

THE BLISS REPORT



ON THE MOVE

Jim Crooks (M.A. 2003),
The Impact Group

2002-2003 MASTER OF APPLIED POLITICS RECIPIENTS

Craig Brown Dale Walker
Katherine Scott Sarah Walsh

2002-2003 CERTIFICATE OF APPLIED POLITICS RECIPIENTS

Erin Bevan Grace Drouhard
Quiana Bowens Elena Rogers
Donna Dawson Victoria Sheppard

Gail Garbrandt Receives Award

Gail Garbrandt, Bliss Institute Internship Coordinator, has been selected as one of four women from across the United States to be a "Women of Worth" by The Worth Collection, Ltd.

The award honors women, customers of Worth's Sales Associates, who have demonstrated a special degree of excellence in their business careers. "As a company that owes its own success to working women, this special award celebrates the achievements of the remarkable customers who have supported us," said Bernadette Tolley, Worth Sales Associate.

Gail will be honored at The Worth Collection's annual meeting in New York City on December 5-6 and will speak at a luncheon and press conference at the Rockefeller Club. A Worth wardrobe is part of her award.



Gail Garbrandt with Worth Sales Associate Bernadette Tolley

The Bliss Institute would like to thank you for your support and wish you a joyous and prosperous new year.

Making Democracy Happen

The Ray C. Bliss Institute of Applied Politics hosted the American Association of Political Consultants (AAPC) Fourth Annual Academic Outreach Conference, "Making Democracy Happen," October 2-4, 2003.

University students from across the country came to the conference to discuss professional political consulting and public affairs with some of the nation's top political consultants, researchers and other students of applied politics.

Conference panels were made up of both political consultants and academics specializing in campaigns and elections. Panelists explained career trends, technical expertise and ethical issues as they discussed the following topics: The Internet and the Voters of the Future, Ethical Dilemmas in Campaigning, Campaign Finance Reform and Fundraising in 2004, Targeting in 2004 and Prospects for the 2004 Campaign.

The mentoring program has been an integral part of the academic outreach conference since its inception four years ago. "Sometimes students see only a small portion of the whole process, mentors can furnish a broader viewpoint and help them better understand how classroom concepts fit into consulting," said Kevin O'Neil, AAPC Executive Director.

A mentoring luncheon gave students and mentors a chance to interact with each other and network with people in their field of interest. Afterward, speakers talked about their career path and gave advice on how to break into their field and succeed in the consulting business.



AAPC President Nancy Todd Tyner and Jim Spencer, The Campaign Network, talk to students at the Careers in Applied Politics Mentoring Luncheon.

The American Association of Political Consultants, founded in 1969, is a bipartisan organization of political professionals. Association membership is composed of political consultants, media consultants, pollsters, campaign managers, corporate public affairs officers, professors, fundraisers, lobbyists, congressional staffers and vendors. Membership is open to everyone associated with politics from the local level to the White House. Applicants are required to sign a code of professional ethics and live by the standards it sets. For more information, visit www.theaapc.org.

The AAPC started the Academic Outreach Conference four years ago in an effort to reach out to academia and students. "Many of our members are already actively engaged in lecturing at universities and helping students. This is our effort to reach out to the next generation of students, giving them guidance and encouragement," said Nancy Todd Tyner, AAPC president.



CAN ASSOCIATION OF POLITICAL CONSULTANTS

Wayne LaPierre, National Rifle Association, and Michael Malbin, Campaign Finance Institute and State University of New York, Albany, discuss campaign finance reform and the 2004 election.

NOTES FROM THE FIELD

The Ray C. Bliss Institute of Applied Politics continues to be cited as one of the best internship programs in the United States. As our program continues to grow, Bliss Interns are sought after not only in Ohio but in Washington, D.C., Ottawa, Canada, and across the United States.



Interns Jeff Solosky and Lenny Edwards with Robert Bennett, Chairman of the Ohio Republican Party.

Summer 2003 was again a big semester for interns. We were able to send 66 students to internship positions. Our Canadian Parliamentary Internship Program with Western Kentucky University had three students this summer, Kym Nelson, a graduate student worked with a member of the

Canadian Senate, while Leslie Rarick and John Schmeida, both undergraduates, worked for MP's. Both political party offices in Columbus, Ohio, hosted several Bliss interns. The State Legislature was another great placement agency again for summer.

In Washington, D.C., we placed six interns and are seeing some diversity in academic majors coming into our program. One of our graduate students Steve Chaffin worked for the Howard Dean campaign and traveled quite extensively with the campaign throughout the summer.

Fall 2003 has brought us an additional 36 interns, most of which are local. We do have one student, Meryleen Lightfoot in Columbus, with the Ohio Senate and Sam McKeown is in Washington, D.C. with the White House Office of



Intern Meryleen Lightfoot with Senator Mark Mallory



Jeff Klasson with Ja Ques Anderson, Equal Employment Opportunity Commission

Cabinet Affairs. Our Conflict Management Program has an intern, Jeff Klasson, with the Equal Employment Opportunity Committee in Washington, D.C. They are a new placement agency for us and have indicated their desire to be a permanent placement agency.

As our program continues to grow, we can take pride in knowing that we are doing our part in fulfilling the dream of Ray Bliss... to train the next generation of leaders in the nuts and bolts of practical politics.



Intern Sam McKeown with Beverly Barrett, Office of Cabinet Affairs, The White House

Gwen Ifill Speaks at Public Forum

Veteran journalist Gwen Ifill spoke to a crowd of over 750 people at The University of Akron's E. J. Thomas Performing Arts Hall.

Ifill's lecture, "Politics, Policy, and Reality: What's Really Going on in Washington," was the second event of the 2003-2004 University of Akron Forum Series as well as the kick-off event for the American Association of Political Consultants Academic Outreach Conference.

Moderator and managing editor of PBS' "Washington Week" and a senior correspondent for "The NewsHour with Jim Lehrer," Ifill spoke authoritatively with the wit and wisdom that comes from her years of covering some of the toughest beats in Washington.

She has served as a national correspondent for NBC News, where she covered key political stories affecting the nation, includ-



Gwen Ifill at a reception for students

ing presidential campaigns, legislative issues in Congress and the impeachment of President Clinton. Her reports appeared on "The Nightly News with Tom Brokaw," "Today" and "MSNBC."

Before joining NBC Ifill was White House correspondent for the New York Times. She also has covered politics and government for *The Washington Post* and *The Baltimore Sun*.

Life With Term Limits

Term limits are changing the face of the legislature. April 29-30, 2004, the Bliss Institute will host a conference examining these changes. The conference is entitled, "Life With Term Limits." Top national scholars will gather in Akron to present their research on the effects of term limits on state legislatures around the country.

The conference will hear reports from the Joint Project on Term Limits. These include: case studies of several term limited states, case studies from non-term limited (control) states, and data from a national survey of legislators. Participants at "Life With Term Limits" are encouraged to ask questions and offer feedback at each presentation.

Lee Leonard, Capitol Reporter for the Columbus Dispatch, will be the keynote speaker on April 29. Two sessions will involve legislative leaders from several states. Conference topics, speakers and schedules are available at WinningPolitics.com/TermLimits.

"Life With Term Limits" is being coordinated with the State Politics and Policy conference at Kent State University, April 30-May 2. Attendees are invited to participate in both meetings.



GUEST COMMENTARY

Politics is a Family Affair for This Intern

This summer, I received a different view of campaign management during my summer internship. This summer, I interned with my mother, Bedford City Councilwoman Paula Mizsak.

Working for my mother full time gave me a new perspective on campaign management.

Throughout the campaign, I oversaw the day-to-day operation of a small campaign staff of about 10 volunteers, along with a campaign treasurer, and worked with a 4-member strategy team. I feel that the training I have received in Dr. Farmer's campaign management class, as well as at various seminars I have attended through the Bliss Institute gave me a leg up on how to run a political campaign.

My mother was seeking her fifth term to the Bedford City Council during the 2003 election cycle.

Throughout the course of the campaign, I also attended class during Summer Session I, and attended the annual campaign seminar hosted by *Campaigns & Elections Magazine*. Getting to see the theoretical side of cam-



Andrew Mizsak

paign management in class in the morning, and then working for my mom in the afternoon and seeing the practical side of campaign management was really neat. It was interesting to compare how close things are in the textbook as to how they are in real life.

Part of my responsibilities included planning this year's Mizsak Family Red, White, and Blue Bash, which is an annual event hosted by my mom and dad, as well as working with members of organized labor in order to obtain campaign contributions and endorsements, and developing our campaign's media strategy.

Getting to work with my mom on a daily basis was an absolutely phenomenal experience. She is an outstanding public servant, and is an excellent role model for me. I hope that if and when I decide to run for office, I can be half as good as she is. She is the best public servant I have ever known.

I truly believe that I could not have managed this campaign like I did without the training I received in Akron and in Washington. Without the opportunities presented to me at the Bliss Institute, I would have been nothing more than an amateur volunteer trying to render professional services. There is absolutely no time or room for on-the-job training in a political campaign.

Andrew C.M. Mizsak

Intern, Paula Mizsak for Council Campaign, Spring 2003

Master of Applied Politics Candidate

Campaign Finance, Management Courses Highlighted

The distance-learning component of the Political Science department's Applied Politics program continues to bring courses to Columbus. Spring Semester courses will include **Dr. John Green** offering "Campaign Finance." Taught by a nationally known expert in campaign finance, this course is a must for anyone who wants to understand the complexity of campaign finance rules as well as how to effectively raise money. **Jerry Austin**, a well-known Democratic campaign consultant, will teach "Campaign Management II." The course will provide an in-depth examination of running political campaigns. **Dr. Rick Farmer** will teach a third course, "Political Influence and Organizations." This course evaluates the value of "linkage institutions" (parties, interest groups, the media, etc.) in the democratic process.

We will be introducing a new Columbus site for distance learning, Columbus State. In addition to the students using these classrooms, instructors will be using the Columbus location to attract numerous guest speakers to bring Columbus expertise to Akron.

Spring Semester starts on January 12 with "Campaign Finance" being taught 12:15-1:30 p.m. on Tuesdays and Thursdays. "Campaign Management" will be 6:00-7:30 p.m. on Thursday evenings and "Political Influence and Organization" will be 5:20-7:50 p.m. on Monday evenings.

The Applied Politics program plans to continue a three course per semester schedule as long as enrollments justify their offerings. Scholarships are available for students taking these courses from Columbus. If you are interested in more information about the courses or about earning a **Certificate in Applied Politics**, contact **Dr. Stephen Brooks** at 330 972-5182 or bliss@uakron.edu.

Bliss Institute Honors Raymond Strother

Raymond Strother, former president and chairman of the board of the American Association of Political Consultants (AAPC), was appointed as an Honorary Fellow of the Ray C. Bliss Institute of Applied Politics for his exceptional understanding of the political process, grassroots activity and ethical behavior.

Ray Strother recognized a need to reach out to academia and students and created the AAPC Academic Outreach Conference. "The goal of the conference is to reach out to America's future consultants and give them a hand as they begin to work in our industry," said Strother. The conference is hosted at a different college institution every two years. Past host institutions include, Louisiana State University, Harvard University, American University and The University of Akron.

Strother has dedicated his career to the political process. Strother has worked in numerous presidential and Senate campaigns and handled more than 50 campaigns for the U. S. House of Representatives and scores of campaigns for other statewide office.

In 2002 Strother was given a new national award created to recognize political professionals who have an "exemplary record of achievement in the field and contributions to students and academic institutions." The annual award is now called "The Strother." *Campaigns and Elections* magazine called him, "The poet of Democracy."

He has published a novel, *Cottonwood*, about a political consultant who loses his soul and a new autobiography, *Falling Up, How a Redneck Helped Invent Political Consulting*. He has written for *Newsweek*, the *New York Times*, *Washington Post*, *Atlanta Constitution*, and scores of other publications. He is currently president of the Strother/Duffy/Strother political consulting firm in Washington, DC.



Honoree Ray Strother signs his book, *Cottonwood*, for panelist Carolanne Curry, Women's Campaign School at Yale.

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University Calendar

Registration is now open for the distance learning classes offered in Columbus.

Jan. 12, Political Influence and Organization class in Columbus begins

Jan. 13, Campaign Finance class in Columbus begins

Jan. 15, Campaign Management II class in Columbus begins

Jan. 21, Political Science Insight speaker series begins

Feb. 17, President's Day – no classes

Feb. 20, Summer registration begins

March 22-26, Spring Break

April 29-30, Term Limits Conference

May 3-7, Final Exam Week

For more information, contact Kim Haverkamp at 330-972-5182, bliss@uakron.edu or visit our Web site: www.winningpolitics.com.



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The Ray C. Bliss Institute of Applied Politics is a bipartisan research and teaching institute dedicated to increasing understanding of the political process with special emphasis on political parties, grassroots activity, and ethical behavior. Through the Institute, students can pursue a masters degree or certificate in Applied Politics as well as Internships in practical politics. Established in 1986, the Institute has a distinguished list of graduates who hold important positions at all levels of politics and government. In addition,

the Institute sponsors public programs, conferences and research on topics such as campaign finance, campaign advertising and political organizations.

John Green
Director

Stephen Brooks
Associate Director

Gail Garbrandt
Internship Coordinator

Kim Haverkamp
Program Coordinator

Janet Bolois
Administrative Secretary

Rick Farmer
Institute Fellow

Jesse Marquette
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