



## **CAMPAIGN MANAGEMENT INSTITUTE**

**GOVT 520. 001**  
**JANUARY 3 - 16, 2000**

### **DR. CANDICE NELSON**

Academic Coordinator, CMI  
202/885-2338 (school)  
703/759-3738 (home)  
cnelson@american.edu (school)  
cnelson49@aol.com (home)

### **CAROL WHITNEY**

Program Coordinator, CMI  
Whitney and Associates  
703/836-1003  
703/836-1004 (fax)  
703/836-3138 (home phone)  
P447@erols.com

### **MARTIN HAMBURGER**

Program Coordinator, CMI  
Laguens, Hamburger & Stone  
202/686-2900  
202/686-2941 (fax)  
1-888-415-9104 (pager)  
martin@lhsmedia.com

### **JOHN MCPHILLIPS**

Assistant Director, CMI  
202/885-6251  
202/885-1038 (fax)  
703/685-8006 (home)  
johnm@american.edu  
j.mcphillipsjr@att.net

---

## **SYLLABUS**

American University's Campaign Management Institute (CMI) continues its seventeenth year with a program to train individuals for participation in local, state and federal political campaigns. Designed and taught by leading strategists from the Republican and Democratic parties, national campaign consultants and political scientists, this intensive two-week program serves as a valuable foundation for political activists and campaign managers. The Institute comprehensively covers campaign techniques, strategy, and tactics with emphasis on recent technological developments. Participants will have the opportunity to develop their expertise by utilizing the extensive personnel and organizational resources in the national capital. Group seminars and campaign simulations are used to develop and refine a participant's ability to coordinate a successful political campaign.

Written work for this course will consist of several short exercises plus a campaign plan, which will be discussed at length as the Institute progresses. All of the American University *Academic Integrity Code* applies to CMI students. Materials to augment faculty lectures will be provided during the course of the Institute. In addition, students are required to purchase two books: ***Campaigns and Elections: American Style and a CMI course packet.***

Professor Nelson, Carol Whitney, Martin Hamburger and John McPhillips will be available daily to meet with students individually and in groups to provide advice as you formulate your campaign plan. There are also a number of scheduled class review sessions where you can ask questions.

## THE CAMPAIGN PLAN

The final day of the Campaign Management Institute will be devoted to the oral presentation of group-designed campaign plans before a panel of CMI faculty and graduates. Groups of five to six students, selected earlier in the session, will work jointly on the development and presentation of a single campaign plan.

Each student is expected to participate in the oral presentation and take responsibility for a minimum of one section of the final written document. Oral presentations are 45 minutes for the team, followed by 15 minutes of questions from the panel. Every member of the team has to speak, as well as be prepared to defend **any part** of the plan to the panel. The order of the oral presentations will be determined by Martin, Candy and Carol in a completely arbitrary fashion on Election day. Be prepared to be the first team or the last team--you have an equal chance of being either one or any one in between. Everyone listens to every presentation: we learn together.

The evaluation panel will be asked to consider: thoroughness, creativity, organization, consistency, winnability and presentation. The plan must include an overview section which integrates all the various components, as well as a table of contents in order for the panel to quickly locate these components (this obviously includes page numbers!). Above all, the plan is not a term paper. It is to be a genuine campaign plan. There is no inherently "right" or "wrong" plan; hence, grading is based on the above mentioned criteria. The plan is an exercise in judgement, and the plan must include the rationales for why you select particular tactics and strategies. Guidelines for writing the plan are given throughout the course. Please ask questions about the formulation of your plan as they come up during the Institute. We are all here to give you ideas about resources and the plan itself. During the two weeks you will be researching your plan, please remember that you are representing the Campaign Management Institute. We are proud of CMI and the work our students do; always represent yourself honestly and work together between groups as well as within groups.

### Basis for Final Grade

|                                         |     |
|-----------------------------------------|-----|
| Written campaign plan<br>(a team grade) | 70% |
| Oral presentation                       | 10% |
| Class participation                     | 20% |
| • attendance (no absences)              |     |
| • quality of questions                  |     |

Please note that the plan grade is a team grade; the oral and class participation grades are for individual effort. **Two** written plans are to be submitted to CMI at **9:00 a.m.** on presentation day, one bound and the other loose. The plans will then be circulated among panel members and CMI faculty for feedback and grade recommendations. CMI will notify each student of their grade approximately 8 weeks after presentations are given. Professor Nelson determines your final grade.

## **USEFUL HOURS OF OPERATION AND PHONE NUMBERS**

*Mary Graydon Computing Center, 2<sup>nd</sup> Floor, Room 231*

Open seven days a week, twenty four hours a day using AU ID card

*Anderson Computing Lab*

Closed for Renovation Over Winter Break

*SPA Computer Lab*

Monday - Thursday 5:00 p.m. - 9:00 p.m.

Friday 1:00 p.m. - 8:00 p.m.

Closed Weekends

*Bender Library (202.885.3200)*

Monday - Friday 9:00 a.m. - 6:00 p.m.

Closed Weekends

*Campus Store (202.885.6301)*

Monday - Thursday 9:00 a.m. - 7:00 p.m.

Friday and Saturday 9:00 a.m. - 6:00 p.m.

Sunday 10:00 a.m. - 6:00 p.m.

*Mail Boxes, Etc. and Copy Center (202.885.2030)*

Monday-Friday 9:00 a.m. - 5:00 p.m. (Estimated)

*Kinkos Copy Center, Van Ness Metro Station, Connecticut and Van Ness Avenues, NW*

Open 24 hours a day, 7 days a week

*Kinkos Copy Center, Friendship Heights, 5225 Wisconsin Avenue, NW (202/362-5003)*

Open 24 hours a day, 7 days a week

*CMI Fax Number: 202/885-1038*



**WEDNESDAY, JANUARY 5**

9:00 - 10:30 Targeting  
Tom Bonier, Director of Targeting, NCEC

10:35 - 12:00 Voter Files  
Bob Blaemire, Blaemire Communications

12:00 - 1:00 Lunch

Note: Students should spend the afternoon working on strategy, targeting, and making phone contacts.

1:00 - 2:30 Message Development  
Carol Whitney

**THURSDAY, JANUARY 6**

9:00 - 9:30 Review

9:30 - 11:00 Budget  
Mark Lotwis, Senior Vice President, MCSR

11:00 - 12:15 Federal Election Laws  
Jim Lamb, Attorney, Ryan, Phillips, Utrecht & MacKinnon

12:15 - 1:45 Lunch

1:45 - 3:00 Finance Planning  
Grace Cummings, AA Congressman Kingston

3:05 - 4:20 Major Donors  
Kelley Rogers, National Field Director, NFIB

4:30 - 5:30 Events  
Nancy Bocskor, The Nancy Bocskor Company





Wilma Goldstein

|               |                                                                               |
|---------------|-------------------------------------------------------------------------------|
| 10:15 - 11:45 | Professional Voice Overs<br>Sheldon Smith, Sheldon Smith Inc.                 |
| 12:00 - 1:30  | Ethics Panel and Working Lunch<br>Sue Wadel<br>Bob Meadows, Decision Research |
| 1:30 - 3:00   | Ethics Exercise                                                               |
| 3:10 - 4:00   | Wrap-up and Reminders                                                         |

**SUNDAY, JANUARY 16**

**9:00 a.m. sharp**

**PRESENTATION DAY**