

SYLLABUS

Election 2018: Candidates and Campaign Strategies

Basics

The class will meet for two hours from 1-3 p.m.; there will be a 10-minute break midway. Participants are encouraged to ask questions and a period of 15 to 20 minutes will be set aside before the conclusion of each class for answers and discussion. At least one expert on California politics will be brought in as a guest lecturer for one class session.

Instructor

Chuck McFadden is the author of *Trailblazer: A Biography of Jerry Brown* from the University of California Press. He covered politics for The Associated Press in Sacramento and has worked as a media spokesperson and strategy consultant, speechwriter, television host and radio talk-show producer, in addition to teaching journalism at California State University, Sacramento.

Course Description

The course is designed to provide analysis of the most important 2018 California candidates, ballot initiatives and controversies, as well as how the candidates'

strategists will plan their campaigns for governor, ballot measures and the U S. Senate; we will also examine the “Trump Effect” on California Republican candidates. The course will begin with a brief overview of California history and demographics, along with registration figures for both major parties and “decline to state.” Participants will also divide into competing camps of strategists for major candidates and will present their cases.

Course Goals

Students will gain a comprehensive understanding of the political techniques that will take center stage during election year 2018, including the specific challenges facing each major candidate for the governorship and the U. S. Senate. We will examine message design to meet those challenges and the increasing role of social media.

Required Reading

Trailblazer: A Biography of Jerry Brown University of California Press, spring 2013; author Chuck McFadden