Political Science 319R/ Communications 327R  
Elections and Journalism Analysis  
Professors Dale Cressman and Quin Monson  
Tuesday 3:00-5:50 p.m., 114 BRMB  
Fall 2010

Contact Information

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Course Overview

This is a course for students participating in the 2010 KBYU election debates and televised election analysis programs and is designed to prepare you for your role in KBYU election programming. Beyond the readings on general topics, most of the coursework is targeted to your group projects and individual papers. Common readings will focus on the elections and journalism more generally with some case studies from recent elections.

The KBYU election programming for 2010 is listed below:

- Friday, October 1, noon, Gubernatorial debate sponsored by the Utah Valley Chamber of Commerce at the Provo Marriott.
- Tuesday, October 5, 2pm, 2nd Congressional District candidate interviews, KBYU Studio.
- Tuesday, October 12, 3pm, U.S. Senate debate, KBYU Studio.
- Tuesday, October 19, 2pm, Utah Election Issues show, KBYU Studio
- Tuesday, October 26, 2pm, 1st and 3rd Congressional District candidate interviews, KBYU Studio.

All students are required to attend the U.S. Senate debate taping on October 12 during class and should plan to attend at least one other taping. Students assigned to work on one of these programs should plan to attend that event.

Some combination of Professors Monson, Patterson, and Magleby will serve as debate moderators and interviewing candidates. Some initial groundwork for these programs has already been laid, but students assigned to work on a program will be expected to prepare broadcast quality content for air on KBYU television as part of each program. Students will also be responsible for gathering information on their respective candidates to provide the faculty with timely background briefings in preparation for each taping.
Leading up to the election, some members of this class will also have the opportunity to appear on Eleven News or on KBYU FM as special guest commentators on Utah elections and to put together broadcast quality content for these programs.

The Utah Colleges Exit Poll results have been aired on election night for more than two decades. Students in this class have the unique opportunity to become a part of that production as well. Some students will appear live on KBYU television during the November 2\textsuperscript{nd} election night program as Regional Analysts for the different regions of the United States. Regional analysts will be expected to know the ins and outs of the competitive senate, house, gubernatorial, and ballot initiative races in their region. They will appear on KBYU for 10 to 20 minutes to provide analysis of the results in their region’s races, as well as address what issues were important in the race. Students who have helped to cover Utah races will be asked to provide KBYU reporters as well as the KBYU program anchors with good questions to ask each of the candidates on election night. They may also be asked to join KBYU reporters at candidate headquarters the night of the election or join the KBYU studio broadcast for analysis.

All students in this class must keep their schedules for Tuesday November 2\textsuperscript{nd} completely open to participate in either the exit poll or in the creation and delivery of content for the broadcast.

Course Objectives

1. Students will learn theory and practice of contemporary election campaigns, both nationally and in Utah.
2. Students will learn to intelligently analyze and discuss election polling instruments and data.
3. Students will make observations and reports related to the 2010 election campaign that meet high journalistic standards and are consistent with political science theory and empirical findings.

Required Readings


Additional readings will be made available and/or posted on Blackboard.

Course Requirements and Grading

(1) Projects \hspace{1cm} 40\%
(2) Participation \hspace{1cm} 20\%
(2) Term Paper \hspace{1cm} 25\%
(3) Final Examination \hspace{1cm} 15\%
\hspace{1cm} 100\%
Project and Term Paper

Individual students will prepare a short (10-15 page) paper summarizing the election analysis project(s) they were assigned and describing what they learned about campaigns and elections as they relate to television production and news coverage. Research for the paper is to come primarily from the sources used by the students to prepare for their project. However, you should also seek to use the information and theoretical perspectives from the readings to help inform your findings. Your paper needs to be well written and organized. It should contain few or no errors in grammar, spelling, and usage. It should also contain citations whenever appropriate and a complete works-cited page. Political Science students must follow guidelines for papers presented in Political Science 200. Communications students must follow guidelines for papers presented in Communications 211.

The project in the course is the individual student's part in election programs prior to the election or on election night. This could include broadcast quality content for air on KBYU television or on the internet, debate background and preparation, election night analysis and reporting, or multimedia content. The quantity and scope of each student’s involvement will be determined by program producers and broadcast needs. Projects will be graded for content, presentation, and research quality. You will be graded for the quality and strength of your individual effort throughout the project. This includes the amount of research you have done on your project, the extent to which you understand elections and campaigns, your ability in applying that knowledge to your project, and the unique insights and data that you can provide about your project.

For example, at a minimum, regional analysts are expected to know the important races in the assigned region and the development of those races. To speak authoritatively about your race or region on television you will need to know a great deal more that can be covered in the 10 to 20 minutes you are on the air. You will want to be prepared to intelligently speak from memory about each of the races in your region and respond to questions that are not scripted. You will want to have examples of ads, stories about the campaign, gaffes committed by the candidates, odd developments in the race, and spending patterns of outside groups and parties.

Participation in the class will be judged by blog postings at byuelection2010.blogspot.com. Blog entries are the primary opportunity to participate and contribute to the class beyond the relatively infrequent class meetings. Use blog postings to reflect on course topics and readings, write about current events in the 2010 elections related to your class assignments, post rough cuts and draft scripts for feedback from the professors and other students, and to update the professors and other class members on your activities related to the course project.
Other Course Policies

Academic Honesty  All of the work you do in this course is expected to be your own. While all students sign the Honor Code, there are still specific skills most students need to master over time in order to correctly cite sources, especially internet sources. We will notice instances of cheating on exams or plagiarizing on papers. Cheating, plagiarism (using someone else’s words or ideas without proper citation), and other forms of academic misconduct will not be tolerated, and they will be handled according to university policy. A review of the Honor Code can be found here: http://saas.byu.edu/catalog/2009-2010ucat/GeneralInfo/HonorCode.php#HCOfficeInvovement. Some examples of various forms of academic misconduct can be found here: http://honorcode.byu.edu/index.php?option=com_content&task=view&id=5302&Itemid=5698. If you have any doubt about your academic conduct, we encourage you to consult these web pages or come speak with us.

Disability  We are committed to providing a learning atmosphere that reasonably accommodates qualified persons with disabilities. If you have any disability that may impair your ability to complete this course successfully, you are responsible for making your needs known to us and seeking available assistance from the university in a timely manner. In addition to notifying us, you must contact the University Accessibility Center (UAC) at 422-7065, 1520 WSC. The UAC reviews requests for reasonable academic accommodations for all students who have qualified documented disabilities, and any accommodations for this class must be coordinated with the UAC office. See http://uac.byu.edu/ for more information.

Discrimination/Harassment  Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education. Title IX covers discrimination in programs, admissions, activities, and student-to-student sexual harassment. BYU’s policy against discrimination and sexual harassment extends not only to employees of the university but to students as well (see: http://www.byu.edu/hr/students/student-resources/equal-opportunity-office) If you encounter sexual harassment or discrimination, please talk to us; contact the Equal Employment Office in D-282 ASB or by telephone at 422-5895 or 367-5689 (24-hours); or contact the Honor Code Office at 422-2847.

Learning Outcomes  Both the Communications and Political Science departments at BYU have developed a set of expected student learning outcomes. They should help you understand the objectives of each department’s, including this class. For political science see: http://learningoutcomes.byu.edu/#college=HC3r2qmK9h2&department=8XXkoaFRyQ9s&program=DPBhm0sqAIwC. For Communications see: http://learningoutcomes.byu.edu/#college=enmVRgYezEqs&department=JtYXwKupLRql&program=BQbnRommRmyf We welcome your feedback on the expected student learning outcomes.
Class Schedule and Readings

August 31, Class organizational meeting and Campaign Effects
Craig, chapters 1-2

September 7, Voting Behavior
Craig, chapters 3-4

September 14, Utah Elections and Voting Behavior
Magleby, David. forthcoming. Utah Government and Politics. Selected chapters on elections and religion and politics in Utah.

Guest speakers: Wayne Holland (invited), Utah Democratic Party Chair; Dave Hansen, Utah Republican Party Chair.

September 21, Campaign Finance / Ethics
Craig, chapter 5

Guest: David Magleby, BYU Political Science Department

September 28, Advertising and Mobilization
Craig, chapters 6 and 10

Guest: Peter Valcarce, Arena Communications (invited)

October 5, Congressional Elections


Guest: Professor Kelly Patterson, BYU Political Science Department

October 12, Senate Debate

Guests: U.S. Senate candidates Mike Lee (R) and Sam Granato (D)

October 19, Utah Issues Program Taping @2pm
Media and campaigns (including Internet and social networks)
Craig, chapters 7-8
Guests: LaVar Webb and Frank Pignanelli

**October 26, Election/Election Programming Coordination**  
Dress rehearsal for Election night

**November 2, Election Day**

**November 9, Election Postmortem**  
Guest: John Hughes

**November 16, Religion and Elections**  
Reading: TBA

**November 23, Thanksgiving break, no class**

**November 30, Pathologies of American Elections**  

**December 7 Broadcast Journalism and Elections**  
Reading: TBA

Guest: Bruce Lindsay (invited)

**Papers Due** *(turn in to Secretary in 745 SWKT by 5pm)*

**December 17, 11:00am to 2:00pm. Final Examination in class.*