

**Running for Office PMGT 281.10**  
**Wednesday 7:10 pm to 9:35 pm • Dr. Ronald A. Faucheux • 309 Hall of Government**  
**(710 21st Street)**

**The Graduate School of Political Management • Summer 2005**  
**e-mail: rfaucheux@aol.com • Appointments/Info: Call Judy Ditton 202-626-7515**

- May 25           Intro/Decision to run/implications of running for office, personal factors  
*Reading assignment for this class:* Running for Office book, Introduction/ Ch. 1,2,3,4,5,6,9
- June 1            First 25 steps every smart candidate should take.  
*Reading assignment for this class:* Running for Office book, Ch. 13,14,17
- June 8            Dealing with the candidate: How to work with, and for, a political candidate; understanding candidate types, pressures, needs, logistics. Discussion of assignment #1.  
*Reading assignment for this class:* Running for Office book, Ch. 10, 15  
*Assignment Due:* Assignment #1, First Time Candidate Paper
- June 15           Interviews/media message strategies/preparation of sound bites, packet. Discussion of assignment #2 (a)  
*Reading assignment for this class:* Winning Elections packet  
*Assignment Due:* Assignment # 2 (a), Sunday Talk Show paper (A-G)
- June 22           Campaign speeches; Discussion of assignment #2 (b)  
*Assignment Due:* Assignment #2 (b), Speech Paper (H-N)
- June 29           Candidate debates; Discussion of assignment #2 (c)  
*Reading assignment for this class:* Running for Office book, Ch. 12  
*Assignment Due:* Assignment #2 (c), Debate Paper (O-Z)
- July 6            Candidate fundraising/Re-election strategies/tactics  
*Reading assignment for this class:* Running for Office book, Ch. 7, 8, 16
- July 13           Ethical pressures: How far should you go to win?  
Discussion of assignment #3  
*Assignment Due:* Assignment #3, Ethics paper
- July 20            Discussion of assignment #4  
*Assignment Due:* Assignment #4, Candidate Paper Due

*This schedule is subject to change, you're responsible to check in class and for e-mails to make sure week-to-week*

## ASSIGNMENTS:

### Assignment #1 First-Time Candidate Paper (*for everyone in class*)

Assume you are now a 26-year old, first-time candidate considering a run for an open state Senate seat. The filing date is 6 months away; the primary is 9 months away and the general election is 12 months away. Since your graduation from the GSPM three years ago, you have worked as a legislative assistant to a Member of Congress in Washington, DC (the Congressional District includes 90% of your state Senate district).

While you'd very much like to run in this race, you have some doubts about your ability to win such a competitive race your first time out. Some people have suggested you wait four years. But if you do, you may lose a great opportunity. Your ultimate ambition is to get elected to Congress and your Congressman is expected to retire in a few years.

In the state Senate primary, you will have three opponents (Bill Dunne age 36, Mary Michaels age 45 and Bob Richey age 66). Dunne is a political novice and a successful local real estate broker with no campaign or governmental experience. Michaels is a lawyer who ran a losing race four years ago for a state House seat (she was defeated 60-40 in the general election) and is a fairly well known civic leader. Richey is an incumbent city councilmember and a former state House member. Healthy and vigorous, Richey has a voting record with many controversial votes from his 8-year legislative service and 18 years as a city council member. He's largely seen as a backroom deal-maker.

Your district has 75,000 voters, of which about 40,000 are eligible to vote in your party's primary. It is largely a middle class, suburban area that leans slightly to your party's side in a general election.

You'll need to raise about \$150,000-\$200,000 in the primary. You think the first \$75,000-80,000 will be easy to put together, but then it gets harder thereafter. Your employer, the incumbent Congressman, will not endorse you in the primary but will provide some behind the scenes help, although that's not very specific at this point. Dunne has the ability to write a fairly large check to his own campaign (as much as \$100,000) but may not and, instead, may try to raise all or most of his campaign funding. Michaels spent about \$70,000 in her losing House bid but would have trouble raising that much again. Richey already has \$90,000 in his campaign account and can easily double that for the Senate primary race.

You have a liquid personal savings with about \$40,000 in cash and stocks (which you could use for your campaign) and you own a residential lot which you inherited that you could sell for about \$25,000.

An early poll gives you 8% of the primary vote, as compared to 4% for Dunne, 16% for Michaels and 24% for Richey. Your total name recognition is 18% (Dunne has 10% name ID, Michaels has 50% and Richey has 73%). Richey's job rating is 8% excellent, 31% good, 34% fair and 6% poor. If you win the primary, you will face 42-year old assistant District Attorney Jimmy Boyd who is the son of a former local mayor, and is well known in the district. A recent poll showed Boyd beating you 37-18 and beating Richey 38-31 in general election trial heats. The general election will have statewide implications for the two major parties. As a result, it's expected you will have to raise another \$250,000, for which state party sources would open.

Assignment: Write a concise, substantive paper (about 2000-2500 words) answering each of these specific questions:

- (a) How do you resolve your decision to run? What factors do you consider?
- (b) Assume you do decide to run. You must decide how you are going to achieve the most effective use of your time as a candidate beginning now through the primary. What is your timeline of activities that you, as a candidate, will follow based on the various tasks set forth in the "First 25 Steps..." chapter in the Running for Office book?
- (c) What are your major weaknesses as a candidate and how will you deal with them?

(d) How will you structure your campaign staff, consultant and strategy team? Who will you listen to for advice?

(e) Will you spend your own money on the campaign and, if so, and how much and when will you spend it – in the primary or general election? Early or late?

Your paper should be based on Chapters 1,2,3,4,6,7,8,9 and 17 in the Running for Office book, although please feel free to adjust, alter, challenge and discard any advice provided in the book, where needed – provided you support your position.

**Assignment #2 (a) Sunday Talk Show Paper** (*do this paper only if your last name starts with A-G*)

Write a concise strategic analysis of the interview techniques employed by one elected official who appeared in a major interview on a Sunday TV talk show (Meet the Press, Fox News, This Week on ABC, Face the Nation, Wolf Blitzer on CNN, MSNBC, etc.) on either June 4 or June 11. Answer all of these specific questions:

- (a) What do you think were the elected official's prepared central themes, arguments and messages? What crafted 'words and phrases' were used intentionally?
- (b) How clear, coherent and compelling were his/her themes, arguments and messages?
- (c) Did the elected official seem caught off guard on any questions?
- (d) Did his/her personal demeanor, style and approach enhance the delivery of his/her substantive messages?
- (e) How could he/she have handled the interview better?
- (f) If there was any post-interview TV or newspaper coverage, was it a fair representation of the actual interview?

About 1000-1500 words.

**Assignment #2 (b) Speech Analysis Paper** (*do this paper if your last name starts with H-N*)

Write a strategic analysis of one of the following presidential nomination acceptance speeches:

- John F. Kennedy in 1960 <http://www.jfklibrary.org/j071560.htm>

or

- George H.W. Bush in 1988

<http://www.americanrhetoric.com/speeches/goergehbush1988rnc.htm>

Write your analysis on the basis of the text of the speech and not the delivery/video tape.

Answer:

- (a) What were the overall strategic goals of the speech?
- (b) What were the key phrases/message formulations/paragraphs?
- (c) Did the speech text fit the candidate's style and enhance the candidate's strengths?
- (d) Did the speech inoculate against the candidate's weaknesses?
- (e) Did the speech clearly draw lines of distinction against the opposition?
- (f) Was the speech politically effective?

About 1000-1200 words.

**Assignment #2 (c) Debate Analysis Paper** (*do this paper only if your last name starts with O-Z*)

Write a strategic analysis of the Vice Presidential debate in the 2004 presidential general election between Dick Cheney and John Edwards. Use the printed text of the debate as the basis of your analysis, which is available at <http://www.debates.org/pages/trans2004b.html>

Answer these questions:

- (a) What was the overall “end game” strategy of each candidate?
- (b) How effectively did each achieve his objective?
- (c) What were the major exchanges and who won them?
- (d) What were the major mistakes made, if any?

About 1000-1500 words.

### **Assignment #3 Ethics Paper (*for everyone in class*)**

Write 100-200 words on each of the following fact situations explaining how – and why – you would resolve these questions:

1. You’re running for the US House. A local lawyer who has been a friend for many years tells you he wants to be a federal judge. He offers to raise you at least \$25,000 if you promise to talk to your state’s two US Senators on his behalf, should you get elected. This lawyer is highly qualified to be a federal judge and is philosophically in line with your views. Do you make the deal?

2. You’re an incumbent state legislator during a pre-election legislative session. A lobbyist who has generally been friendly with you in the past tells you he can get your only re-election opponent (who is a fairly minor challenger with little chance to beat you) out of the race if you introduce a bill that would alter the make-up of the state’s dental board by adding one dental hygienist. He tells you the bill has no chance of passing because the dentists will fight it wholeheartedly and will easily kill it, but his client needs someone to introduce the bill. Do you do it?

3. You’re running for state Attorney General in a Republican primary. Your major opponent is running as a “dedicated, family man” on a strong anti-gay marriage platform. You are also anti-gay marriage, as is a large majority of the Republican primary electorate. The race is close, and it’s three weeks before the election. A local police officer gives you evidence that your opponent’s 24-year old son, a law student living in another state, is openly gay and was arrested two years earlier for “lewd acts” with a 16-year old boy, a charge to which he pled “no contest” and received a suspended one year sentence. There is a civil suit by the boy’s parents against your opponent’s son, which is still pending. Your campaign advisers strongly urge you to ‘use the information” in the campaign. Do you? And if so, how?

4. You’re running for the US House in a competitive primary. A friendly local banker who is on the national board of the bankers association has already given you \$2,000 personally and has raised another \$7,000 from associates at his bank. He says he can get another \$25,000 for you – \$5,000 from each of 3 banking PACs plus several other individuals in the banking business – if you will agree to “make an effort” to get appointed to the House banking committee should you get elected. You’re not interested in serving on the banking committee, and had no intention of asking for that assignment. But you need the \$25,000. Your total campaign budget is \$600,000, it’s two months before the primary and you’ve only raised \$260,000. What do you do?

5. You are a moderate Democrat running for a State Senate seat against a moderate, somewhat (though inconsistently so) pro-gun control Republican incumbent in a rural district with heavy gun ownership. You’ve never run for public office before and have no voting record; your opponent is a four-year incumbent. A coalition of gun groups tell you they will support your candidacy provided you privately agree to give them “a few key votes” on gun legislation. Though you’ve taken no public position yet on gun control that has locked you in either way publicly, and you have no strong views on the subject, you basically agree with your opponent’s voting record and actually have admired his courage in taking the positions he’s taken given the political equation in the district. Support of the gun groups could be crucial in dividing the district’s large GOP/conservative base. A poll taken 12 weeks before the election shows the incumbent with a 40-33 point lead, which is down from a 43-31 point lead a month earlier. (On a

poll question about gun control, voters are 32% pro-gun control, 48% anti-gun control with 20% either don't know or with a middle position.) You're a highly competitive challenger, but you need something to break the race open. Both your pollster and media consultant urge you to quietly "make the deal." They say you can give the pro-gun rights people a vote or two after you win, and then once the debt is repaid, you can vote your conscience thereafter. Do you make the deal?

6. You're an African American running for an open city council seat against a white candidate in a district with a 52% African American registration majority. The district has never elected a black Council member before and only recently has become a majority black district. It's two weeks before the election. So far, your opponent has outspent you \$120,000 to \$40,000, although a poll was taken indicating that you're behind by a 40%-30% margin. You will have about \$30,000-\$35,000 more to spend, but expect your opponent will outspend you in the last week. Your campaign manager wants you to put out a "comparative" direct mail piece (which features your photo next to your opponent's photo with the slogan: "It's Our Turn.") The last poll showed your opponent carrying the white vote by a wide margin and you carrying the black vote by a wide, but somewhat lesser, margin. Your opponent, by the way, is a longtime civil rights advocate who has championed liberal/progressive causes such as affirmative action and funding for low-income housing, public schools, summer programs for poor kids and has been a strong supporter of black candidates in other elections. Personally, you think putting out such a comparative piece is dirty politics, but you hear rumors that "supporters" of your opponent may be planning to do something similar in working class white neighborhoods. Do you put out the piece?

#### **Assignment #4 Candidate Paper**

Answer the central question: How does a candidate win a tough election? To do so pick a candidate (in the 20th or 21st centuries) who clearly fits one or more of the following categories:

- A presidential, gubernatorial or U.S. Senate candidate (or comparable major office, if a non-U.S. candidate) who started off an election as a longshot and came-from-behind to win a dramatic upset victory in a competitive, hard-fought election (national, state or local) or
- A winning presidential, gubernatorial or U.S. Senate candidate (or comparable major office, if a non-U.S. candidate) who had to overcome a very serious obstacle (i.e., scandal, campaign blunder, personal difficulty, political set-back, troublesome press revelation, unpopular issue position, etc.), or
- An incumbent President, governor or U.S. Senator (or comparable major office, if a non-U.S. candidate) who started off as the underdog in a very tough re-election campaign that he/she ultimately won.

Before you start your paper, submit the candidate's name to Dr. Faucheux for approval.

Carry your analysis through the nomination and general election process of the election you select. You may also include information and material about your candidate derived from other campaigns he/she ran to help illustrate your points as they concern this specific election.

Your paper must answer all of these questions:

1. What were your candidate's strengths? How did your candidate enhance those strengths in terms of campaign strategies, messages and techniques?
2. What were your candidate weaknesses? How did your candidate attempt to overcome those weaknesses in terms of strategies, messages, techniques and image development? To what extent was he/she successful?
3. Dissect your candidate's public image; campaign style; tone and demeanor; speech/communications ability; issue position explanation and formulation; facility with the news media; and, when applicable, debate performances. How did these affect his/her campaign effectiveness and the election outcome?

4. What was your candidate's personal story? How was it used in the campaign? Did it fit into the candidate's overall messages, policy issue stances and image presentation?

5. How did outside forces – political party matters, issues, events, national conditions – impact your candidate and his/her campaign?

6. In the end, what was the major reason your candidate won the election?

7. What lessons can future candidates learn from this candidate's victory?

Keep your analysis and insights concise, highly substantive and well documented. Do not devote a large portion of your paper to biographical information; just provide enough biographical and background information that is absolutely needed to support your analysis.

Use substantial source materials (your bibliography should include at least 3 books if your candidate is a major historical figure), numerous articles (when relevant) and, in the case of recent campaigns, do and use personal interviews with relevant experts or practitioners who were part of the campaign. Provide plenty – *repeat* plenty – of specific citations and references (from books, articles, personal interviews) to support your conclusions and assertions.

This paper should be highly polished, well edited, substantive and concise. It should be publication quality. To do it properly, it is essential you start working on it in early June. Do NOT wait until the last minute.

About 5,000 to 7,000 words.

### **GRADE ALLOCATION:**

Assignments: #1 (20 points), #2 (20 points), #4 (50 points). Class participation: 10 points.

Final grade: A 96-100; A- 90-95; B+ 87-89; B 83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; 69 and below F.

### **CLASS REQUIREMENTS:**

All students are required to attend each class. If you cannot attend a class for an unavoidable reason, you must seek permission in advance.

All assignments are due in hard copy at the start of each class. If you do not turn in assignments #1 through #3 (in hard copy) at the start of the class when it's due, your grade will automatically drop 2 points. You must then turn it in at the next scheduled class in hard copy. If you do not turn it in then, you will lose all of the available points. If assignment #4 is not turned in on time in hard copy, you will lose 5 points per day it is late and you will have to schedule a special discussion session to explain it. **ONLY HARD COPY PAPERS BROUGHT TO CLASS WILL BE ACCEPTED. NO FAXES OR E-MAILS, PLEASE.**

For assignments #1 through #3 to be deemed acceptable, you must receive at least 70% of the possible points. If your paper is deemed unacceptable, you will not get a grade and you will be asked to re-do it for the next class (grades for re-done papers will be capped at 70% of the possible points you could have earned on it).

Required Text: "Running for Office" by Ronald A. Faucheux, published by M. Evans and Company, 2002. Also, select articles from "Winning Elections" edited by Ronald A. Faucheux, published by M. Evans and Company, 2003, will be available as a packet if you do not have the entire volume.

## **RON FAUCHEUX: BIO**

A lawyer, writer, political strategist and former elected public official, Ron Faucheux is a graduate of the Georgetown University School of Foreign Service and the Louisiana State University Law Center. He received a Ph.D. in political science from the University of New Orleans.

Dr. Faucheux has served as Chief of Staff for home state U.S. Senator Mary Landrieu of Louisiana and has headed government affairs for the American Institute of Architects. Before those positions, he was the longtime publisher and editor of Campaigns & Elections magazine.

At 25, he was elected to the Louisiana House of Representatives, defeating an incumbent to become the legislature's youngest member at the time. He was re-elected twice, once with 84% of the vote and once without opposition.

He also served as state Secretary of Commerce, where he directed economic development and business regulatory agencies.

As a political consultant, he's worked in 116 campaigns in 11 states, handling functions such as strategy, advertising, research, fundraising and press relations.

As a media commentator, he wrote a nationwide political column for Congressional Quarterly and The Washington Post Web site and has appeared on national television news and talk shows, including Nightline, The Today Show, Good Morning America, The Lou Dobbs Show and Inside Politics on CNN, as well as a variety of programs on ABC, NBC, BBC, Fox News, Newshour with Jim Lehrer and MSNBC. He's been a news source and analyst for major newspapers, wire services and radio networks around the world.

As the senior analyst for The Political Oddsmaker, an online elections handicapping service, he correctly called winners in 98% of the over 2,600 elections since 1995.

Dr. Faucheux has directed landmark research projects for The Pew Charitable Trusts and has written extensively about political campaigning, grassroots lobbying, media advertising, public opinion and campaign finance.

He founded the Government Leadership Institute at the University of New Orleans and is a frequent lecturer and speaker at university, association, business and political training seminars and conferences around the world.

He teaches courses on campaign management and running for office at The Graduate School of Political Management at George Washington University and Georgetown University's Public Policy Institute.

He received the Outstanding Faculty Award 1993-2003 from the Yale Campaign School for Women.

In January, 2005, he was appointed by President Bush to serve as a member of The National Historical Publications and Records Commission.

Dr. Faucheux's name is pronounced "FOE-SHAY."

## STUDENT INFORMATION SHEET

Student Name

E-mail address (**PRINT VERY CLEARLY & LARGE**)

Phone Number(s) (to reach in case of class cancellation, etc.)

Born, raised in what state/country?

Undergraduate degree school/year? (Are you currently an undergraduate student)?

Other graduate degrees?

Your area of concentration at GSPM?

When will you complete the GSPM program?

Current employment (if any)?

Political/governmental experience (campaigns, party work, government service, etc.)?

What career path do you want to follow in the future (pick one or more)?

- |  |  |
|--|--|
| <input type="checkbox"/> Political campaign consulting | <input type="checkbox"/> Government service (appointive) |
| <input type="checkbox"/> Issue advocacy                | <input type="checkbox"/> Run for office/Elected office   |
| <input type="checkbox"/> Lobbying                      | <input type="checkbox"/> Professional campaign manager   |
| <input type="checkbox"/> Political party employment    | <input type="checkbox"/> Fundraising professional        |
| <input type="checkbox"/> PAC management                | <input type="checkbox"/> Association executive           |
| <input type="checkbox"/> Journalism/media              | <input type="checkbox"/> Other                           |

Explain:

What do you want and expect out of this course? Anything you want emphasized?

