https://www.cbc.ca/news/politics/federal-ndp-targets-young-voters-social-media-campaign-1.5982654>

Resources:

- Elections Canada (2022). Registry Requirement for Political Ads on Online Platforms. Retrieved from <https://www.elections.ca/content.aspx?section=pol&dir=regifaq&document=index&lang=e>
- Elections Canada (May 2020). Interpretation Note: Partisan and Election Advertising on the Internet. Retrieved from [https://www.elections.ca/res/gui/app/2020-05/2020-05\\_e.pdf](https://www.elections.ca/res/gui/app/2020-05/2020-05_e.pdf)



## 11. December 2: Local Campaigns / Internal Party Contests

*Types of voter contact. Voter contact laws. Nomination meetings. Leadership races.*

Readings:

- Burton, Miller & Shea, *Campaign Craft*, Chapter 10 [part] (Direct voter contact, pp. 177-191). [Chapter available on Ares.](#)
- Green & Gerber, *Get out the vote*, Chapter 3 (Door-to-door canvassing) p.21-38 [Chapter available on Ares.](#)
- OPTIONAL: Green & Gerber, *Get out the vote*, Chapter 4 (Leaflets and signage) & Chapter 5 (Direct mail). [Chapter available on Ares.](#)
- OPTIONAL: Henton, Darcy (2014, October 25). Do political signs really translate into votes? *Calgary Herald*. Retrieved from Calgary Herald, <http://calgaryherald.com/news/do-political-signs-really-translate-into-votes>
- OPTIONAL: Feltus, W.J., Goldstein, K.M., Dallek, M. (2018). Inside campaigns: Elections through the eyes of political professionals (2nd ed.). Chapter 10 (Field general: Waging the war on the ground), pp. 205-222. [Chapter available on Ares.](#)
- OPTIONAL: Levitz, Stephanie (2022). 678,000 Conservatives were sent leadership ballots. For the contenders, the final battle is now underway. Retrieved from Toronto Star: [https://www.thestar.com/politics/federal/2022/08/10/678000-conservatives-were-sent-leadership-ballots-for-the-contenders-the-final-battle-is-now-underway.html?utm\\_source=Twitter&utm\\_medium=SocialMedia&utm\\_campaign=Federalpolitics&utm\\_content=ballotvote](https://www.thestar.com/politics/federal/2022/08/10/678000-conservatives-were-sent-leadership-ballots-for-the-contenders-the-final-battle-is-now-underway.html?utm_source=Twitter&utm_medium=SocialMedia&utm_campaign=Federalpolitics&utm_content=ballotvote)

Resources:

- Perrault, S. (2019). Letter regarding candidates' access to public places. Retrieved from Elections Canada, [https://web.archive.org/web/20190612031019/http://www.elections.ca/pol/can/let-acc\\_e.pdf](https://web.archive.org/web/20190612031019/http://www.elections.ca/pol/can/let-acc_e.pdf)
- Canadian Radio-television and Telecommunications Commission. (2015, August 7). Voter contact registry for federal elections. Retrieved from CRTC, <http://crtc.gc.ca/eng/phone/rce-vcr/reg1.htm> (p. 1), <http://crtc.gc.ca/eng/phone/rce-vcr/reg2.htm> (p. 2) and <http://crtc.gc.ca/eng/phone/rce-vcr/reg3.htm> (p. 3)
- Canadian Radio-television and Telecommunications Commission. (2019, March 7). Rules for unsolicited telecommunications made on behalf of political entities. Retrieved from CRTC, [http://www.crtc.gc.ca/eng/info\\_sht/t1041.htm](http://www.crtc.gc.ca/eng/info_sht/t1041.htm)
- Elections Canada (2022). Guidelines for the use of list of electors. Retrieved from Elections Canada: [https://www.elections.ca/pol/ann/loe\\_guide/loe\\_guide\\_e.pdf](https://www.elections.ca/pol/ann/loe_guide/loe_guide_e.pdf)

- Conservative Party of Canada (2022). Rules and Procedures for the 2022 leadership. Retrieved from Conservative Party of Canada: <https://cpcassets.conservative.ca/wp-content/uploads/2022/03/09111707/bb6620b6a719d2b.pdf>
- Liberal Party of Canada (2020). National rules for the selection of candidates. Retrieved from Liberal Party of Canada: [https://liberal.ca/wp-content/uploads/sites/292/2020/12/FINAL-National-Nomination-Rules\\_ENG-Amended-Dec-16-2020-002-1.pdf](https://liberal.ca/wp-content/uploads/sites/292/2020/12/FINAL-National-Nomination-Rules_ENG-Amended-Dec-16-2020-002-1.pdf)
- Elections Canada (2021). Political Financing Handbook for Nomination Contestants and Financial Agents. Retrieved from Elections Canada: [https://www.elections.ca/content.aspx?section=pol&dir=nom/man/ec20182\\_c76&document=index&lang=e](https://www.elections.ca/content.aspx?section=pol&dir=nom/man/ec20182_c76&document=index&lang=e)
- City of Ottawa (2022). Current regulations regarding election signs in the city of Ottawa. Retrieved from City of Ottawa: <https://engage.ottawa.ca/22955/widgets/97315/documents/61353>

## 12. December 6: Getting out the vote & Alternative voting methods

*Alternative voting methods. Turnout. Advance vote. E-Day. After E-Day.*

Readings:

- Burton, Miller & Shea, *Campaign Craft*, Chapter 10 [part], pp. 191-195 (Get-out-the-vote drives). [Chapter available on Ares.](#)
- Green & Gerber, *Get out the vote*, Chapter 6 (Commercial phone banks, volunteer phone banks, and robo calls), pp. 79-100, Chapter 7 (Electronic mail, social media, and text messaging), pp. 101-120, Chapter 11 (Strategies for effective messaging), pp. 161-175. [Chapter available on Ares.](#)
- OPTIONAL: Grenier, Eric (2021). *How Mail Ballots Helped The Liberals*. Retrieved from The Writ: <https://www.thewrit.ca/p/how-mail-ballots-helped-the-liberals> Digital copy of article available on Brightspace
- OPTIONAL: Statistics Canada (2022). Reasons for not voting in the federal election, September 20, 2021. *The Daily*. Retrieved from Statistics Canada: <https://www150.statcan.gc.ca/n1/daily-quotidien/220216/dq220216d-eng.htm>
- OPTIONAL: Elections Canada (2020). *The Burden of Voting in the Canadian Federal 2019 Election*. Retrieved from Elections.ca: <https://www.elections.ca/content.aspx?section=res&dir=rec/part/burd&document=index&lang=e>

Resources:

- Elections Canada. Ways to vote. Retrieved from <http://www.elections.ca/content.aspx?section=vot&dir=vote&document=index&lang=e>
- Elections Canada. FAQs on voting. Retrieved from <http://www.elections.ca/content.aspx?section=vot&dir=faq&document=faqvoting&lang=e>
- Elections Ontario. How to vote. Retrieved from <https://www.elections.on.ca/en/voting-in-ontario/how-to-vote.html#accordionHow>

## Plagiarism

The University Academic Integrity Policy defines plagiarism as “*presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one’s own.*” This includes reproducing or paraphrasing portions of someone else’s published or unpublished material, regardless of the source, and presenting these as one’s own without proper citation or reference to the original source. Examples of sources from which the ideas, expressions of ideas or works of others may be drawn from include but are not limited to: books, articles, papers, literary compositions and phrases, performance compositions, chemical compounds, artworks, laboratory reports, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material on the internet and/or conversations.

Examples of plagiarism include, but are not limited to:

- any submission prepared in whole or in part, by someone else, **including the unauthorized use of generative AI tools** (e.g., ChatGPT);
- any submission prepared in whole or in part, by someone else;
- using ideas or direct, verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another’s data or research findings without appropriate acknowledgement;
- submitting a computer program developed in whole or in part by someone else, with or without modifications, as one’s own; and
- failing to acknowledge sources through the use of proper citations when using another’s work and/or failing to use quotations marks.

Plagiarism is a serious offence that cannot be resolved directly by the course’s instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include a final grade of “F” for the course.

**Resubmission:** It is not acceptable to hand in the same assignment for POLM5011 as you have submitted for another course.

**Collaboration:** Except in the case of assignments where it is expressly stated that students may work in pairs, and then only to the extent of cooperation between two paired students, collaboration is prohibited. Each completed assignment, test and exam must be based on own work (of the individual or, where expressly permitted, of the pair) that is conducted independently and without collaboration.

## Student Mental Health

As a university student you may experience a range of mental health challenges that significantly impact your academic success and overall well-being. If you need help, please speak to someone. There are numerous resources available both on- and off-campus to support you. Here is a list that may be helpful:

### Emergency Resources (on and off campus):

- <https://carleton.ca/health/emergencies-and-crisis/emergency-numbers/>

### Carleton Resources:

- Mental Health and Wellbeing: <https://carleton.ca/wellness/>
- Health & Counselling Services: <https://carleton.ca/health/>
- Paul Menton Centre: <https://carleton.ca/pmc/>
- Academic Advising Centre (AAC): <https://carleton.ca/academicadvising/>
- Centre for Student Academic Support (CSAS): <https://carleton.ca/csas/>
- Equity & Inclusivity Communities: <https://carleton.ca/equity/>

### Off Campus Resources:

- Distress Centre of Ottawa and Region: (613) 238-3311 or TEXT: 343-306-5550, <https://www.dcottawa.on.ca/>
- Mental Health Crisis Service: (613) 722-6914, 1-866-996-0991, <http://www.crisisline.ca/>
- Empower Me: 1-844-741-6389, <https://students.carleton.ca/services/empower-me-counselling-services/>
- Good2Talk: 1-866-925-5454, <https://good2talk.ca/>
- The Walk-In Counselling Clinic: <https://walkincounselling.com>

## ACADEMIC ACCOMMODATION

You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

**Pregnancy obligation:** write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For accommodation regarding a formally-scheduled final exam, you must complete the Pregnancy Accommodation Form ([click here](#)).

**Religious obligation:** write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details [click here](#).

**Academic Accommodations for Students with Disabilities:** The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the

first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/equity/sexual-assault-support-services>

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation will be provided to students who compete or perform at the national or international level. Write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>