



Applied Politics

Not your parents' political science course

Course Title: Introduction to Applied Politics

Fall 2016

Instructor: Dr. Audrey Haynes

Office Location: 103C Baldwin Hall

Office Hours: M, W 1-2 p.m. & and by appointment

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Course Time and Location: Tuesdays and Thursdays at 11:00 to 12: 15 341 LeConte Hall

Description: This seminar will endeavor to introduce CAPPAC students to the realm of “practical politics” and applied political science. The definitions may vary somewhat, but Applied Politics has generally come to mean preparation in the utilization of political knowledge (generated from the research of political science) and the lessons learned from the practice of politics. For example, we know that mobilization can have a significant impact on turnout and turnout can influence the outcome in elections. But how do you get people to turnout? What are the actual things you need to do in a GOTV campaign? Research tells us that words can have an impact, but how do you craft the right words into a good speech for yourself or your candidate? This course will explore three primary avenues: election campaigns, lobbying and issue advocacy, and legislative work. But we will also focus on a number of topics that straddle all the areas as well. The course is set up to expose you to view points, advice, lessons and skill development from our Visiting Practitioners. Throughout the semester, you will have the opportunity to interact with these very successful practitioners in their fields in our class. In addition, we will be reading materials, both theoretical, research-based, and practical, to support our instructional goals. Finally, you will be working on a competitive group project, with a number of other assessments added throughout the course for good measure.

Course Outcomes and Objectives:

- **Gain familiarity and knowledge** about the various careers available in campaigns, lobbying and legislative work, become exposed to and knowledgeable about the major contemporary research in these areas, learn about and gain some of the practical skills, and expectations that go along with each career.
- **Produce** an actual handbook of applied politics as part of a group project, focused on gaining and sharing the most extensive set of knowledge and advice in the area.

- **Develop a number of specific skills** such as speech writing craft, interacting with the media, developing a GOTV campaign, developing a direct mail campaign, developing a grassroots campaign, conducting a focus group, among others.

Course Materials: All course materials that you will need can be found on our eLC course page. All readings are from open sources. There is no textbook to purchase. Specific readings can be found in our eLC course page. Readings will be found as links within each content module. Assignments will be found in the course modules. The checklist will contain the assignments, quizzes, and other required materials and activities for the course. Modules will open as we proceed. More detail on your group projects will be provided on the first day of class.

Course Topics:

Opening Class: Overview and Ice Breakers

Module 1: Ethics: The Most Important **Characteristic** of a Political Operative

Visiting Practitioner: Ben George, Catapult Consulting, Former Chief of Staff for Georgia's State Legislative Democratic Leader

August 18

Module 1a. Fundamental Knowledge: What does the research tell us that we need to know about today regardless of the area of practical politics in which we are engaged?

Module 2: State Party Organizations and What They Do in Contemporary Politics

Visiting Practitioner: Rebecca DeHart, Executive Director, Georgia Democratic Party

Tentative: August 25 or 30

Module 3: The Art of Lobbying: Best Practices for a Grass Roots Lobbying Campaign

Visiting Practitioner: Ronny Just, Government Relations, Georgia Power

September 1

Module 4: The Context of Election Law: A Changing Dynamic

Visiting Lecturer: Associate Dean of the UGA Law School, Lori Ringhand

September 8

Module 5: Skill Development: Lights, Action, Camera! How to Deal with News Media

UGA Media Specialists: Melissa Jackson and Bill Evelyn

September 20

Module 6: Skill Development: Workshop on Speech-writing

Visiting Practitioner, Chuck Toney, Spalding Jackson, a full-service image creation, cultivation and communications firm

September 22

Module 7: The Art of Lobbying: Direct and Grassroots Lobbying at the National Level

Visiting Practitioner: Trey Pollard, Nat' Press Secretary and DCD, Sierra Club

September 29

EVENT: Breakfast with John Sides (Washington Post, Monkey Cage) and Lynn Vavreck, Authors of *The Gamble: Choice and Chance in the 2012 General Election*. They will be speaking about the 2016 Presidential Election. You will have a chance to ask questions and interact with them. Date: October 4, 9 -10 am. Location: Russell Library Room 258 (Required unless you have a class conflict)

Module 8: How to Run State and National Campaigns

Visiting Practitioner: Larissa Martinez, Director of Operations, Carly for America

October 6

Module 9: How to Run a Press Office

Visiting Practitioner: Amanda Maddox, Press Secretary for Senator Johnny Isakson

October 13

Module 10: How to Get Things Done in Government

Visiting Practitioner: Powell Moore, Deputy Secretary of Defense, Legislative Liaison, and many other positions of governmental responsibility.

Tentative: October 20

Module 11: The Practical Mechanics of Politics: Strategy Development

Visiting Practitioner: Dr. Ralph Reed, Century Strategies

October 27

Module 12: Campaign Strategy and Polling

Visiting Practitioner: Jordan Fuchs, Landmark Communications

November 15

Module 13: GOTV: Importance, Pitfalls, and How To's

Visiting Practitioner: Stuart Swinea, Field Coordinator for the Iowa Democratic Party

Student Requirements for Assessment:

Students will have a number of graded requirements. Each will be weighted. Attendance is required for this course, and will be taken each class meeting. If a student misses a quiz or exam, the professor reserves the right to determine if a makeup should be allowed. In general, a medical illness with official excuse, or some other documented emergency is grounds to make up work that was missed. Oversleeping or forgetting is not. Students should also expect to have their graded assessments returned to them with feedback within a reasonable amount of time. In most cases, I will return graded work to you within seven business days. My expectation is that you will read and reflect on the feedback provided. I will also provide a general overview of your performance with regard to attendance and participation prior to the midpoint of the semester, in addition to the grades you have received.

Weighted Assessment Categories:

Online readings quizzes:	15%
In class activities/quizzes:	15%
Group project:	30%
Attendance:	20%
Participation:	10%
Final Exam (applied)	10%

Grade Scale:

A	93.00 and above
A-	92.9999 to 90.00
B+	88.00 to 89.9999
B	87.9999 to 83.00
B-	82.9999 to 80.00
C+	78.00 to 79.999

C	77.999 to 70.00
D	60 to 69.999
F	59.999 and below

Academic Honesty: As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: <https://ovpi.uga.edu/academic-honesty/academic-honesty-policy>. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

NOTE: The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.