

Videos on Running a Campaign by Subject

from American University Campaign Management Institute on C-Span
(partial listing only- it appears, from the gaps in the dates, that there MAY be many more.)

=====**Management/Organization**=====

Candidate Coalition Building ✓ Good intro to a campaign + coalition

Mr. Likins instructed the students on building coalitions for political candidates. Topics included finding the people with similar interests to form a coalition, applying tactics, negative campaigning and others. The program ends abruptly. **Approximately the last ten minutes are not included.** 29 minutes | 1 Views Jan 3, 2004 <http://www.c-spanvideo.org/program/179769-2>

Campaign Management and Organization ✓ – VERY Good Intro to a campaign---

Mark Lotwis talked about managing and organizing a political campaign. Topics included how to get started on a campaign, organizational roles, and the elements of a campaign plan. Mr. Lotwis responded to audience members questions following his remarks. 1 hours, 33 minutes | 68 Views **Dec 31, 2008**
<http://www.c-spanvideo.org/program/283078-1>

Coalition Building ✓

David Watts spoke to students about coalition building. Among the topics he addressed were strategies for grassroots organizing, networking among various interest groups, and communications management. He also responded to questions from the students.

1 hours, 33 minutes | 39 Views Jan 2, 2010 <http://www.c-spanvideo.org/program/291017-1>

=====**Finance**=====

Campaign Finance Planning ✓ ---- Overview of finance -----

Ms. Cummings talked about campaign finance planning and management. Among the specific issues addressed were the difference between gross and net dollars, attracting big money donors, and various methods of fundraising. Using a chalkboard, Ms. Cummings created and discussed two timelines, an expenditures timeline and a finance timeline. She also responded to questions from the audience. 1 hours, 20 minutes | 4 Views Jan 2, 2004 <http://www.c-spanvideo.org/program/179753-1>

Conducting Campaign Fundraising ✓ ---- top notch MUST SEE-----

Ms. Bocskor talked about campaign fundraising. Using a pyramid structure, she divided contributors into three groups: high-dollar donors, who demand personal solicitations and expect access in return for their contributions; mid-level donors, who attend fundraisers; and low-level donors, who respond to direct mail and telephone calls because of their views on issues. She also discussed various fundraising events and potential fundraising pitfalls. Ms. Bocskor showed slides throughout her presentation, and responded to questions from the audience. 1 hours, 19 minutes | 9 Views

<http://www.c-spanvideo.org/program/179753-4>

Campaign Finance Planning and Major Donors ✓ --- Good advise on how to ask for money ----

Jason Mida spoke to students about campaign financing and building a donor base for political campaigns. Among the topics he addressed were soliciting funds, developing relationships and networks of donors, and effective fund raising strategies. Following the presentation students engaged in role playing exercises. 1

hours, 42 minutes | 120 Views Dec 30, 2009 <http://www.c-spanvideo.org/program/290975-2>

Developing a Campaign Budget ✓

- Good

Liz Chadderson, the coordinator of Democratic Programs for the Campaign Management Institute, talked about developing a campaign budget. Topics included staff salaries, communication and administration costs, yard signs. Ms. Chadderson responded to questions throughout her presentation. "Developing a Campaign Budget" was a program of the third day of the Center for Congressional and Presidential Studies' two-week Campaign Management Institute for training individuals for participation in local, state, and federal political campaigns. 1 hours, 15 minutes | 67 Views **Dec 31, 2008** <http://www.c-spanvideo.org/program/283078-2>

Campaign Costs ✓

---- Good intro to Media buying but dated – 2004 -----

Janet Katowitz spoke to students about the costs of buying campaign advertisement time in different media markets. Among the topics she addressed were cost-effective decisions about selecting the market and time of advertising, demographic targeting of audiences, and analyzing different markets. During her lecture she answered questions from the students. 54 minutes | 0 Views Jan 5, 2004
<http://www.c-spanvideo.org/program/179770-3>

Campaign Budgeting (had trouble downloading)

Mr. Carpenter talked about campaign budgeting, focusing on how to create a budget for a campaign and the important factors which need to be considered. He divided expenditures into six major categories: overhead, fundraising, research, direct mail, media, and collateral materials. Then, utilizing a chalkboard and suggestions from the audience, specific items were added under each heading. Mr. Carpenter responded to questions from the audience throughout the presentation. 1 hours, 11 minutes | 7 Views
<http://www.c-spanvideo.org/program/179753-2>

Fundraising

Request this video be made available for online viewing Note: This program has a noisy audio track. 4 hours, 34 minutes | 5 Views Jan 12, 1988, <http://www.c-spanvideo.org/program/455-1>

===== Research =====

Campaign Research and Polling ✓ --- Intro to polling & focus group ----

Stefan Hankin talked to students about the use of survey data and polling information in mounting a successful political campaign. He also answered questions from the students. 1 hours, 24 minutes | 126 Views **December 28, 2009** <http://www.c-spanvideo.org/program/290912-102>

Campaign Research ✓ ---- Using surveys in campaign decision making ----

Dave Winston talked to students about the use of survey data and polling information in mounting a successful political campaign. Following his remarks he answered questions from the audience. 1 hours, 47 minutes | 7 Views Dec 27, 2004 <http://www.c-spanvideo.org/program/184944-2>

Opposition Research ✓

Mr. Nicholson, political director for a Democratic opposition research firm, spoke about the role of opposition researchers. Among the topics he talked about were finding political vulnerabilities, including receiving money from organizations with legal problems. Following his remarks, he responded to questions and comments from members of the audience. 1 hours, 14 minutes | 2 Views **01/03/2006**
<http://www.c-spanvideo.org/program/190553-2>

Opposition Research ✓

Mr. Cooper spoke to students about the value and use of opposition research in campaign management. Among the issues he addressed were his work in past campaigns, the benefits and pitfalls of negative campaigning, as well as methods of research and using the information to shape a message. Following his remarks he answered questions from the students **1 hours, 33 minutes** 4 Views **Dec 28, 2004**
<http://www.c-spanvideo.org/program/184952-1>

===== Strategy =====

Campaign Strategy, Themes and Messages ✓

David Winston spoke to students about developing campaign strategies and targeting specific demographics in the electorate. He also focused on crafting candidate and campaign messages, and developing themes that resonate with voters. He also answered questions from the students. **1 hours, 32 minutes** | 134 Views **December 28, 2009** <http://www.c-spanvideo.org/program/290912-101>

Framing of Political Issues ✓

Ed Brookover spoke to students about political communications strategies and crafting campaign messages on issues important to the electorate. Among the topics he addressed were political advertising, choosing issues to develop messages, and different forms of campaign media. He also responded to questions from the students. **1 hours, 51 minutes** | 217 Views <http://www.c-spanvideo.org/program/290960-1&showFullAbstract=1>

Voter Targeting in Campaigns ✓

Tom Bonier spoke to students about campaign strategy and identifying potential voters to target during campaigns. Among the topics he addressed were developing targeting and marketing plans, effective means of reaching targeted voters, and allocating resources. He also responded to questions from the students. **1 hours, 24 minutes** | 134 Views
<http://www.c-spanvideo.org/program/290960-2&showFullAbstract=1>

Campaigns and Voter Profiles ✓

Bob Blaemire spoke to students about the use and development of voter files by political campaigns. Among the topics he addressed were strategies and techniques for micro-targeting voters, developing specific messages based on voter information, and the use of technology to enhance voter files. He also responded to questions from the students. **1 hours, 1 minutes** | 92 Views <http://www.c-spanvideo.org/program/290960-3&showFullAbstract=1>

Campaign Strategy, Theme, and Message (Like 2009)

David Winston talked about developing a strategy, theme, and message for a political campaign. In his remarks he spoke about decision making, problem solving and goal setting. He also answered questions from the students. **1 hours, 30 minutes** **Dec 30, 2008** <http://www.c-spanvideo.org/program/283063-1>

Developing a Campaign Message ✓

Carol Whitney presented a lecture on campaign communications strategies and developing a campaign message. Among the issues she addressed were developing a rapport with the electorate, communicating policy proposals, and engaging citizens on a grassroots level. She also answered questions from the students. **1 hours, 4 minutes** | 89 Views **Dec 30, 2008** <http://www.c-spanvideo.org/program/283063-2>

Political Strategies and Mail Campaigns

Dan Hazelwood talked to students about campaign strategies and public relations efforts on behalf of candidates. Among the topics he addressed were promulgating messages and images through direct mail campaigns, formulating campaign policies and messages, and the role of political consultants. During his remarks he answered questions from the students Many examples of milers. 1 hours, 7 minutes | 1 Views Dec 28, 2004 , <http://www.c-spanvideo.org/program/184952-4>

Campaign Issues

Request this video be made available for online viewing 1 hours, 19 minutes | 0 Views Dec 28, 2004
<http://www.c-spanvideo.org/program/184952-3>

===== Advertizing =====

Paid Media ✓

Mark Putnam spoke to students about paid media and campaign advertising. Among the topics he addressed were producing campaign commercials, targeting the electorate, and use of various types of media in campaigns. He also responded to questions from the students.

1 hours, 41 minutes | 56 Views Jan 2, 2010 <http://www.c-spanvideo.org/program/291017-2>

Direct Mail Campaigns (with many examples of mail pieces) ✓

Dan. Hazelwood talked about the use of direct mail in political campaigns. Among the topics he addressed were targeting demographic groups, developing messages that will be effective through mail campaigns, and ways to optimize the power of mailing campaigns. During his lecture he answered questions from students in the class. 1 hours, 33 minutes | 1 Views Jan 5, 2004

<http://www.c-spanvideo.org/program/179770-2>

Producing Campaign Advertisements ✓

Mr. Hamburger talked about media production and integrating media messages in political campaigns. Among the topics he addressed were developing a core message, developing a message through video images, and the process of producing campaign advertisements. During his lecture he answered questions from students in the class. Jan 5, 2004 1 hours, 23 minutes | 2 Views

<http://www.c-spanvideo.org/program/179770-4>

Internet Use in Campaigns

Mr. Panetta spoke to students about the use of the Internet in political campaigns. Among the topics he addressed were on-line fundraising, gathering and tracking information on supporters, and the use of web logs by current campaigns. During his remarks he answered questions from the students.

1 hours, 17 minutes | 3 Views Jan 3, 2004 <http://www.c-spanvideo.org/program/179769-1>

Campaign Event Planning ✓

Ms. Bocskor talked about planning effective campaign events. She also responded to questions from the audience. 1 hours, 33 minutes | 3 Views 01/03/2003 <http://www.c-spanvideo.org/program/174422-1>

Campaign Mailings ✓

Mr. Carlyle talked about the use of direct mail and other mailings in political campaigns. He also responded to questions from the audience. He presented and analyzed MANY examples of milers. 1 hours, 26 minutes | 2 Views **Jan 3, 2003** <http://www.c-spanvideo.org/program/174422-2>

Campaign Advertising

Request this video be made available for online viewing 1 hours, 27 minutes | 0 Views, Dec 28, 2004

<http://www.c-spanvideo.org/program/184952-2>

Campaign Advertising

Request this video be made available for online viewing

Jan 05, 2004 <http://www.c-spanvideo.org/program/179770-1>

===== MISC =====

2008 Mayoral Races ✓

Mr. Rakis lectured on managing campaigns, and specifically about municipal politics and mayoral campaigns. In his remarks he focused on local electorate research, communication strategy, team building, and tailoring campaigns to the local municipality. Following his remarks he answered questions from the students. This was part of the first day of the two-week Campaign Management Institute program for training individuals for participation in local, state, and federal political campaigns. 1 hours, 18 minutes | 10 Views Dec 29, 2008 <http://www.c-spanvideo.org/program/283052-3>

Campaign Management Institute

Officials of the American University Campaign Management Institute made opening remarks about the two week institute for training individuals for participation in local, state, and federal political campaigns. 22 minutes | 191 View Dec 29, 2008 <http://www.c-spanvideo.org/program/283052-1>

Inside Campaigns

Obama Campaign Manager David Plouffe and strategist David Axelrod, McCain Campaign Manager Rick Davis, and pollster Bill McInturff discussed the day to day management and overall strategies of the 2008 presidential election campaigns with Gwen Ifill. The representatives of the two campaigns compared notes and answered questions from audience members on the defining moments of the campaign. "War Stories: Inside Campaign 2008" was held by the Kennedy School of Government's Institute of Politics. 1 hours, 9 minutes | 466 Views Dec 11, 2008 <http://www.c-spanvideo.org/program/282851-1>

Democratic Voter Outreach

Cornell Belcher presented a lecture on Democratic voter outreach efforts and the political environment following the 2008 presidential and general election. Among the topics he addressed were the issues shaping political conversation, the relative strength of party organizations, and methods of communication in the current political environment. He answered questions from students. This was part of the first day of the two-week Campaign Management Institute program for training individuals for participation in local, state, and federal political campaigns. 1 hours, 28 minutes | 96 Views Dec 29, 2008 <http://www.c-spanvideo.org/program/283052-2>

Political Environment Jan 2, 2008

Stuart Rothenberg spoke about elections and election cycles. He asserted that the national environment right now is bad because people are angry, dissatisfied, and want change. He talked about how he came to this conclusion through poll data and what it means for the presidential race. He spoke briefly about the House and Senate races. Following his prepared remarks he answered questions from members of the audience. 1 hours, 22 minutes | 11 Views <http://www.c-spanvideo.org/program/203276-1>

2008 Senate Races, Jan 2, 2008

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<http://www.c-spanvideo.org/program/203276-1&showFullAbstract=1>

Political Environment and 2006 Governor Races

Charlie Cook spoke about the 2006 elections and the political environment. He talked about fluctuations in poll support for President Bush and said job ratings in the higher 40 percent zone now reflect a good rating due to the country being evenly divided. Following his remarks, Mr. Cook responded to questions and comments from members of the audience. For over two decades the Campaign Management Institute (CMI) has served as a nationally recognized program designed to train individuals for participation in local, state, and federal political campaigns. Developed and taught by strategists from the Republican and Democratic parties, national campaign consultants, and political scientists, this intensive two-week program serves as a foundation for political activists and campaign managers. The institute comprehensively covers campaign techniques, strategy, and tactics with emphasis on recent technological developments. 1 hours, 34 minutes | 4 Views Jan 3, 2006 <http://www.c-spanvideo.org/program/190553-1>

Federal Campaign Laws ✓

Mr. Braden talked about the laws and regulations governing campaign financing. Among the specific issues addressed were disclosure, including record-keeping and meeting reporting deadlines; and limitations and prohibitions, including the bans on contributions from corporations, labor unions, and non-citizens. Mr. Braden responded to questions from the audience. 1 hours, 8 minutes | 4 Views <http://www.c-spanvideo.org/program/179753-3>

U.S. Political Environment ✓

Following introductory remarks to students attending American University's Campaign Management Institute, **Neil Newhouse** spoke to students about the political climate in Washington and the country following the first year of the Obama presidency. He also responded to questions from the students. 2 hours, 3 minutes | 263 Views, Dec 28, 2009, <http://www.c-spanvideo.org/program/290912-1&showFullAbstract=1>

Absentee and Early Voting ✓

Sarah Simmons spoke to students about campaign management and targeting absentee and early voters. Among the topics she addressed were the increasing use of early and mail-in ballots, driving voter turnout, and tailoring messages to likely early and absentee voters. She also responded to questions from the students. 1 hours, 15 minutes | 95 Views Dec 30, 2009 <http://www.c-spanvideo.org/program/290975-1>

Special Interest Groups & Political Campaigns

Request this video be made available for online viewing 1 hours, 9 minutes | 4 Views Jan 6, 1989, <http://www.c-spanvideo.org/program/6248-1>

Campaign Planning (1991)

Bill Sweeney, director of the American University 1991 Campaign Management Institute, spoke on political campaign planning. Mr. Sweeney works with Washington Resources and Strategy. Campaign planning is the well-managed process of getting a candidate elected. This session looked at the process of communication that secures the commitment of "50 + 1 percent" of the voters in the campaign's state to vote for the candidate. 1 hours, 25 minutes | 2 Views Jan 2, 1991, <http://www.c-spanvideo.org/program/15543-1>