

The
University
of Akron

Ray C. Bliss
Institute of
Applied Politics

The
University
of Akron

ON THE MOVE

Tony Baker (M.A.P. 2006)
Congresswoman Betty Sutton

Jim Crooks (M.A. 2003)
JCPower Strategic Communications

Tom Erb (B.A. 2003)
Stark County Republican Party

Michael Farley (B.A. 1998)
American Red Cross

Elise (McGeorge) Geig (B.A. 2002)
Ohio Department of Aging

James Genovese (M.A.P. 2006)
Stark County Republican Party

Eric Gentry (M.A.P. 2001)
Erik Jonsson School of Engineering
& Computer Science, The
University of Texas at Dallas

Jillian Glenn (M.A.P. 2006)
Dix & Eaton, Cleveland

James Hardy (B.A. 2006)
Secretary of State Jennifer Brunner

Cyndra Miller (B.A. 2005, M.A.P.
2006) GovTech Solutions, LLC

2005-2006 MASTER OF APPLIED POLITICS RECIPIENTS

Jade Floyd
James Genovese
Jillian Glenn
Joseph Horak
Rennick Remley
Brian Shuler
Roger Sommer
Michelle Vavrek
Kristy Wawryk

2005-2006 CERTIFICATE OF APPLIED POLITICS RECIPIENTS

Diana Kingsbury
Sara Fusco
Andrea Maiden
Bradley Palmer
Christine Van Fossen

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

Lessons and Insights from the Governor's Race

Gubernatorial campaign strategies were analyzed and discussed at an Institute event in Columbus on November 16. The seminar, "Ohio '06: Lessons and Insights from the Governor's Race" focused on the media efforts of the Strickland and Blackwell campaigns and the future of Ohio politics.

John Green, director of the Bliss Institute, moderated the first panel on campaign strategy and led the discussion among the Strickland for Governor representatives Aaron Pickrell, campaign manager, and consultant Will Robinson of MacWilliams, Robinson and Partners and the Blackwell for Governor representatives Norman Cummings, campaign director, and consultant Paul Wilson of Wilson Grand Communications.

The Strickland Campaign ran eleven television advertisements during the campaign season of which five were positive, two were negative and four were contrast in nature. According to Pickrell and Robinson, the campaign's media strategy was to include rural and small media markets, respond quickly when attacked and focus on positive ads talking about Strickland's Turnaround Ohio Plan, jobs and education. They also tied internet ads to newspaper ads and they did not rely much on mail ads.

The Blackwell Campaign ran fourteen television ads, of which five were positive, four were negative and five were contrast in nature. Cummings and Wilson described the political environment for Republican candidates as being negative. Their campaign strategy was to focus on Blackwell's background and accomplishments as well as reinforcing his plan to cut taxes and create jobs. They also used mail ads that complimented their broadcast ads.



Paul Wilson (left), Norman Cummings, John Green, Aaron Pickrell, and Will Robinson



Joe Hallett (left), Jerry Austin, and Bill Hershey. The Akron audience is seen on the screen.

Both campaigns showed a sampling of the advertisements used to further their strategy. The Blackwell Campaign thought their most effective ad was Kristen Blackwell talking about her father in their home. This ad showed Ken Blackwell as being more compassionate and less stoic. The most effective ad chosen by the Strickland Campaign showed Ted Strickland driving in a car and casually talking about his Turnaround Ohio Plan. He is portrayed as a regular person looking out for the average person.

The second panel focused on the future of politics in Ohio. Moderator Jerry Austin led the discussion between Joe Hallett of The Columbus Dispatch and Bill Hershey of the Dayton Daily News. Both agreed that the last eighteen months of scandals overshadowed the election and hurt Republican candidates and that the voters wanted a change regardless of who the candidates were.

The seminar in Columbus was connected to The University of Akron using video teleconferencing technology. The audience in Akron was able to participate in the seminar without making the trip to Columbus. In addition to viewing the panels and audio visual presentations, the Akron audience was able to interact with the panelists during the Q&A session.

NOTES FROM THE FIELD

Summer 2006 found the Bliss Institute as Campaign Central. We had over 83 interns this summer, many of them local and in Columbus, Ohio working on campaigns in this mid-term congressional election cycle. Eight students participated in the five week internship program in Ottawa, Canada including two students from Hiram College and one student from Malone College. We had 11 students in Columbus, Ohio; 10 students in Washington, D.C. and one student from our law school working in New York for the United Nations Disarmament Office. Fifty three interns were placed in the local area.



Senator Mike DeWine with Intern Mary Davis

For fall 2006, the campaign season continued and we had three students working on campaigns in Columbus; one working in a senate office, and one with the Ohio League of Conservation Voters. We had one student in Washington, D.C. working with the political consulting firm Strother, Duffy, and Strother. Two of our graduate students participated in a study abroad semester in the United Kingdom and completed internships with The Safer London Foundation and The Campaign for Tibet. Another graduate student did a short internship with the British Parliament. We had an additional thirty four interns placed in the local area.



Intern Esther Bardo with Canadian Member of Parliament Larry Miller

Our students worked on the following campaigns during the summer and fall semesters: Batchelder for Congress; Blackwell for Governor; Coughlin for Ohio Senate; Crawford for Ohio Representative; DeWine for Senate; Espy for Supreme Court; Hanna for Ohio Senate; Kilroy for Congress; Space for Congress; Strickland for Governor; Sutton for Congress; Taylor for State Auditor; and Wilson for Congress.

For more information on our internship program, please contact Gail Garbrandt at 330-972-5182 or geg@uakron.edu.



Intern Christina Worthington with Brian Rothenberg, Ohio Democratic Party

GUEST COMMENTARY

Grassroots Politics

From May through November, I had the privilege of working as the Political Director on the Mary Taylor for Auditor of State campaign.

Before working on the campaign, I often took my coursework at the University of Akron for granted. After being given the opportunity in the field to apply the knowledge acquired in the classroom, I realized just how much my coursework prepared me for the field of politics.

However, in the classroom – and to some extent out in the field – the grassroots component of campaigns is too often overlooked or underemphasized. As the Political Director, my primary responsibility involved building and maintaining relationships with each of our eighty-eight county coordinators, the members of our various steering committees, and key volunteers across the state. Unlike the mass communications conducted



Cyndra Miller

by television commercials, the activists that I worked with were responsible for one-on-one communication with individual voters in their neighborhoods and counties. Nothing is more powerful than an individual discussing a candidate to their families and friends, thereby personally endorsing that candidate.

Because of the hard work of our grassroots team, Mary Taylor and our campaign beat the odds to emerge victorious at the end of the toughest election cycle for the Republican Party in nearly two decades. In fact, in the days following Election Day, she was deemed the “titular head of the Ohio Republican Party.” She won more votes and more counties than any other statewide, non-judicial Republican. For a down-ballot candidate, this is quite a feat.

I will always value my experience on the campaign and the relationships that I built and fostered. Through the Bliss Institute’s Internship Program, I was able to receive graduate school credit for myself and recruit well-qualified interns in Matt Timbrook and Lauren Harding.

Cyndra Miller is the political director for the Mary Taylor for Auditor of State campaign. She earned a B.A. in political science in 2005 and a M.A.P. in 2006.

James H. Baker Receives Honorary Alumni Award

An Honorary Alumni Award was presented to Jim Baker at a reception in Columbus on November 16 for his years of service in Ohio and national politics.

Mr. Baker began his career in politics in 1959 when he managed the successful Columbus Mayoral campaign of Republican candidate Wallace Ralston Westlake.

Ray C. Bliss took notice of his efforts and offered him a job coordinating the Speakers Bureau for the Ohio Republican Party. This

opportunity turned into a full-time commitment and a life-long friendship with Ray and Ellen Bliss.

The Bliss Institute was established to promote citizen knowledge and participation in the political process, values in which Ray Bliss strongly believed and Jim Baker continues to work hard to uphold.

Mr. Baker has been generous in providing his time, serving as a guest speaker at many Institute events, and donating to the University his papers on his time with Ray Bliss.

“Jim, we thank you for everything you already do for the Institute and we look forward to building further on our long and productive

relationship,” said John Green, director of the Bliss Institute, as he presented the award on behalf of The University of Akron, President Luis Proenza and our 136,000 alumni.



Jim Baker, John Green, and John LaGuardia

Applied Politics Classes in Columbus

The Bliss Institute and the Department of Political Science are pleased to be offering six distance learning courses this fall! These courses are offered using video-conferencing technology and are taught simultaneously in Akron, Columbus, St. Clairsville and other participating locations. Courses run January 16 - May 11, 2007.

Spring Course Offerings:

Research Methods*

(Monday 5:30-8:00 p.m.)

A complete look at the techniques of quantitative research methodology in political science. Emphasis will be placed on the utility and limitations of quantitative research. Dan Coffey, Institute fellow, will teach this course.

State and Local Politics

(Monday, Wednesday, Friday 11:00-11:50 a.m.)

State Senator Kevin Coughlin introduces students to the basics of local and state political systems with emphasis on fundamental principles, ideas, institutions and processes of modern government.

Voter Contact and Elections

(Tuesday 5:30-8:00 p.m.)

This course examines the theoretical and practical approaches to political communication. Special attention will be placed on messages and timing. Accomplished political consultant, Jerry Austin, will teach this course.

On-line Politics

(Thursday 2:30-5:00 pm)

Presented by Mike Connell, a leader in the Internet and political communications field. A timely course in the importance of the Internet in political campaigns; this course will look at ways to communicate with voters via E-mail, online fundraising, and viral marketing techniques.

Campaign Management II*

(Thursday 6:00-8:30 pm)

This is the second course in campaign management. The focus is on timing, coalition building, candidate positioning, event planning, internal organization, and other elements of campaign strategy. Mark Weaver, national political consultant and campaign law expert, will teach this course.

Campaign Finance

(Saturday 9:00-5:00 pm; April 14-May 12)

This course covers all that is politics and money; campaign finance laws and reform, fundraising and development, issue and express advocacy, and campaign budgets. Anne Hanson will teach this course.

* Courses required for the Master of Applied Politics

These courses can be used for a graduate or undergraduate Certificate in Applied Politics, Master of Applied Politics degree, as transfer credit to another institution, continuing education credit, or simply as additional training for your career or personal enjoyment. Distance learning courses are especially convenient for students who are unable to travel to the Akron campus to attend courses because of job responsibilities, family obligations, location constraints, or other time commitments.

If you or someone you know may be interested in any of the above course offerings or other programs offered by the Bliss Institute, please contact Anne Hanson at 330-972-8602 or ach13@uakron.edu.

Bliss Institute Forms New Partnership with St. Clairsville-Richland City School District

The Bliss Institute has spread its wings once again; for the first time ever, courses in applied politics are available to students in southeastern Ohio through a new agreement between the Institute and the St. Clairsville-Richland City Schools.

This partnership allows classes to be delivered via distance-learning technologies to Bliss Institute students in the area working toward a Master of Applied Politics degree or a Certificate of Applied Politics. The technology allows students at both sites to see, hear, and interact with each other as if they were in the same classroom. Stephen Brooks, acting director of the Bliss Institute says, "The faculty and staff of the Bliss Institute are delighted to be able to bring courses to students in southeastern Ohio. We look forward to a long and beneficial partnership with the district."

Fall semester saw four initial class offerings: Campaign Management I, Campaign Law, Campaign Battleground, and Scope and Theories of Political Science. St. Clairsville middle school and high school students were also able to sit in on additional Bliss Institute events, like the October 8th press conference in Columbus which presented the results of a pre-election poll.



Steve Brooks, acting director of the Bliss Institute (left) with St. Clairsville-Richland Board of Education Members: Chris Martin, Holly Sayre, Superintendent Bill Zanders and Pam Jones.

"Our school district is continually seeking new and innovative methods to assist our residents in meeting their educational needs," says Bill Zanders, district superintendent. "The partnership is a perfect fit in furthering this important mission."

Five applied politics courses will be offered in St. Clairsville this coming spring. Opportunities for teacher training, professional development, virtual fieldtrips, and post-secondary options will soon also be available to St. Clairsville via distance learning technologies.



The Bliss Institute and the Akron Press Club co-hosted a debate between the candidates for the Ohio 13th Congressional District on October 24. Panelists are, from left, candidate Craig Foltin; questioner Tom Beres, WKYC TV3; moderator Dave Cohen, Bliss Institute Fellow; questioner Carl Chancellor, Akron Beacon Journal; and candidate Betty Sutton.



Election Night Watch Party. More than 75 students and faculty gather to watch the mid-term election results at the Student Union on Nov. 7.

Spring Semester Calendar

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

- Jan. 15** Martin Luther King Holiday
- Jan. 16** Spring classes begin
- Jan. 16** Voter Contact and Elections distance class begins
- Jan. 17** State and Local Politics distance class begins
- Jan. 18** On-line Politics distance class begins
- Jan. 18** Campaign Management II distance class begins
- Jan. 22** Research Methods distance class begins
- Jan. 31** Political Science Insight speaker series begins
- Feb. 20** President's Day – no classes
- Feb. 23** Summer registration begins
- March 19-25** Spring Break
- Late March** Fall registration begins
- April 14** Campaign Finance class in Columbus begins
- May 7-12** Final Exam Week

For more information, contact Kim Haverkamp at 330-972-5182, haverkamp@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. Students can pursue a Master of Applied Politics, Juris Doctor/Master of Applied Politics or Certificate in Applied Politics. The Bliss Institute offers a nationally recognized internship program and sponsors public programs, conferences and research on topics such as campaign finance, campaign advertising and political organizations.

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Acting Director

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