

ON THE MOVE

- Randy Cole (B.S. 1989)
GovTech
- Dana Dickey (M.A.P. 2005)
James Draper for Mayor Campaign,
Cleveland
- Heather Nagel (B.A. 2002)
Akron Municipal Court
Heaven Can Wait
- Michael Clarke (Certificate of Applied Politics 2003)
Internet Association Corporation won a Pollie Award from the American Association of Political Consultants for best use of Web site for volunteer/field organization
- Igor Kyrylenko (M.A. 2000)
Received a Rising Star Award for Campaigns and Elections Magazine

SCHOLARSHIP RECIPIENTS

Ray C. and Ellen P. Bliss Political Science Scholarship

- | | |
|-----------------|----------------|
| Catherine Breck | Marie David |
| Peter Fernandez | Joseph Ferrise |
| Sara Fusco | Emma Lieberth |
| Angela McMillen | Susan O'Neal |

Elizabeth Hurley Scholarship

Diana Kingsbury

Honorary Certificates in Applied Politics

The Bliss Institute recognized two national political consultants for their outstanding service to the democratic process.

On March 9, 2005, the Bliss Institute presented an Honorary Certificate in Applied Politics to Gerald J. Austin of Cleveland and Columbus, and Mark R. Weaver of Granville. More than 100 legislators, government officials, alumni and former Bliss interns joined in honoring the two at a luncheon at Columbus' Hyatt on Capitol Square.

Austin is president of Gerald J. Austin & Associates Inc., a political consulting, marketing and public relations firm. He provides counsel for Burges & Burges Strategists in major practice areas such as strategic planning and communications, public administration, education, health care, grassroots mobilization, economic development, and issue and candidate elections.

He was principal consultant to Ohio Gov. Richard F. Celeste and many other statewide officials from 1978-90. As president of Gerald J. Austin & Associates and chairman of Austin-Sheinkopf, he has served senators, members of Congress and presidential candidates, including President Jimmy Carter and Rev. Jesse Jackson. Austin won a Pollie award from the American Association of Political Consultants, and he has taught campaign management at the Bliss Institute.

Mark Weaver is a national republican political consultant, college instructor and election law attorney. In 20 years of advising political leaders, he has consulted in more than 450 campaigns in 13 states. His clients have included nearly every republican statewide officeholder in Ohio, both majority caucuses of the Ohio General Assembly, four Ohio members of Congress and five Ohio Supreme Court justices.

Weaver has written dozens of campaign plans, conducted extensive media and debate training, supervised hundreds of polls and focus groups, and produced more than 1,000 TV and radio spots — winning three Tell Awards. In 1993, Weaver wrote, produced and directed the TV special "An American Story," hosted by President Ronald Reagan. As an election law attorney, Weaver regularly argues cases before the Ohio Elections Commission. As a First Amendment litigator he has handled more than a dozen cases before the Ohio Supreme Court.

Weaver teaches strategy and campaign law, including classes for the Ohio Republican Party, the Jo Ann Davidson Republican Leadership Institute (Ohio), the Ann Anstine Excellence in Public Service Series (Pennsylvania), the Republican National Committee, Campaign & Elections magazine, The Ohio State University Moritz College of Law and the Bliss Institute.



Gerald Austin (left), John Green, UA President Luis Proenza and Mark Weaver.

Notes From the Field

Spring semester was a busy time for our D.C. interns. Maggie McCoy, a guest student from Malone College, and our own Jenny Hammond both interned at the White House. Mary Rustic spent her semester in D.C. with The American Association of University Women. Columbus, Ohio was the choice for intern Brian Gardner, who worked for Mayor Michael Coleman in his campaign office. Jennifer Clarke from our Wayne College campus spent her internship with Rep. Arlene Setzer in the Ohio House of Representatives.

Thirty-two students chose to intern in the local area while taking classes at the University. New placements include the Greater Akron Chamber of Commerce; Associated Builders and Contractors, Inc; U.S. Marshall's Service-Akron; U.S. Secret Service-Akron; Summit County Adult Probation; Amourgis & Reilly attorneys-at-law; Doylestown Police Department; Brennan, Manna, & Diamond LLC; city of Cleveland public safety director; and Cleveland Center for Families and Children.

Summer interns working out of the area began in May. Two of our students are in Canada — Emma Lieberth is interning in Ottawa with a member of the Federal Parliament while Kristy Wawryk is working on campaigns with the British Columbia Provincial Parliament.

We have four students in Columbus, Ohio, — Joe Roth, Ohio Harness Horseman's Association; Brice Civeiello, American Strategies, LLC; Kyle Bohland, Rep. Jeff Wagoner; and Jennie Renner, Ohio Citizen Action.

Washington, D.C., is the choice for 11 students: Kassim Ahmed, Federal Bureau of Alcohol, Tobacco, and Firearms; Danielle Pierce, Children's Rights Council; Catherine Breck, Diane Wilkinson and Adam Griffin, Congressman Sherrod Brown; Ashleigh Elcessor, U.S. Senator Mike DeWine; Jonathan Parker, Conklin/Scott, Inc.; Sarah Ammar, U.S. Senator John Kerry; Jade Floyd, Westin/Rinehart; Carolyn Watts, Federal Department of Juvenile Justice; and Christine Van Fossen, National Park Service.

Thirty-four students have local internships for summer. New placements include: Army ROTC Cadet Troop Leader Training; Akron Municipal Clerk of Courts; Kathryn Michaels for Judge Campaign; James Hardy for School Board Campaign; Buckingham, Dolittle & Burrows; Safe Landing; Stark County Family Court; and Medina Township Police.



Lisa Maatz, director, Public Policy and Government Relations, American Association of University Women with Intern Mary Rustic.

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



State Representative Arlene Setzer with intern Jennifer Clarke.

GUEST COMMENTARIES

The Race for the Presidency in Ohio and the Impact of Campaign Finance Reform on Political Communication

The 2004 presidential election was decided in Ohio and the Bliss Institute was at the heart of the battle. As part of a national project funded by the Pew Charitable Trusts, The University of Akron collaborated on a study of the race for the presidency in Ohio and the impact of campaign finance reform on political communication.

Thanks to nearly two hundred Bliss students and alumni, the Institute was able to track candidate, party, and issue organizations' television and radio advertisements, phone calls, mailers, and canvassing throughout the state. These materials were used to track all of the campaigns' air and ground war activities. Additionally, information was collected from five media markets in the state to investigate the new restrictions placed on ad buys since the passage of the Bipartisan Campaign Reform Act (BCRA). Finally, the research team conducted interviews with political professionals active in the state to help put all of the data into perspective.

Scholars of political science and practitioners in the field had questioned the impact of the reforms and the ability of parties to raise enough money to properly fund a successful ground war and media campaign prior to the election. This project's results found quite the opposite.

The amount of money spent on the 2004 presidential election was unprecedented. The Democratic National Committee raised more than the Republican National Committee in

hard dollars for the first time in decades by focusing on small individual contributions. The presidential candidates raised a combined \$631 million in 2004 representing a significant surge in party and candidate fundraising.

Both candidates used this money heavily on the air war in Ohio. The Campaign Media Analysis Group (CMAG) reported a total of \$87.2 million in TV spending in Ohio, with the Bush campaign and republican allies spending significantly less than the Kerry campaign and democratic allies — a disparity of \$39.4 to \$60.9 million. Likewise, the variety of ads was unmatched; the research team reported a record 104 unique TV and 47 radio spots.

The ground war was particularly important to both campaigns in terms of registration, message delivery and getting out the vote. These activities were largely successful due to a sophisticated targeting system and thousands of volunteers. Democrats appeared to have a slight advantage over republicans in terms of ground war contacts, especially considering the activities of 527 committees like America Coming Together (ACT). The project reported 210 unique forms of contact from democratic allies with the republicans close behind with 198.

Overall, the response in Ohio was essentially balanced. President Bush received 50.7 percent of the vote and Kerry 48.5, a margin of just 118,000. Bush's win may have come as a surprise considering the discrepancy in terms of money raised and spent, but it appears from the research that the Republicans and their allies may have been better coordinated with a broader reach. More importantly however, was the surge in political participation in Ohio. Nearly 94 percent of eligible voters were registered and almost 72 percent cast a ballot. Finally, the impact of BCRA on the presidential election in

Ohio was minimal in terms of limiting the amount of money spent on the race, but considerable in expanding the sources and uses of campaign funds.

It is inevitable that Ohio will again play a decisive role in 2008 — the Bliss Institute will be watching closely!

Anne Hanson worked on this project as a graduate assistant for the Bliss Institute and the Department of Political Science. She earned a Master's of Applied Politics degree in May 2005.



Anne Hanson



The Changing Nature of American Politics, April 11, 2005. Panelists are, from left, Charlie Clark, Hal Duryee, James Baker, Art Peterson and John Green. The program focused on the changes in the major political parties since the 1960s, with a special focus on the national party conventions. The panelists also talked about Ray Bliss' contribution to national politics.

Exciting Politics Courses for Fall

A number of exciting applied politics courses are being offered by the Department of Political Science and the Bliss Institute this fall, including five in Columbus. All Columbus courses will be taught simultaneously in Akron and Columbus through sophisticated distance learning technology. The Columbus classroom is located at the easily accessible Columbus State Community College campus, only five minutes from downtown.

Fall Courses (see back page for start dates)

- **Campaign Management I** provides the foundation of political campaigning for the novice or experienced campaigner; Thursdays, 6-8 p.m. Dan Coffey, instructor.
- **Campaign Law** is a new course that focuses on the legal issues for political campaigning; Mondays, 6-8:30 p.m. Mark Weaver and J.B. Hadden, instructors.
- **Lobbying** examines the role of lobbying and practices of lobbyists. Students will have the opportunity to interact with prominent lobbyists and try out strategies of persuasion; Tuesdays, 5:20-7:50 p.m. Dr. Stephen Brooks, associate director of the Bliss Institute, teaches this course.

- **Political Opinion and Behavior** looks at the role of public opinion in politics and how it motivates voters; Tuesdays and Thursdays, 12:15-1:30 p.m. Dr. Jesse Marquette, director of the Center for Policy Studies, teaches this course.

- **State Politics** is an undergraduate course on the workings of state politics; Tuesdays and Thursdays, 9:15-10:30 a.m. State Senator Ron Amstutz, instructor.

These courses can be used for a graduate or undergraduate Certificate in Applied Politics, for the Master's of Applied Politics degree, as transfer credit to other institutions or as courses just for your own interest. They demonstrate The University of Akron's commitment to bring the Bliss Institute program to Columbus. As interest in the program continues to grow, the course offerings will expand as well. Scholarships are available for students taking these courses from Columbus.

We also have an exciting new course available on the Akron campus on Tuesday afternoons.

Online Politics will cover the basics of electronic politics, including the use of Web sites and e-mail. Taught by Michael Connell,

a nationally known expert on online politics, this course will cover the cutting edge of applied politics in the 21st century.

The Bliss Institute and the School of Law are pleased to announce the launch of a joint J.D./Master's of Applied Politics degree. The joint program will allow students to earn both degrees with 109 credits instead of the 127 that would be required if the degrees were completed separately.

If you, or someone you know, are interested in more information about the courses or the academic programs, please contact Dr. Stephen Brooks at 330-972-7944 or sbrooks@uakron.edu.



Dr. Stephen Brooks in UA multimedia classroom

Assessing Legislative Term Limits in Ohio

Ohio citizens strongly support term limits for state legislators, despite a negative assessment by leaders involved in the legislative process. However, Ohioans may support lengthening terms from the current eight years to 12, according to a new poll conducted by The University of Akron Center for Policy Studies and the Bliss Institute.

The poll is part of a two-year study conducted as part of the Joint Project on Term Limits, a collaboration of the National Conference of State Legislatures, the Council of State Governments, the State Legislative Leaders Foundation and state legislative scholars from across the United States.

The study was based on more than 50 hours of interviews with current and former legislators, staffers and knowledgeable observers (former legislators, staff, public administrators, lobbyists and journalists); extensive review of government documents and legislative performance; and three opinion surveys. The surveys included a sample of observers, all legislative candidates in the 2002 Ohio election and a random sample of 1,500 Ohio residents (with a margin of error of plus or minus 3 percentage points).

The complete report can be found online at www.uakron.edu/bliss.

Among the findings:

- A majority of Ohioans (67 percent) believe that term limits have fostered good government and helped the state. However, an in-depth look at public opinion suggests potential support (51 percent) for lengthening the limits to 12 years.

- Ohio leaders involved in the legislative process oppose term limits, a view that arises in part from the initial experience in a term-limited legislature. The state leaders strongly critical of term limits include legislators (60 percent) and observers (81 percent); legislative candidates were less negative about the limits (42 percent).

- Although many state leaders favor changing term limits, there is no clear majority on the course to take. Roughly 75 percent of the observers and 40 percent of both the candidates and legislators favor repeal; those favoring a 12-year limit include 40 percent of the legislators, 25 percent of the observers and 17 percent of the candidates.

- Term limits have changed the Ohio General Assembly in many ways – including high turnover in members, more competitive campaigns, increased partisanship, a less efficient legislative process and a shift in the balance of power in Ohio state government



Message and Strategy: Television advertisements and the 2004 Presidential Election, Feb. 11, 2005. National media strategists Mark McKinnon of the Bush campaign (left) and Tad Devine of the Kerry campaign (right) discussed each campaign's media strategies and showed advertisements that were used in those efforts. To view the program and see the advertisements via streaming video, visit our Web site, www.WinningPolitics.com and click the "Message and Strategies Program" link.



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University Calendar

Registration is now open for the distance learning classes offered in Columbus. Competitive scholarships of up to \$200 are available.

- Aug. 29,** Campaign Law class in Columbus begins
- Aug. 30,** State Politics class in Columbus begins
- Aug. 30,** Political Opinion and Behavior class in Columbus begins
- Aug. 30,** Lobbying class in Columbus begins
- Sep. 1,** Campaign Management I class in Columbus begins
- Sep. 5,** Labor Day holiday
- Sep. 13,** Political Science Insight speaker series begins
- Oct. 5-7,** State of the Parties Conference
- Oct. 21,** Spring Registration begins
- Nov. 24-25,** Thanksgiving holiday
- Dec. 12-18,** Final Exam Week

For more information, contact Kim Haverkamp at 330-972-5182 or 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. Students can pursue a master's 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
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Stephen Brooks
Associate Director

Gail Garbrandt
Internship Coordinator

Kim Haverkamp
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