

**TOPICS IN COMMUNICATION &
POLITICAL SCIENCE**



**ROAD TO THE WHITE HOUSE:
A Comprehensive Study on American
Presidential Politics in the TV & Digital Age**

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DISTANCE LEARNING PROJECT



The Washington Center

PURDUE
UNIVERSITY

**GEORGE
MASON**
UNIVERSITY

[www.C-SPAN.org/Distance Learning](http://www.C-SPAN.org/Distance_Learning)

DISTANCE LEARNING COURSE IN COOPERATION WITH:

- **C-SPAN**
- **THE WASHINGTON CENTER**
- **GEORGE MASON UNIVERSITY**
- **PURDUE UNIVERSITY**



SYLLABUS

- Fall Semester 2011 -
September - December

Steven L. Scully
Associate Faculty, the Washington Center



Welcome to the class!

This marks the start of a new partnership between C-SPAN & the Washington Center, as well as our affiliation with two superb universities – George Mason & Purdue. Our class builds on the success C-SPAN has had with The Cable Center & the University of Denver in creating a vibrant, dynamic and interactive academic experience. It's designed to complement your previous classes in politics, government and communication, as well as broaden your understanding of the American campaign process.

With the Republicans now in control of the House of Representatives, a new political approach by the Obama Administration in dealing with a divided government, and the 2012 political season well-underway, this is a fascinating time to study political science and presidential campaign history.

The 2010 mid-term election resulted in the 3rd consecutive “wave” election. In 2006 the Democrats re-gained control of the U.S. House of Representatives, only to see it lost in the recent November elections. And of course, in 2008 the Republicans lost control of The White House to Barack Obama.

Now, the stage is set for a divided Congress & a White House struggling to put together support for its agenda items, which is evident currently in the budget debates.

This course is fast-paced, highly interactive, multi-media and thought provoking. We apply the traditional academic requirements of your individual universities, while adding the unique elements that a distance learning class can offer: Interesting guests; lively discussion with students from other parts of the country; historic video from C-SPAN and the National Archives; and video from events as they happen this quarter (as we look at the first draft of history through the current news cycle.)

Course Goals

This course aims to introduce students to the academic study of American electoral politics by affording students the opportunity to interact with key players in the American 2012 Presidential campaign and by challenging them to analyze and reflect upon those interactions critically and through an academic lens.

Student Learning Outcomes Objectives

By the end of the course, students will:

Knowledge

- Understand key issues shaping the 2012 Presidential campaign arena.
- Have a firm knowledge of the history and current state of campaign finance regulation in American electoral politics.
- Understand how innovations in communications technology continuously change the dynamics of the American political process.

Skills

- Practice extensively the skill of formulating strategic interview questions.
- Research important aspects of the American electoral process.
- Analyze key issues both arising within the campaign arena and shaping the political process.

Values

- Demonstrate an awareness of the principled differences among different actors and groups in the American political arena.
- Understand the challenges facing the civility of discourse in the American political campaign and public policy making processes.



Contact Information:

We will meet every Monday beginning at 3:00 pm ET (location TBD)

Steven L. Scully is an Associate Faculty member, The Washington Center for Internships and Academic Seminars. He is the former Amos B. Hostetter, Jr. Chair in the School of Communications & Department of Political Science at the University of Denver & the Cable Center. Scully earned his undergraduate degree from The American University in Washington, D.C, completed a studies abroad program at The University of Copenhagen (Denmark) and earned a Master of Science from Northwestern University's Medill School of Journalism in Evanston, Illinois. He began his teaching career at St. John Fisher College and Nazareth College in Rochester, N.H. and currently serves on the board of director of the New Hampshire Institute of Politics. In addition, he is Senior Executive Producer & Political Editor for the C-SPAN Networks, as well as a regular on-air host for the "Washington Journal" & "Newsmakers" programs.

Phone: **202.626.7956**
E-Mail address: Sscully@c-span.org
Mailing Address: 400 North Capitol Street, N.W.
Suite # 650
Washington, D.C. 20001

Office Hours: I will be available Monday evenings after every class and encourage you to see me if you have any questions regarding this course, scheduled assignments or other projects. You can also call or e-mail anytime to set up a conference call or a meeting at my C-SPAN offices (located near The Washington Center) to discuss any concerns.

Jeff Simon is the DC-based teaching assistant/ associate producer for the class. In addition to his work on this project, he works full-time at CNN, contributing to its prime time and weekend programming, including “State of the Union” with Candy Crowley. Jeff will be working with me in researching/ editing video elements for the class, as well as making this class available on-line, on the C-SPAN Networks and on C-SPAN Radio. E-mail address is: JSimon@C-SPAN.org or you can phone him at 202.626.4652.

George Mason University

Stephen J Farnsworth is an Associate Professor in the Department of Communication at George Mason University. He is the author or coauthor of four books on media and politics as well as dozens of research articles on the mass media, the presidency, and US and Virginia politics.

Dr. Farnsworth was a Canada-U.S. Fulbright Research Scholar at McGill University and worked for ten years as a daily newspaper journalist, mostly with the Kansas City Star & Times. He has lectured on the news media and elections and led reporter training seminars in India, the Philippines, Ukraine, Georgia, Azerbaijan, Lithuania, Armenia and Estonia on programs funded by the U.S. government.

Dr. Farnsworth received his Ph.D. and M.A. in government from Georgetown University, after having received a B.A. in history from the University of Missouri and a B.A. in government from Dartmouth College.

Phone Number: 703-993-4122

E-mail address: sfarnswo@gmu.edu

Purdue University

Carolyn Curiel is a Clinical Professor of Communications at Purdue University. She has also served as a television producer, editorial writer, U.S. ambassador and Special Assistant to President Clinton. Before returning in 2008 to her alma mater, Purdue, she served as a member of the New York Times Editorial board. In January 2010, she became a full-time faculty member in the Department of Communication in the College of Liberal Arts. Previously, she served as the U.S. Ambassador to Belize, a White House speechwriter, and senior producer for ABC News Nightline.

Phone Number: 765.496.2778

E-mail address: curiel@purdue.edu



REQUIRED TEXTS:

Available at www.Amazon.com

- 1.) **THE AUDACITY TO WIN: The Inside Story and Lessons of Barack Obama's Historic Victory.** By David Plouffe

<http://www.time.com/time/politics/article/0,8599,1932963,00.html>

<http://www.politico.com/news/stories/1109/28985.html>

- 2.) **GAME CHANGE: Obama and the Clintons, McCain and Palin, and the Race of a Lifetime.** By John Heilemann & Mark Halperin

<http://www.harpercollins.com/books/Game-Change/?isbn=9780061966200>

- 3.) **The Nightly News Nightmare: Media Coverage of U.S. Presidential Elections: 1988-2008.** By Stephen J. Farnsworth & S. Robert Lichter

http://www.amazon.com/Nightly-News-Nightmare-Presidential-Elections/dp/1442200685/ref=sr_1_1?ie=UTF8&s=books&qid=1309273440&sr=1-1

SUGGESTED TEXT:

PARTIES, POLITICS & PUBLIC POLICY IN AMERICA (11th edition). By Marc J. Hetherington & Bruce A. Larson (CQ PRESS)

<http://www.cqpress.com/product/Parties-Politics-and-Public-Policy-4.html>

ADDITIONAL REQUIRED READING:

This class requires you to have a base knowledge of events occurring in around the country and across the world.

You **MUST** keep up with current events in order to better understand the elements of the class participate in our discussions and have context to the issues presented in our lectures.

Links for this class include:

WWW.C-SPAN.ORG

[WWW.C-SPAN.ORG/Distance Learning](http://WWW.C-SPAN.ORG/Distance_Learning)

You MUST subscribe to two of the following four daily political blogs:

WWW.ABCNews.com (“The NOTE” Political Blog)

WWW.MSNBC.COM (“First Read” Daily Political Update)

WWW.CNN.COM (“Morning Grind”)

WWW.Politico.com (Mike Allen’s “Playbook”)



COURSE REQUIREMENTS:

Your final grade for the fall semester will be based on your active participation, question preparation for each of the guests and exams, papers and other assignments.

1.) ATTENDANCE/ PARTICIPATION: 20 POINTS

It goes without saying that your attendance and participation is critical to the success of this class. You will only get out of this class what you put into it, so PLEASE come prepared, interact with our guests and your classmates, and debate the issues presented every Monday afternoon. This course only works if you participate.

IF you subscribe to the daily political blogs and keep up-to-date on the events shaping the 112th Congress, you will be fine.

Let me be very clear: **Regular absences, late arrivals and/or early departures will affect your grade!**

Since this class will be a combination of lectures & discussions, along with provocative and interesting guests, part of your attendance/ participation grade will require the following:

At the conclusion of each Monday afternoon session, write a single question that you would have asked the guest, but didn't. Then, summarize the answer you would have expected. This one page "memo" at the conclusion of every class will allow you to reflect on the topic/ guest/ issue, and provide a starting point for our own discussions.

2.) **ISSUE MEMO: 20 POINTS**
(3-4 pages)

DUE: Monday, October 3rd

RUNNING FOR OFFICE & RAISING THE MONEY: Campaign Finance 101

The Watergate scandal led to the first-ever resignation of a sitting US President and the creation of the Federal Election Commission (FEC.) And in January, the U.S. Supreme Court issued a 5-4 decision in the Citizens United case, which tested the constitutionality of the McCain-Feingold Bi-partisan Campaign Reform Act (BCRA.)
(Continued – ISSUE MEMO)

Outline in detail the evolution of campaign finance reform: Why did Congress create the FEC? What are the fundraising limits for federal candidates> and finally, summarize whether the current system of campaign financing is working. If yes, why? If no, why not? Be sure to source your research material!!

3.) **MID-TERM EXAM 20 POINTS**
Monday, October 24th

The exam will consist of a series of short answer, multiple choices and a single long essay question based entirely on the required readings, class discussions and guests from this semester. You will be graded on the details and expertise you offer in your answers.

4.) **SEMESTER RESEARCH REPORT 40 POINTS**
DUE: Monday, December 12th

8-10 page IN DEPTH ESSAY:

AN ESSAY ON THE POLITICAL LANDSCAPE IN 2012: Lessons from 2008 - Challenges for Democrats & Republicans:

Based on your required reading, your final project this semester is to write an in-depth, thoughtful analysis on the current political climate:

- What challenges does President Obama face as he seeks re-election?
- What lessons do the Republicans take away from 2008?
- Will the politics of the 2010 mid-term elections have an impact on 2012?
- What are the historical patterns for a president seeking re-election? (Identify the political, economic and foreign policy trends during the 2nd half of the 20th century & the first decade of this century.)

This is a RESEARCH AND ANALYSIS paper. Therefore, you must source your material. In addition to the required texts, you must provide at least five (5) additional outside sources. Then, summarize your research with an analysis summary that should be 2 -3 pages at the conclusion of your essay.

You will be graded on:

- Quality of your research
- Thoughtful writing
- Keen analysis

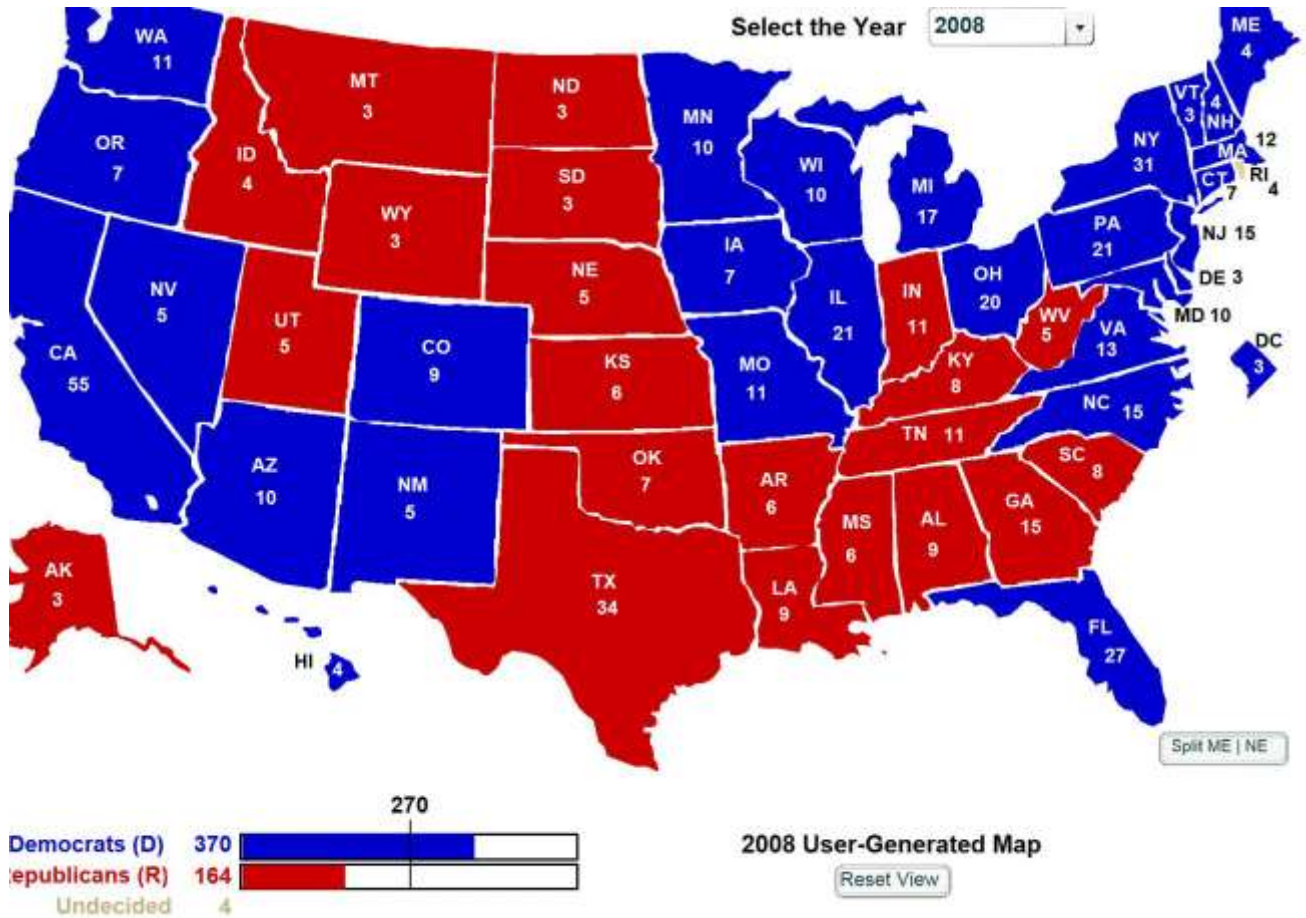
A NOTE ABOUT THE WASHINGTON CENTER ACADEMIC STANDARDS:

It goes without question, TWC has a high standard of academic excellence, and that includes students being honest in their research work. I have zero tolerance for plagiarism, recycled work and cheating. *Please be advised that copying material that is not your own will result in automatic failure in this class.* The web is a great tool, but it is also an easy tracking device for instructors to check out your material. And as always, cite your sources and use quotes when applicable in order to avoid even the appearance of impropriety. Please see also the TWC Course Policies at the end of this syllabus.

Disclaimer

Readings, assignments and due dates may be subject to change over the course of the semester. Your professor will advise you of any changes and present them to you in writing.

RED STATES – BLUE STATES: The Electoral Map in 2008



KEY DATES

Fall Semester 2011

Monday, September 12th

Course Introduction & Class Review

TOPIC: Campaign '12 – The Issues Shaping the Election

- **US Economy**
- **Health Care**
- **Foreign Policy**

Monday, September 19th

TOPIC: Road to the White House 1976: Carter vs. Ford – How Jimmy Carter won

Guest: Gerald Rafshoon

**Media Strategist, '76 Carter for President
& Fmr. White House Communications Director**

Monday, September 26th

TOPIC: Presidential Primaries: Lessons from the past & what to expect in 2012

Guest: Mark Halperin

Co-Author, *Game Change:*

***Obama and the Clintons, McCain and Palin, and the Race of a Lifetime*
& Senior Political Analyst, MSNBC & Time Magazine**

<http://thepage.time.com/bio/>

Monday, October 3rd

TOPIC: Road to the White House 2008: Obama vs. McCain – Lessons from the McCain Campaign

Guest: Charlie Black

Republican Party Strategist

<http://www.prime-policy.com/talent/black>

Monday, October 10th

- No Class Today – Columbus Day

Monday, October 17th

TOPIC: Money & Politics: Nixon, Watergate & the F.E.C.

**GUEST: Sheila Krumholz, Executive Director
Center for Responsive Politics**

Monday, October 24th

TOPIC: Parties, Politics and Public Policy in America

GUEST: Mark Hetherington, Professor of Political Science – Vanderbilt University

Mid-Term:

The exam will be administered on this date in the 2nd half of the class

Monday, October 31st

TOPIC: from Radio & Newspapers, to the evening news & cable: Evolution of Media in Modern Presidential Campaigns

Assignment:

Nightly News Nightmare must be completed by today. Dr. Stephen Farnsworth will lead the discussion based on content of this textbook.

Monday, November 7th

TOPIC: Clinton, Bush, Perot & the 1992 Election

GUEST: Paul Begala
Fmr. Clinton Strategist

Monday, November 14th

TOPIC: Political Ads in American Politics – From Eisenhower to Obama

Monday, November 21st

TOPIC: Polls & Focus Groups: Finding the voters and getting their support

GUEST: Peter Hart, President Hart Associates
Pollster, NBC News/ Wall Street Journal Poll

<http://www.hartresearch.com/about/bios/>

Monday, November 28th

**TOPIC: Geraldine Ferraro, Hillary Clinton, Sarah Palin & Michele Bachmann:
Women in modern American Politics**

Carolyn Curiel will lead the discussion on this topic

Monday, December 5th

**TOPIC: Presidential Debates: From Kennedy to Obama, how debates have shaped
fall presidential campaigns**

Monday, December 12th

TOPIC: Course Review & Discussion

C-SPAN

C-SPAN operates three television channels, one radio station (heard nationwide on XM Satellite), and several websites that provide streaming media including archives of many C-SPAN programs. The television networks are:

- **C-SPAN**, which provides uninterrupted live coverage of the [United States House of Representatives](#). Also airs *Washington Journal* live every morning
- **C-SPAN2**, which provides uninterrupted live coverage of the [United States Senate](#). It also airs [Book TV](#) on weekends
- **C-SPAN3**, which features other uninterrupted live public affairs events and airs a large amount of archived historical programming branded as **C-SPAN3 History**

EXCERPTS FROM THE U.S. Constitution

September 17, 1787

Article I.

Section 1.

All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2.

The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Section 3.

The Senate of the United States shall be composed of two Senators from each State, chosen by the Legislature thereof for six Years; and each Senator shall have one Vote.

Article II.

Section 1.

The executive Power shall be vested in a President of the United States of America. He shall hold his Office during the Term of four Years, and, together with the Vice President, chosen for the same Term, be elected, as follows:

Each State shall appoint, in such Manner as the Legislature thereof may direct, a Number of Electors, equal to the whole Number of Senators and Representatives to which the State may be entitled in the Congress: but no Senator or Representative, or Person holding an Office of Trust or Profit under the United States, shall be appointed an Elector. Section 2.

The President shall be Commander in Chief of the Army and Navy of the United States, and of the Militia of the several States, when called into the actual Service of the United States; he may require the Opinion, in writing, of the principal Officer in each of the executive Departments, upon any Subject relating to the Duties of their respective Offices, and he shall have Power to grant Reprieves and Pardons for Offences against the United States, except in Cases of Impeachment.

He shall have Power, by and with the Advice and Consent of the Senate, to make Treaties, provided two thirds of the Senators present concur; and he shall nominate, and by and with the Advice and Consent of the Senate, shall appoint Ambassadors, other public Ministers and Consuls, Judges of the supreme Court, and all other Officers of the United States, whose Appointments are not herein otherwise provided for, and which shall be established by Law: but the Congress may by Law vest the Appointment of such inferior Officers, as they think proper, in the President alone, in the Courts of Law, or in the Heads of Departments.

The President shall have Power to fill up all Vacancies that may happen during the Recess of the Senate, by granting commissions that shall expire at the End of their next Session.

Section 3.

He shall from time to time give to the Congress Information of the State of the Union, and recommend to their Consideration such Measures as he shall judge necessary and expedient; he may, on extraordinary Occasions, convene both Houses, or either of them, and in Case of Disagreement between them, with Respect to the Time of Adjournment, he may adjourn them to such Time as he shall think proper; he shall receive Ambassadors and other public Ministers; he shall take Care that the Laws be faithfully executed, and shall Commission all the Officers of the United States.

Section 4.

The President, Vice President and all civil Officers of the United States, shall be removed from Office on Impeachment for, and Conviction of, Treason, Bribery, or other high Crimes and Misdemeanors.

TWC Course Policies

For a detailed list of all TWC policies, please refer to your student handbook.

Professionalism

We strongly encourage students to be professional at all times.

Equal Opportunity/Affirmative Action

The Washington Center actively subscribes to a policy of equal opportunity in education.

Class Cancellation

Students are expected to attend every class period as scheduled unless there is an unavoidable circumstance or illness. Classes do not meet on federal holidays; however, your professor may elect to reschedule the class for another evening to make-up time and work.

Verbal, Sexual, Ethnic/Racial Harassment

The Washington Center does not tolerate harassment of any nature. Verbal, sexual, ethnic and or racial harassment in any way of its students, staff, and faculty are prohibited. The Washington Center advises students to notify their Program Advisor if they believe they may have been exposed to sexual or verbal harassment.

Disability Services

If you are a student who is defined under the American with Disabilities Act and requires assistance or support services, please inform The Washington Center's disability coordinator, by emailing disabilityservices@twc.edu. The coordinator will organize such services as note takers, readers, sign language interpreters, etc. If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment to speak with disability services upon arrival. Disability services information is available online at www.twc.edu/disability_services.shtml.

Academic Misconduct

Academic misconduct includes, but is not limited to the acts listed here. For a full statement of the policy of TWC on academic misconduct, please refer to the TWC Academic Course Handbook. The Washington Center reserves the right to impose penalties and sanctions for any incident of academic misconduct up to and including failure for the course and expulsion from the program.

1. **Plagiarism.** Plagiarism is a form of academic misconduct and is considered academic fraud. It is an attempt to receive a grade or other credit that would not be granted if the instructor or others knew the full truth. Plagiarism occurs when someone copies or takes the intellectual work of another as one's own, and fails to properly reference or provide proper and fully adequate attribution to the original author of the work. Plagiarism may be either intentional or unintentional. Plagiarism may also take the form of self-plagiarism in the event of trying to submit work done for another course or program for credit without the express permission of instructor.

2. **Cheating.** The use of notes or books when prohibited, and the assistance of another student while completing a quiz or an exam, or the providing of information to another individual for this purpose, unless such collaboration is approved by the course instructor.
3. **Falsification.** The improper alteration of any record, document or evaluation.
4. **Obstruction.** Behaving in a disruptive manner or participating in activities that interfere with the educational mission of The Washington Center at lectures, courses, meetings or other sponsored events.
5. **Absenteeism.** The chronic failure to attend program components (including internship, internship courses, or other scheduled activities) without a valid reason or prior notification. If you miss two or more classes, your instructor will notify your program advisor.
6. **Disruptive Behavior.** Any behavior, whether active or passive, that interferes with the environment of teaching and learning or tone of professionalism as established by the instructor.
7. Complicity in any act of academic misconduct by another person.

Student Grievances

If students have a problem with their instructor, the course material, class format, or other aspects of the course, they should speak to the instructor first. If that is not possible or they choose otherwise, students should speak with the course coordinator who will arrange a conference in consultation with the managing director for academic affairs. If students wish to make a formal complaint, they must submit it in writing to the course coordinator, Marie Pius at courses@twc.edu. The course coordinator will relay it to the director of academic affairs, Dr. Alan W. Grose, who will investigate the situation and will consult the relevant parties and inform the student of the progress of the investigation in order to come to a resolution of the situation.