

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

On the Move

Padi Hallum (M.A. 2007)
Betty Sutton for Congress Campaign

Brian Schuler (M.A.P. 2006)
Paul Schiffer for Congress Campaign

Congratulations to recently elected alumni:

Adam Booth (M.A.P. 2005),
Columbiana County Educational
Service Center Governing Board

Jason Haas (former staff member),
Akron Public Schools Board

Cyril Kleem (M.A. 2002), Mayor,
City of Berea

James Walters (M.A. 1997),
Jackson Township Trustee

Good luck to alumni and students currently running for office:

Adam Booth (M.A.P. 2005),
Columbiana County Recorder

Craig Brown (M.A.P. 2003)
Columbiana County Recorder

Randy Cole (B.S. 1982),
41st Ohio House District

Adrian Sims (B.A. Candidate)
Ohio House, 44th District

2006-2007 MASTER OF APPLIED POLITICS RECIPIENTS

Adam Clapp
Allison Hamilton
Jennifer Harry
Michael Komaschka
Angela McMillen
Cyndra Miller
Megan Pappada
Glen Stolburg
Christina Worthington

2006-2007 CERTIFICATE OF APPLIED POLITICS RECIPIENTS

Jeffrey Banyas
Leslie Bell
Catherine Breck
Marie David
Jeffrey Gower
Emma Lieberth
Diane Wilkinson

Making Democracy Happen

The University of Akron's Bliss Institute of Applied Politics hosted the American Association of Political Consultants (AAPC) Fifth Academic Outreach Conference, "Making Democracy Happen," Oct. 11-12, 2007.

More than 300 people attended the conference. Students from more than 40 colleges and universities across the country came to the conference to discuss professional political consulting and public affairs with some of the nation's top political consultants and researchers.

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: news, bloggers and new media; challenges of modern campaigning; communicating with voters; micro targeting voters; and candidates and campaigns for 2008.

"I was proud to watch so many young students glued to the conference panels," said Tony Fazio, AAPC president. "Such enthusiasm for politics and public affairs is most encouraging for the future of our profession. It's wonderful how our association has become a stepping stone for tomorrow's campaign consultants. Of course, none of this would be possible without the tireless commitment of AAPC veterans Raymond Strother and Nancy Todd Tyner."

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



Students network with consultants at the opening reception of the conference.

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.

The AAPC started the Academic Outreach Conference to increase the involvement of academia and students. "By all measures, the Academic Outreach Conference was a total success," noted Anthony Bellotti, AAPC executive director. "The Bliss Institute created a compelling program and broke all attendance and fundraising records. The Akron conference will become the model for our future outreach to the student community."



Panelists give career advice at the mentoring luncheon. From left: Anthony Bellotti, American Association of Political Consultants; Gail Garbrandt, Bliss Institute and AAPC Academic Outreach Conference Chairman; Jim Crooks, JC Power Strategic Communications; Alan Melamed, Melamed Communications; Brett Sciotto, American Strategies; Cathy Allen, The Connections Group; and Nancy Todd Tyner, Nancy Todd, Inc.

University Calendar

Registration is now open for the distance-learning classes offered in Columbus. All classes listed here are held in Columbus.

- Jan. 14 Spring classes begin
- Jan. 14 New Age Marketing class begins
- Jan. 14 Research Methods in Political Science class begins
- Jan. 15 Campaign Finance class begins
- Jan. 16 Political Influence and Organizations class begins
- Jan. 16 Seminar in National Politics class begins
- Jan. 17 Campaign Battleground class begins
- Jan. 17 Campaign Management II class begins
- Jan. 21 Martin Luther King Holiday
- Jan. 31 Political Science Insight speaker series begins, UA campus
- Feb. 19 Presidents Day – no classes
- Late February Summer registration begins
- March 17-23 Spring Break
- Late March Fall registration begins
- May 5-11 Final Exam Week

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



Ray C. Bliss Institute of Applied Politics

The University of Akron
Akron, OH 44325-1914

Phone: 330-972-5182

Fax: 330-972-5479

E-mail: bliss@uakron.edu

Web sites: www.uakron.edu/bliss
www.winningpolitics.com

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.

- John Green**
Director
- Stephen Brooks**
Associate Director
- Gail Garbrandt**
Manager, Internships
- Kim Haverkamp**
Manager, Marketing & Events
- Janet Bolois**
Administrative Assistant
- Dan Coffey**
Institute Fellow
- Dave Cohen**
Institute Fellow
- Karl Kaltenthaler**
Institute Fellow

NOTES FROM THE FIELD

Summer is always our busiest time with interns. It seems as the rest of the University winds down into summer, we gear up for some exciting exchanges! Our Ottawa, Canada internship program has really grown. We had a mix of graduate and undergraduate students who spent five weeks in Ottawa, each assigned to a member of federal parliament. In all, 11 students had summer internships in Canada.

Four students did internships in Columbus, Ohio, with legislators, and one graduate student worked for the Ohio Republican Party.

We sent nine interns to Washington, D.C. New placements included the AARP office of Legal Counsel and the Jordanian Embassy.

Our 52 local interns worked on campaigns, in law offices, with political parties and in criminal justice internships. New placements included: Cuyahoga County Commissioner Peter Lawson

Jones; Superior Beverage Group; Judge Robert G. Lavery; attorney Dave Eager; Cuyahoga Falls Fire Department; McDonald Hopkins LLC; Key Center Properties; security at Best Buy; attorney Curt P. Bogen, LLC.; Wayne County Public Defender; John Heinz School of Public Affairs and Management at Carnegie Mellon University; North Royalton Police Department; and the Harper Law Office LLC.

Fall 2007 was a busy time for Bliss Institute interns as well. We had a guest student from Hiram College intern with the Hillary Clinton for President Campaign in Cedar Rapids, Iowa; one student interned in Washington, D.C., with the National Conference of State Legislatures; three students were placed in Columbus, Ohio, – one with State Rep. Shannon Jones and one with Rep. Vernon Sykes; a graduate student was placed with a political consulting firm; and 30 students chose internships in the local area.



Intern Thomas Jalbert with Rep. Vernon Sykes.



Intern Susanna Ratsavong with Michael Bird, National Conference of State Legislatures.



Intern Colleen Shaver with Sen. Kevin Coughlin.



Intern Roxanne Hadley with Member of Parliament Rob Anders, left, and Prime Minister Stephen Harper.

GUEST COMMENTARY

Communicating the Power of One

The University of Akron and The University of Pretoria, South Africa, signed an agreement in early 2007 to develop a cooperative applied politics program based in South Africa. I was invited to visit the University of Pretoria in October as a visiting scholar and to assist with moving plans forward with our partnership. We often tell our students how one person really can make a difference, and in this case, I was afforded such an opportunity.

It was a long trip from Cleveland to Johannesburg – about 22 hours. On my first day on campus, I lectured in a Public Opinion/Political Research class. The students were great and enjoyed hearing about the Bliss Institute's surveys in Ohio and how the information gathered is translated into special reports to the state legislature and for the public at large. One of Nelson Mandela's grandsons was a student in the class.

The following day, I gave a presentation on "Female Leadership in the United States" and then visited the Gender Institute at the University of Pretoria, followed by a visit to the AIDS Institute. South African universities do a lot of community outreach work to educate people about HIV/AIDS, separating myth from reality. It is difficult – 5.3 million people in South Africa have the disease.

Later, I participated on a roundtable with Bliss Institute alumna Heather Thuynsma, organized by Maxi Schoeman, chairman of the Department of Political Sciences. The roundtable was designed to inform potential donors about the partnership between the two universities and to secure funding for a three-year pilot project. The audience included representatives of many nongovernmental organizations as well as the Canadian high commissioner to South Africa and a representative from the U.S. Embassy.

The audience was impressed with the potential for our joint program to make a difference. South Africa has been a multiparty democracy for a very short time and its political institutions are still fragile. Most people I spoke with are very



At the head of the table, Bliss Institute alumna Heather Thuynsma, at left, looks on as Gail Garbrandt gives a presentation to potential donors. See more photos from Garbrandt's trip at www.WinningPolitics.com.

concerned about South Africa's 2009 presidential election. With term limits, the current president cannot run again, but he has indicated he wants to maintain control of the ruling political party, the African National Congress.

On the final day of the trip, I took some personal time and traveled a distance outside the city to see the other face of Africa. I had been in communication with the South African Catholic Bishops Conference and was interested in visiting an AIDS orphanage — there are six near Pretoria. I was able to go to the Winter Veld, where Mercy Centre is administered by the Sisters of Divine Mercy from Ireland.

Mercy Centre has medical and dental clinics as well as a nutrition center, bakery and many projects designed to teach the local people skills so they can be self-sufficient. There is a high school on the premises so students who cannot afford to attend public high school can finish and get their diplomas. Everyone was welcoming, and the children were especially curious and heartwarming. All told, the experience was nearly overwhelming.

I feel myself fortunate to be able to work at the Bliss Institute and have opportunities such as this. One person, one voice and yes, one vote, can make all of the difference in the world.

Gail Garbrandt is the manager of internships for the Bliss Institute of Applied Politics and a senior lecturer in UAs Department of Political Science.

Bliss Institute Collaborates with Akron Press Club

It all started when I suggested to John Green that the Bliss Institute host a debate between the candidates for Ohio Auditor of State in 2006. Since both Barbara Sykes (D-Akron) and Mary Taylor (R-Green) are from Summit County, and both are women who have degrees from The University of Akron, I felt strongly that the Bliss Institute should host a debate if there was to be one. Dr. Green agreed, with one caveat. He wanted the Akron Press Club to co-sponsor the event. "Call Abe Zaidan," he said.

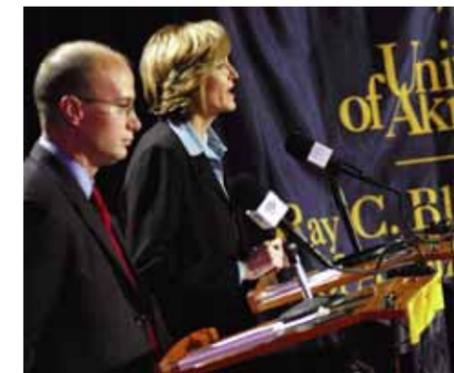
And my call to Abe was, to quote Humphrey Bogart's character in the 1942 film *Casablanca*, "the start of a beautiful friendship." The debate took place on Oct. 13, 2006, and it was the only debate held for that office.

Since then, the Bliss Institute has collaborated with the Akron Press Club on a number of other

events and speakers. These included a 2006 debate between the candidates for the Ohio 13th Congressional District (which was later broadcast on C-SPAN) and the Democratic primary debate for Akron mayor in August 2007.

This collaboration will continue into the foreseeable future. In 2007, I joined the press club's board and assisted Abe Zaidan with programs. In January 2008, I became vice president in charge of activities and programs, when he retires from the APC Board after more than three decades of service. He promises to continue to help me and I am very appreciative. I am determined to build upon this collaboration that benefits the institute, the press club and the public at large.

Dr. Dave Cohen is an associate professor in the Department of Political Science and a fellow in the Bliss Institute of Applied Politics.



Candidates Craig Foltin (R) and Betty Sutton (D) at the Ohio 13th Congressional District Debate on Oct. 24, 2006, at The University of Akron Student Union.

Century Mark: Ohio and National Politics 1907-2007

December 2007 marked the 100th anniversary of the birth of Ray C. Bliss, the namesake for the Bliss Institute of Applied Politics at The University of Akron. To mark the occasion, on Dec. 6 the institute sponsored a dinner and panel discussion titled "Century Mark: Ohio and National Politics 1907 – 2007." The discussion highlighted notable events in Ohio's political history and provided a perspective on how Ohio politics has come to where it is today. Questions from the audience allowed the panelists to peer into the future.

Dominant in the discussion was a perspective about how both political parties have contributed to the political development of the state and their competition has reflected national politics. The historical view also demonstrated how the economic changes in the nation have shaped the fortunes of the political parties, which will be true in 2008 and beyond.

Panelists included George Knepper, Distinguished Professor of History Emeritus at The University of Akron and a recognized expert in Ohio history; Art Peterson, an academic and former college president who was a close associate of Ray Bliss; and Abe Zaidan, a professional journalist and freelance writer whose career included many years covering and writing a column on Ohio politics.

The panel was moderated by John Green, director of the Bliss Institute. More than 200 people attended the event, including elected officials, political party leaders, students and interested citizens. Some reflections on the discussion were provided in an Akron Beacon Journal column by Steve Hoffman (<http://www.ohio.com/editorial/hoffman/12452371.html>). Video and pictures of the event are available on the Bliss Institute Web site at www.WinningPolitics.com.



Seated, from left, panelists Abe Zaidan, Art Peterson and George Knepper, with moderator John Green in back.

Applied Politics Distance Courses

These courses are offered using video-teleconferencing technology and are taught simultaneously in Akron, Columbus and other participating locations. The Columbus classroom is located just minutes from downtown at the easily accessible Columbus State Community College. The courses can be used for a Certificate in Applied Politics, the Master of Applied Politics degree or as individual courses for professional development. For more information, please contact the Bliss Institute at 330-972-5182 or e-mail bliss@uakron.edu.

Spring Semester 2008:

New Age Marketing, Dr. Stephen Brooks
5:20-7:50 p.m., Mondays, Jan. 14 – May 5
An exploration of technological advances in political marketing; both theory and applied. Hands-on projects will introduce students to cutting edge techniques in political marketing.

Research Methods in Political Science, Dr. Dan Coffey
5:30-8 p.m., Mondays, Jan. 14 – May 5
A course on the fundamental research processes of social science and the statistical applications used in research. The course uses hands-on data analysis applicable for both academic and professional analysis.

Campaign Finance, Anne Hanson
3:15-4:30 p.m., Tuesdays and Thursdays, Jan. 15 – May 8
Study of the role of money in American politics. Topics covered include fundraising, the use of money in campaigns, the impact of money on government and campaign finance reform.

Seminar in National Politics, Dr. Dave Cohen
5:20-7:50 p.m., Tuesdays, Jan. 15 – May 6
A seminar examining academic research on the interaction of the main U.S. national institutions, especially Congress and the president. This research will be analyzed within the context of changes in American politics.

Political Influence and Organizations Seminar, Dr. Dan Coffey
5:20-7:50 p.m., Wednesdays, Jan. 16 – May 7
A seminar examining academic research on the linkage institutions of U.S. politics (e.g., media, political parties, interest groups, etc.) This research will be analyzed within the context of changes in American politics.

Campaign Battleground, Jerry Austin
5:30-8 p.m., Thursdays, Jan. 17 – May 8
This course is about the 2008 primary elections. We will follow the campaigns carefully and investigate the strategy, tactics and conduct of the major contenders. We also will engage in a serious discussion about the nature and direction of American politics in the 21st century. The course will be run as a seminar and full participation by all students is expected and required.

Campaign Management II, Alan Melamed
6-8:30 p.m., Thursdays, Jan. 17 – May 8
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.