

Political Studies Association Political Marketing

NEWSLETTER: SEPTEMBER 2022

PMG Website: <https://politicalmarketinggroup.wordpress.com/>
 PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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TRENDS IN POLITICAL MARKETING

The Internal Marketing of Pro-Israel and Pro-Palestinian Advocacy Groups



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Internal marketing refers to efforts by political parties and other campaigning organisations including advocacy groups to encourage activism among their members. Pettitt (2015) has identified five internal party political relationship marketing approaches that organisational leaders can take to motivate local activists to carry out their role in external marketing: material incentives (paying them), base strategy (giving internal stakeholders what they want), empty vessel (glittering generality), dignified democracy (the satisfaction derived from being part of a group through activism), and effective democracy (real consultation and giving stakeholders joint ownership and creation of the product).

For my PhD research, I used Pettitt's internal marketing framework to explore how four advocacy groups have motivated their activists and supporters to engage in advocacy work related to Israel-Palestine: the Palestine Solidarity Network Aotearoa (PSNA), the Israel Institute of New Zealand (IINZ), the Australia/Israel and Jewish Affairs Council (AIJAC), and the Australia Palestine Advocacy Network (APAN). The PSNA and APAN are the national umbrella organisations for Palestinian solidarity groups and activists in New Zealand and Australia. Both advocate for Palestinian rights, self-determination, and support the Boycott, Divestment and Sanctions (BDS Movement). The IINZ and AIJAC are pro-

Israel advocacy organisations and think tanks that focus on influencing political elites, media, and civil society attitudes and policies towards Israel.

Despite their diametrically oppositional aims and goals, these four groups used purposive incentives to mobilise their base (or a base strategy). While activist commitment to the product is strong and lasts if the product is relatively unchanged, the low level of design flexibility makes it hard to pursue a "catch-all strategy." The table below outlines the advocacy groups' base

PSNA

National Chair John Minto (personal communication, February 28, 2020) stated that members and supporters were motivated by information about the plight of the Palestinians. He added that the Network promoted a sense of loyalty by being clear and focused about their cause of advocating for Palestinian rights and self-determination. Supporters expressed their commitment to the PSNA's cause by participating in the group's advocacy work and public gatherings including pickets, demonstrations, meetings, lobbying politicians and policy-makers, writing letters, calling talkback radios, following their website, social media, and newsletters, donations (NZPSN, n.d.a; NZPSN, 2018a; 2018b; 2018c).

AIJAC

Attracts people who are sympathetic to Israel, the Jewish people, and Zionism. Director David Cumin (personal communication, March 3, 2020) said that the group promoted a sense of belonging by emailing subscribers to thank them for their support and using their website, social media and email newsletters to publicise advocacy work targeting public policy and media coverage of Israel-Palestine. Other plans include establishing a “Friends of the Institute” network to facilitate information sharing and cohesion among subscribers.

AIJAC

Attracts people who are sympathetic to its work of conveying the Australian Jewish interests (including Israel, Zionism, combating anti-Semitism, terrorism, and extremism) to political elites, media and civil society leaders and groups. Using its lobbying activities, website, social media, Australia-Israel Review magazine, speaking engagements, and Ramban information trips to advance its aims and goals. AIJAC also uses the AIJAC Forum to recruit young professionals (AIJAC, n.d.a; ACNC, 2019; Reich, 2004; Han and Rane, 2013; Gawenda, 2020).

APAN

Membership is open to individuals and organisations that share its aims and goals: promoting peace and conflict resolution in Israel-Palestine within the framework of UN resolutions and international law and working with like-minded organisations in Australia and abroad (APAN, n.d.a; 2016; n.d.b). Executive Officer Jessica Morrison (personal communication, April 7, 2020) stated that APAN encouraged its members to help advance its aims and goals through petition campaigns, protests, vigils, and educational events. She added that APAN attracted people who were passionate about Palestinian human rights and justice.

CONCLUSION

My research found that these four groups have primarily used ideological incentives to encourage their members and supporters to engage in activism and advocacy work. In short, these groups attract members who subscribe to their goals and values. These ideological incentives were accompanied by some material incentives such as their communications output, public gatherings, guest speaking engagements, and informational trips. While internal marketing research has largely focused on political parties, their concepts and frameworks are applicable to various other actors including advocacy groups.

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CALLS

Routledge Handbook of Applied Political Management Rolling Call for Chapter Proposals: 2022-2023



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The Routledge Handbook of Applied Political Management is an exciting book which Routledge has commissioned to stimulate research in this emerging field. We have contracted many wonderful chapters for this project but there is still space for more!

We will consider new proposals on an ongoing basis - as long as we have space left - up to the deadline for the first draft: 1 April 2023.

Please consider submitting a chapter proposal this year, using [the proposal form](#). We are holding an online workshop during Monday 29 August 2022-Saturday 10 September 2022 so if you can submit by 1 July 2022 there is the potential you could be included as a presenter and meet other authors and get feedback on your ideas. Below is an outline of what we are looking, or get in touch with the editor Jennifer Lees-Marshment on j.lees-marshment@auckland.ac.nz.

HANDBOOK TIMEFRAME 2022-2023

| | |
|---------|---------------|
| Draft 1 | 1 April 2023 |
| Draft 2 | 1 August 2023 |

CHAPTER REQUIREMENTS

Chapters should be up to 7000 words including references/tables and:

- Be on political management, i.e. how politics is managed.
- Include empirical content.
- Include lessons for both practitioners and academics.

PEER REVIEW

All chapters will reviewed twice by the advisory board and/or editor to provide quality assurance.

WHAT WE ARE LOOKING FOR

Political management is about how to get things done by managing resources and people within political organisations. It applies and adapts concepts from business management to politics including five core areas of political management: Political Planning, Political Organising, Political HR, Political Leadership and Political Reviewing. We want chapters which will showcase what political management is about, how effectively it is currently used, best practice principles, and its' implications and thus lay foundations for research in political management in the years to come. Suggested chapter sections and themes and further details on the scope of political management are on the book project webpage. [The chapter proposal form can be downloaded here.](#)

[Website Link](#)

Call for PhD Students in Political Marketing University of Münster



Frederik Ferie
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Do you want to get a PhD in political marketing? Come to Münster and work with us!

The Chair of Marketing Management at the University of Münster (IfM) is looking for two new research assistants to join our team. At IfM, we work on a wide selection of marketing topics. Moreover, we are the only marketing chair in Germany with a dedicated research stream in political marketing. My colleagues and I strive to work on cutting-edge research that is meaningful for society. We love applying rigorous methods, such as large-scale RCTs and ML. To ensure relevance and rigour, we cooperate with high-level partners in practice and academia all over the world.

The two positions are fully funded, and the teaching language is English. The University of Münster and our marketing department are among the largest of their kind in Germany. The city of Münster is one of the most livable places in the country and a great environment to learn German.

If you are fascinated by marketing and politics, interested in quantitative empirical research with an interdisciplinary outlook, and consider yourself a dedicated team player, I would be thrilled to work with you.

You can learn more about the position by looking at the official job call below. However, if my description resonates with you, I would love to hear from you directly. Don't hesitate to reach out.

You can find the job call [here](#).



PUBLICATIONS

Marketing in a Crisis: Lessons from the “COVID Election” in New Zealand

By Edward Elder, Jennifer Lees-Marshment, and Neil Bendle



Journal: European Journal of Marketing

Published: 2022

ISSN: 0309-0566

[Link](#)

ABSTRACT

This paper aims to identify both the traditional and novel forms of marketing behind New Zealand Prime Minister Jacinda Ardern’s landslide victory in the 2020 New Zealand General Election during the COVID-19 pandemic.

This research analysed both qualitative and quantitative data, including over 70 primary sources, the perspectives of practitioners, polling and data from surveys with over 450,000 respondents. The qualitative data was analysed interpretively against established theoretical concepts, whereas the quantitative data was analysed through descriptive statistics.

This research found that COVID-19 drastically changed what the public prioritised, allowing Ardern and Labour to position themselves as guardians of government stability, while camouflaging previous delivery failures. Labour also used a

more emergent market-oriented and “polite” populist political marketing strategy.

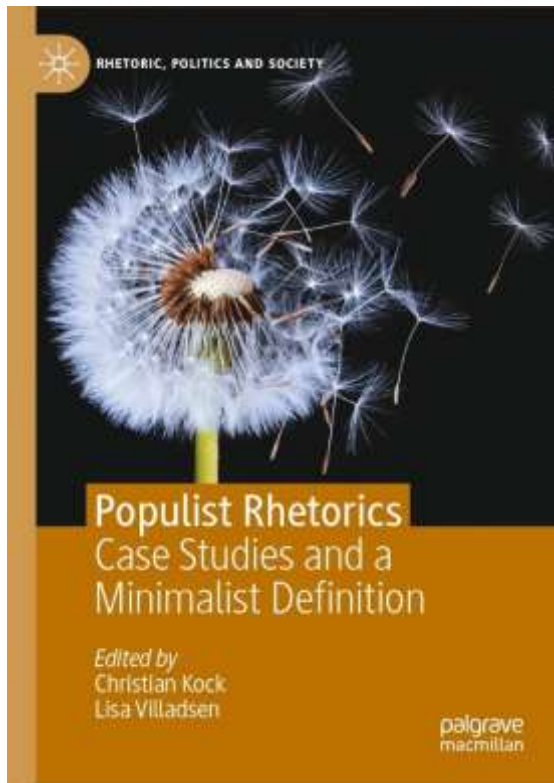
While the survey data used is not a perfect sample of the population, it is the largest public opinion survey in New Zealand and, given its convergence with other sources, provides valuable insights into political marketing during a crisis more broadly.

This research reinforces marketing’s most important aspect; the market should drive action. How decision makers respond to the market should depend on the environment. Thus, up-to-date market research becomes even more important during a crisis, as the environment changes rapidly. This leaves prior assumptions obsolete and implies strategy needs to be adaptive. Additionally, greater public attention provides governing leaders with the opportunity to present a more well-rounded leadership image.

To the best of the authors’ knowledge, this is the first research to look at marketing while in government and election campaigning in the context of successful management of a global pandemic.

Populist Rhetorics: Case Studies and a Minimalist Definition

Edited by Christian Kock and Lisa Villadsen



Publisher Name: Palgrave Macmillan

Published: 2022

eBook ISBN: 978-3-030-87351-6

[Link](#)

ABOUT THE BOOK

This book proposes a unified approach to populism that sees it as a primarily rhetorical concept. Populism is on the rise worldwide with both populist leaders and movements gaining power, and the term “populism” resounds in political debate, journalism, and scholarship. Populism as a phenomenon seems to instantiate perennial issues besetting rhetoric (e.g., the charges of manipulation, exclusive reliance on opinion over knowledge, and abuse of emotional appeals), yet relatively little research on populism has emerged from the discipline of rhetoric. This volume investigates the theory and practice of populism under the heading of rhetoric but as an interdisciplinary effort involving scholars in rhetoric as well as neighbouring disciplines such as political science and sociology. Seven case studies covering Germany, Greece, Hungary, Italy, UK, USA, and Venezuela offer conceptual discussions as well as close analyses applying both historical and theoretical approaches. In the introduction, the editors outline the problem of populism and their project, presenting the book’s wide-spanning case-based explorations. In an afterword they seek to distil a “minimal” rhetorical definition of populism. The claim or pretense to speak for “the people” emerges as the feature that connects the highly diverse instances studied in the book—and populisms in general, the editors hypothesize. They argue that this prevalent rhetorical move, often glossed over as unremarkable and banal, is in principle more debatable and deserving of more vigilant scrutiny than usually assumed.

The 2019 European Electoral Campaign: In the Time of Populism and Social Media

Edited by Edoardo Novelli, Bengt Johansson, and Dominic Wring



Publisher Name: Palgrave Macmillan

Published: 2022

Hardcover ISBN: 978-3-030-98992-7

eBook ISBN: 978-3-030-98993-4

[Link](#)

ABOUT THE BOOK

The 2019 European Electoral Campaign: In the Time of Populism and Social Media examines political advertising during the 2019 elections to the European Parliament, which has become the largest supranational campaign of its kind in the world. Based on a research project funded by the European Parliament, and an archive of more than 11,000 campaign items, the book draws on results from a major content analysis covering every one of the 28 member states involved. The 2019

European Electoral Campaign delivers a unique comparative assessment on the state of political communication within a European Union convulsed by momentous change. This book will be of interest to scholars, researchers and students of political communication, media, political science, history, European (Union) studies as well as a wider readership including politicians, political strategists, and journalists.

REVIEWS

“A timely examination of the challenges that the European Union faces through the magnifying lens of the last European Election campaign. The book places populist and right wing sentiments spreading on the Continent, including Brexit, multiculturalism, environmentalism and economic restoration, in the spotlight. Are these old issues of the EU agenda? Perhaps so, but for the first time they are explored from the perspective of the new communication ecosystem. Insightful reading, for both scholars and students!”

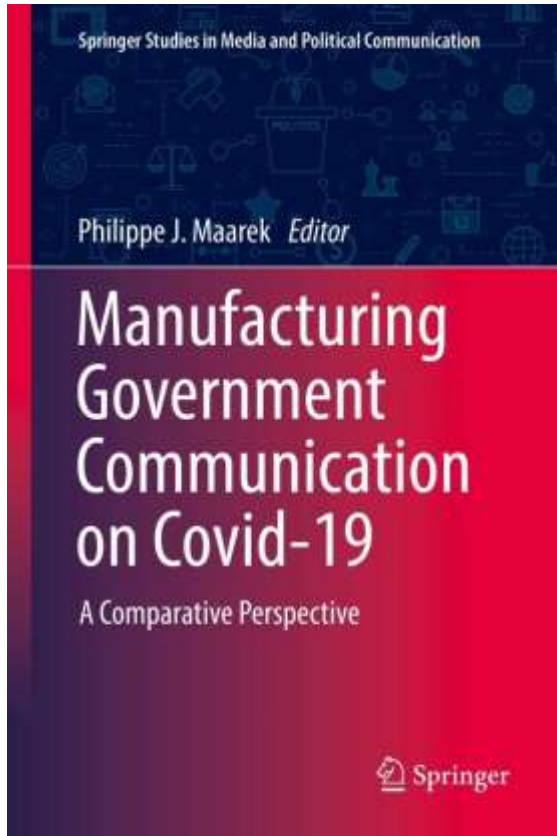
Gianpietro Mazzoleni, Professor of Political Communication, University of Milan, Italy.

“This volume is ground-breaking in several ways. It offers insights on change over time, showing a growing understanding among voters of the European Union that they can affect with their votes. It is commendably sensitive and informative on variety and character of difference. It reveals clusters of states, parties and voters all on the move. Scholars and lay-readers alike will find insights explaining undercurrents that steer future trends more than the gusts on the surface.”

Tom Moring, Professor Emeritus in Communication and Journalism, University of Helsinki, Finland.

Manufacturing Government Communication on Covid-19: A Comparative Perspective

Edited by Philippe J. Maarek



Publisher Name: Palgrave Macmillan

Published: 2022

Hardcover ISBN: 978-3-031-09229-9

eBook ISBN: 978-3-031-09230-5

[Link](#)

ABOUT THE BOOK

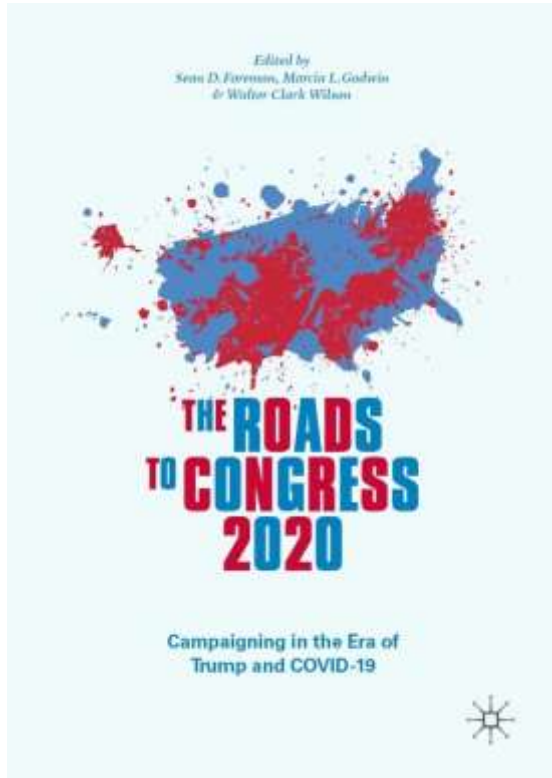
This book presents a comparative perspective on different government communication strategies to COVID-19 around the globe. Scholars from twenty parts of the world specialized in political and government communication analyse initiatives and methods of various governments' communicative responses to the pandemic. In their contributions to this volume, they examine a wide range of distinct attitudes and reactions facing the crisis.

Today's omnidirectional contact allowed by social media, with its load of contradictory rumours and fake news, often obliterates the citizens' ability to comprehend reality. The book frames a broad canvas on how government communication may deal with that and manage similar crises — bound to happen as climate changes and war menaces are generating more and more worries about the future of humanity.

This makes this volume a must-read for scholars and students of political communication, health policies and communication, crisis marketing and communication. It will also be of utmost interest for practitioners and policy-makers from these fields willing to better understand government communication and its answer to global crises.

The Roads to Congress 2020: Campaigning in the Era of Trump and COVID-19

Edited by Sean D. Foreman, Marcia L. Godwin, and Walter Clark Wilson



Publisher Name: Palgrave Macmillan

Published: 2022

Hardcover ISBN: 978-3-030-82520-1

eBook ISBN: 978-3-030-82521-8

[Link](#)

ABOUT THE BOOK

This book analyses changes to campaigning and voting in the United States in 2020. The global pandemic caused by COVID-19 upended traditional campaign strategies, posed unprecedented challenges to candidates, and possessed the potential to fundamentally alter how campaigns think about running for office. At the same time, the Trump administration's divisive handling of twin crises stemming from the pandemic and rising racial tensions loomed over congressional races as the most disruptive election cycle in living memory. The ramifications of the 2020 congressional elections for the direction of public policy in America—and perhaps for American democracy itself—cannot be overstated. The Roads to Congress 2020 examines key House and Senate campaigns, candidates, and controversies in the 2020 election to reveal what accounts for the outcomes and point the way to America's political future.

Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

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The Palgrave Studies in Political Marketing and Management book series is now firmly established but always looking for more book proposals to add to its' exciting collection.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12-week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

Contracted books in progress include:

- Political Marketing and Management in the 2020 New Zealand General Election.
- Political Marketing in the 2020 U.S. Presidential Election
- The Ethics of Political Marketing

There are an exciting and diverse range of books in the series. Books published include:

- Political Marketing in the 2019 Canadian Election
Jamie Gillies, Vincent Raynauld, and Andre Turcotte.
- Political Marketing Alchemy
Andre Turcotte
- Recruiting and Retaining Party Activists
Robin T. Pettitt
- Market Driven Political Advertising
Andrew Hughes
- Political Marketing and Management in Ghana
Kobby Mensah
- Applying Public Opinion in Governance
Scott E. Bennett
- Marketing Leadership in Government
Edward Elder
- Political Branding Strategies
Lorann Downer

We would welcome new ideas for potential books – please get in touch.

We would particularly welcome books on forthcoming elections, new areas, and books on political management (strategic planning, organisation, leadership, political HR) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see

<https://leesmarshment.wordpress.com/pm-m-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/14601>.

SUBMITTING A PROPOSAL

Proposals can be submitted to the series editor on

j.lees-marshment@auckland.ac.nz

at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

BOOKS MUST

- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

AND WE ENCOURAGE BOOKS TO

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see <https://leesmarshment.wordpress.com/pm-m-book-series/> for this and updates on the series.

THE POLITICAL MARKETING GROUP COMMITTEE 2022



CHAIR

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Role: Overall coordinator and liaison with the UK PSA



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Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. Facebook live event



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Role: Maintain and report on PMG accounts and liase with UK PSA



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Role: Maintain website <https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



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Role: Encourage and edit contributions to the newsletter and send it out three times a year

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Role: expand resources on <https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.

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