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## **Industry Insiders from Emily's List, Sierra Club To Guest Lecture At AU's Center For Congressional And Presidential Studies Campaign Management Institute**

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WASHINGTON, D.C. (Dec. 26, 2002)—American University's **Campaign Management Institute**, which trains students for participation in local, state and federal political campaigns, will be held from **Monday, Dec. 30 through Sunday, Jan. 12 in Room 6 of the Ward Circle Building.**

Designed and taught by leading strategists from the Republican and Democratic parties, national campaign consultants and political scientists, this intensive two-week program serves as a valuable foundation for political activists and campaign managers. The Institute comprehensively covers campaign techniques, strategy, and tactics with emphasis on recent technological developments.

Highlights of the workshop include:

- **Sheila O'Connell**, political director, Emily's List, will discuss the unique character of a governor's race from **2:15 – 3:45 p.m. on Monday, Dec. 30;**
- **Paul Pelletier** of Direct Campaign Solutions, will discuss finance planning and identifying major donors from **9:30 – 11 a.m. on Friday, Jan. 3;**
- **Tony Likins**, political director, National Federation of Independent Businesses and **Dan Weiss**, political director, Sierra Club, will discuss coalition building from **9:45 – 10:45 a.m. on Tuesday, Jan. 7.**

The Campaign Management Institute was established in 1983 as a division of AU's Center for Congressional and Presidential Studies. The Center, led by Director James A. Thurber and Associate Professor Candice Nelson, provides research and study that focuses on Congress and the presidency and the interactions of these two basic American institutions.

For a complete list of Institute speakers or media assistance, contact Maralee Csellar in AU's Media Relations Office at (202) 885-5952 or visit [www.american.edu/media](http://www.american.edu/media) - click on press releases.

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*\*For more story ideas, view AU news releases online at [www.american.edu/media](http://www.american.edu/media)\**

**American University Campaign Management Institute  
 Monday, Dec. 30 – Sunday, Jan. 12  
 Ward Circle Building Room 6**

<http://domino.american.edu/AU/media/mediarel.nsf/0/7618c2538bd8427f85256c9b005af941?OpenDocu...> 4/29/2005

**Monday, December 30**

9 am – 10 am **Overview of the Class**

Candice J. Nelson, academic director, CMI; Carol Whitney, program coordinator; Martin Hamburger, program coordinator

10:30am – 11:30am **The General Political Environment**

James A. Thurber, director, American University Center for

Congressional & Presidential Studies

11:40am – 1 pm **Survey Research** (closed to media)

Erika Schlacter, Greenberg Quinlan Rosner Research

2:15pm – 3:45pm **The Unique Character of a Governor's Race**

Sheila O'Connell, political director, Emily's List

**Tuesday, December 31**

9:30am – 11 am **Opposition Research**

Terry Cooper, Terry Cooper Political Research

11:10am – 12:40pm **Strategy, Theme, and Message**

David Winston, The Winston Group

1:40pm – 3:00pm **Management and Organization**

Carol Whitney, Whitney & Associates

**Thursday, January 2**

9 am – 10:30am **Targeting**

Tom Bonier, director of targeting,  
National Committee for an Effective Congress (NCEC)

10:35am – 12 pm **Voter Files**

Bob Blaemire, Blaemire Communications

1:00pm – 2:30pm **Budget**

George Rakis, Democratic Governor's Association (DGA)

2:40pm – 4 pm **Using the Internet in Campaigns**

Mike Panetta, Issue Dynamics Incorporated

4 pm – 4:30pm **Review**

Carol Whitney

**Friday, January 3**

9:30am – 11 am **Finance Planning and Major Donors**

Paul Pelletier, Direct Campaign Solutions

**1:45pm – 3:15pm Events**

Nancy Bocskor, The Nancy Bocskor Company

**3:15pm – 4:45pm Political Mail**

Carlyle Gregory, The Carlyle Gregory Company

**Saturday, January 4**

**9:30am – 11 am Paid Media**

Rachel Gorlin, Laguens, Hamburger, and Stone

**11 am – 12 pm Media Production**

Martin Hamburger

**12:05 pm – 1:15pm Time Buying**

Janet Katowitz, Buy Line Media

**2:15pm – 3:45pm Managing the Candidate**

Susan Bryant, Research/Strategy/Management

**3:45pm – 4:45pm Video Coaching (closed to media)**

Carol Whitney/Martin Hamburger

**Monday, January 6**

**9:30 am – 11 am Earned Media**

Rich Davis, Dixon-Davis Media

**11 am – 12:30 pm Field Operations, Voter ID, and Phone Banks**

Shara Kaplin

**1:30 pm – 3 pm Volunteers**

Jennette Lawrence, Susan Davis for Congress

**3 pm – 4:30 pm Mail and Telemarketing**

Mark Montini, CampaignSecrets.Com

**Tuesday, January 7**

**9 am – 9:45 am Review**

**9:45 am – 10:45 am Coalition Building**

Tony Likins

Dan Weiss, M & R Strategic Services

**10:45 am – 12:15 pm Get Out The Vote**

Tom Lindenfeld

**1:30 pm – 3 pm Issue Panel: School Spending and Vouchers**

Matt Jacob, People for the American Way

Another Panelist, TBA

3 pm – 4 pm **Absentees and Early Voting**  
Martin Hamburger

4 pm – 5 pm **Writing the Plan**  
Candy, Carol, Martin

**Wednesday, January 8**

9 am – 10:15 am **Print and Collateral**  
Carol Whitney

10:15 am – 11:45 am **Voiceovers** (closed to media)  
Sheldon Smith, Sheldon Smith, Inc.  
Kathryn Klvana, Democratic Voiceover

12 pm – 1:30 pm **Ethics Panel and Working Lunch**  
Grace Cummings, Faith and Politics Institute  
Bob Meadow, Decision Research

1:30 pm – 3 pm **Ethics Exercise** (closed to media)

**Thursday, January 9**

9 am – 10:30 am **The Candidate**  
Donald McEachin, Candidate, VA Attorney General (2001)  
American University Alumnus

10:30 am – 11:45 pm **Choosing a Consultant**  
David Kensinger, Chief of Staff, Sen. Sam Brownback (R) KS

**Sunday, January 12**

9 am – 3 pm **Presentations of Campaign Plans**

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**Date:** 12/26/2002  
**Release Type:** School of Public Affairs News