

# Political Studies Association Political Marketing

## Newsletter – October 2020

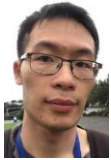
PMG Website: <https://politicalmarketinggroup.wordpress.com/>  
PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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## Trends in Political Marketing

### **Palestinian Solidarity Groups in New Zealand and Australia: How Interest Groups can Incorporate Political Marketing into their Advocacy Work - Part 2**



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This article is part of a two-part series on the political marketing strategies of both Palestinian solidarity and pro-Israel groups in New Zealand and Australia. For this series, I am using Lees-Marshment's (2004) product, sales, and market-oriented framework, which looks at the strategies and tactics underpinning their platforms, communications output, advocacy work, and public events. The first article in the last PMG newsletter looked at Palestinian solidarity groups, while this article looks at pro-Israel groups: the Australia/Israel and Jewish Affairs Council (AIJAC) and the Israel Institute of New Zealand (IINZ).

#### Sales-oriented groups

The IINZ is a small think tank founded in 2017 to promote a favourable image of Israel in New Zealand and combat negative media coverage and publicity, while AIJAC was formed in 1997 through the merger of Australia-Israel Publications (AIP) and the Australian Institute of Jewish Affairs (AIJA) that does everything from lobbying Australian political stakeholders to publishing the monthly Australia-Israel Review (AIR) magazine. Based on a content analysis of their media output, I have classified the Israel Institute and AIJAC as

examples of sales-oriented groups. The table on the following page illustrates a few of the ways the Israel Institute and AIJAC follow the five states of sales-oriented political marketing.

As sales-oriented groups, the Israel Institute and AIJAC promote their products (defending Israel and Zionism and combating anti-Semitism) by designing a wide range of communications and relational activities designed to raise awareness of their cause and cultivate relationships with influential allies that can effect change. In addition, AIJAC also promotes multiculturalism and democracy and advocates on issues of interest to Australian Jews including racism, extremism, terrorism, and war crimes justice. In terms of market intelligence, the IINZ differentiates between pro-Israel supporters and the "undecided" and uses segmentation to reach out to specific demographics such as youth and Māori. Similarly, AIJAC segments political, media and civil society actors based on how on their ideologies and activities towards Israel align with their cause and agenda. AIJAC lobbies sympathetic political, media and civil society actors in a position to influence government policies and public opinion. Both the Israel Institute and AIJAC had produced a wide range of online and print communications including AIR Review to reach a wider audience. Both

Table: Sales-Oriented Organisations		
Stages	Israel Institute of NZ	AIJAC
Product design	Defending Israel's image, promoting Zionism, and combating anti-Semitism and Palestinian activism.	Advocating on issues of interest to the Australian Jewish community including Israel, anti-Semitism, Islamism, terrorism, racism and religious intolerance, war crimes justice, and Holocaust denial (ACNC, 2019).
Market intelligence	The IINZ segmented its audience into the "undecided" and pro-Israel supporters, using social media to reach out to young people and cultural outreaches to Māori (Cumin, personal communications, 2020, March 3).	AIJAC (2017, Jan; Reich 2004) segmented influential political, media, and civil society actors including Indonesian Muslim scholars and leaders. It has targeted them through its communications media, guest speaker program, and "Ramban Israel Fellowship" information trips.
Communications	Using its website, social media accounts, and a monthly email newsletter called <i>The Advocate</i> to disseminate information.	Using its monthly magazine, <i>Australia/Israel Review (AIR)</i> , website, and social media accounts to disseminate information.
Campaigning	Met journalists, organized public events like the "Celebrate Israel at 70" rally, ran a public opinion survey, and produced a 2017 voting guide (IINZ, 2018; IINZ, 2017).	Devoting media coverage to specific current affairs issues like the Israeli, Australian, and New Zealand elections, the 2012 and 2014 Gaza Wars, Prime Minister Netanyahu's state visit to Australia in March 2017, and the 2018 Gaza March of Return.
Delivery	Using its website, social media, and email newsletter <i>The Advocate</i> to report on its activities and achievements including its substantial social media following and engagement with politicians and government officials.	Using its print and online output to report on its activities and achievements including its role in hosting Netanyahu's state visit and winning a media complaint against the SBS's coverage of the 2018 Gaza March of Return (AIJAC, 2018).
Note: This is not an exhaustive list of the findings.		

groups have also pursued short-term campaigns, usually exploiting newsworthy events such as elections and outbreaks of conflict in Israel-Palestine. Finally, they seek to deliver what is best through their informational output and advocacy work, using their informational output to inform supporters and the public about their activities and successes. These victories help reinvigorate their members and support base to continue their advocacy work.

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## Emerging issues in the ongoing political campaigns in Ghana towards the December 2020 polls.



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### Introduction

Ghana is set to hold its eight cycle of elections under the fourth republican constitution on 7th December 2020. The 2020 elections, however, have so many uncommon characteristics with its predecessors, notably as it is happening at a time when the world is dealing with an unknown pandemic. It is also the first time that the country has an incumbent and past president competing, as well as the arrival of the much talked about digitisation. This article will highlight some of the emerging issues that we may find interesting to research, especially in the context of developing democracies.

### Digitisation has arrived!

Like most countries, Ghana has also been dealing with Covid-19, which has sent the whole world reeling. Immediately, when the country recorded its first case in March, it rolled out the protocols set by the World Health Organisation. This means political activities for the impending elections in December 2020 are conducted within the framework of the Covid protocols. With that in mind, the political

parties set out their digital stalls in order to avoid negative effects that the absence of physical contact could have on their electoral fortunes. This saw increasing digital engagement that suggests that online has fully arrived in politics in Ghana. Hitherto in the 2012 and 2016 election cycles political parties had used social media and other online channels for campaigning. However, in the 2020 elections, we have seen a significant improvement in the use of digitisation, including social media concepts such as 'lip-sync,' 'memes', and what is usually called 'social media challenge' to whip up engagements. Some of these challenges include 'Know your history challenge'; 'Greater than'; 'Don't rush' etc. These social media concepts are mainly used to show differences in the track record of the political parties, but also for negative campaigning, which makes it easier for ordinary voters to relate to and also join the canvassing without being activists. They have proved popular in whipping up engagements, especially among the youth and first-time voters, who are normally somewhat disengaged. Crucially also, these approaches have been found effective in cultivating campaign issues and campaign messaging, finding their way into the traditional media discussions. And this has largely been driven by 'the hashtag,' aiding the aggregation and tracking of the campaign segments as they emerge.

### Appropriation as political message development tool

What is also significant to note is content generation for the campaign. Both the NPP and NDC campaigns have found the use of 'content appropriation' an effective tool in campaign message development and management. Content appropriation is the creative reuse of existing content to suit current political communication needs.

The NPP campaign made substantial use of the presidential speech on Covid during and post lockdown. The President of Ghana has given about 18 speeches since Covid struck the country. These speeches had become content for the campaign team of the party in government, as the President announced key measures to mitigate the effect of Covid on businesses and the people. These stimulus package, mostly freebies to alleviate the suffering that Covid has brought on many, were seen and marketed as crucial policies of government performance. The speeches are sliced and diced for social media dissemination. They also continue to use the opposition NDC flagbearer's policy position statements when in government and compares them with his policy initiatives now to label him as inconsistent in political ads.

The NDC campaign has also successfully repurposed the incumbent government's criticisms of them, and their proposed solutions when latter were in opposition, which have not been fulfilled to demonstrate and label the government as deceitful, fraudulent and incompetent.

### Candidate branding

Another key issue is the importance of the candidate brand to the campaign, especially based on track record and leadership skills. This year's election is the first that the country has two contestants who have been presidents before: President Nana Addo Dankwa Akufo-Addo and Former President John Dramani Mahama. This has brought into sharp focus their track records, leadership traits, and personality, including discussions on various platforms the issue of trust amongst the two leading contenders. As a result of the latter, the running mates of the two candidates, Vice President Dr. Mahamudu Bawumia and Professor Naana Jane Opoku Agyemang, have also taken centre stage in the campaign. However, the NDC running mate, Agyemang, who is a former Vice Chancellor of one of the country's leading universities, is the one dominating public discourse.

She has been widely seen as a compelling candidate providing a firewall to the flagbearer. Political pundits are of the view that her personality repels attack and makes it difficult to be drawn into negative campaigning. She is Ghana's first female with the possibility of being in the presidency. Her inaugural speech defined her candidacy and marked some scope of the party's campaign messaging, tackling issues such as diversity, inclusion, gender, elimination of perceived exceptionalism. She demonstrated variation during her speech, showing glimpses of character as she transitioned between tough talk and tenderness in her delivery style - tone and pace. On the contrary, the current vice

president is heavily drawn into negative campaigning. He has been in active politics since the 2008 elections and was particularly vociferous in the 2016 elections. Given how he was pitched as the economic giant of our time and succeeded in branding the NDC as corrupt and incompetent in the 2016 elections, Dr. Bawumia has come under fierce criticisms on failed party brand promises. Notwithstanding the criticisms, he has demonstrated toughness in spearheading the Governments achievements in the areas of infrastructure and the digitization of the economy.

#### Manifestos take centre stage

The final theme is the prominence of the manifesto in this year's elections. In the past, public discourse during elections is hardly focused on manifestos. They gain less traction and when they do, parties accused each other of manifesto theft. In the 2016 elections, the two main parties accused each other of having copied their manifesto. In this year's elections, although there have been accusations of parties stealing ideas, the discussions have gone beyond that. In fact, the ruling party had gone on to implement some policies that have been significantly discussed in the media as policy proposals from the opposition party. The governing party, however, defends that they are policies already been initiated and so could not be accused as having stolen them. Two events indeed brought the manifesto into the limelight, including the launching of the NDC manifesto, which was christened as the People's manifesto, and the NPPs policy delivery tracker, which was

launched immediately after the party's manifesto was launched. By the people's manifesto, the NDC claims to have been in touch with the citizens to capture their needs and aspirations to inform their manifesto. Hence, given the mandate, they would implement people centred policies. On the one hand, the NPP's delivery tracker is meant to show the extent to which promises made in the 2016 manifesto have been fulfilled and how citizens at different parts of the country have benefitted. This demonstrates how discussions about manifesto have gone beyond the issue of 'theft' and is much more focused on what informed the content and the extent of delivery.

#### Conclusion

The digitisation of campaigning has come to stay in Ghana. Political parties started using it significantly from 2012, and Covid has sped up the process. It is likely that we are on ascendancy in this respect and as the world moves into the direction of digitisation, one would say Ghana is on the right track. However, what is worrying is the socio-technological issues that this innovation raises, especially the social and economic impacts on the many who have their livelihoods linked to the economy that political campaigning creates. There are a number of partisans who make party artefacts and sell them during campaign rallies, small scale hospitality and tourism entrepreneurs, food vendors etc whose businesses are affected by the migration from the physical onto the digital. To them, election campaigning is business, not politics.

## Conference Information

### (UK)PSA Conference Going Fully Online Next Year



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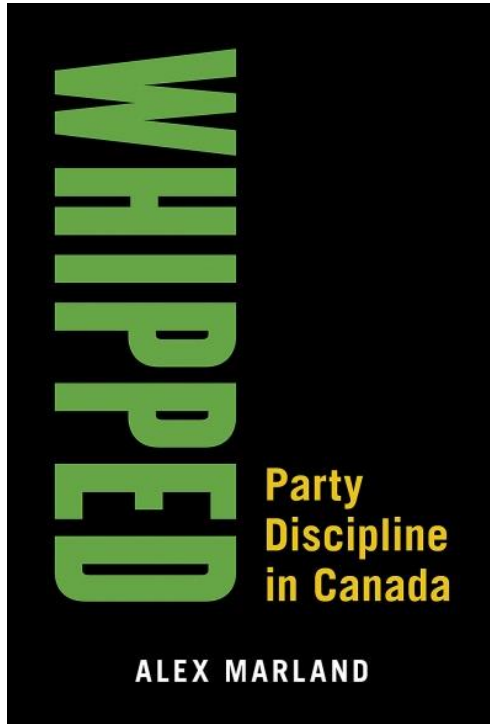
Just a bit of news which might help many of help to the PMG members about the PSA conference next year. The organisers have now decided that the conference will go fully online. This obviously makes it possible for individuals or groups to send in proposals who previously had not considered it because of travel issues.

Because this may open up opportunities for people, **the deadline for submitting proposals has been shifted back to 26 October and the registration deadline to 30 November. Here is some info ([link](#)).** We are entitled to a number of panels. My work situation is such that I am not sure I have the capacity to co-ordinate this. BUT perhaps there are people with a great idea who would want to pursue this.



## Publications

### Whipped: Party Discipline in Canada



Author: Alex Marland

Series: Communication, Strategy, and Politics

Copyright: 2020

Release Date: 15 September 2020

Publisher: UBC Press

Hardcover ISBN: 9780774864961

EPUB ISBN: 9780774864992

PDF ISBN: 9780774864985

Link: <https://www.ubcpres.ca/whipped>

Canadians often see politicians as little more than trained seals who vote on command and repeat robotic talking points. Politicians are torn by dilemmas of loyalty to party versus loyalty to voters. The reality is more complex, especially in a world where a public slip-up can spell the end of a political career.

*Whipped* examines the hidden ways that political parties exert control over elected members of Canadian legislatures. Drawing on extensive interviews with politicians and staffers across the country, award-winning author Alex Marland explains why Members of Parliament and provincial legislators toe the party line, and shows how party discipline has expanded into message discipline. He explores the phenomenon of politicians as brand ambassadors, the role of the party whip, and the inner workings of legislatures. He recounts stories from Prime Minister Brian Mulroney's drive for caucus cohesion in the 1980s through to the turmoil that the SNC-Lavalin crisis wrought on Justin Trudeau and the Liberal Party in 2019. From caucus meetings to vote instructions, Marland exposes how democracy works in our age of instant communication and political polarization. This book conclusively demonstrates that party loyalty usually wins out in Canada.

Filled with political tips, *Whipped* is a must-read for anyone interested in the real world of Canadian politics.

This work will have broad appeal for political scientists, politicians, and political staffers, as well as for students, journalists, and anyone with an interest in the workings of Canadian politics.

### About the author

**Alex Marland** is a professor of political science at Memorial University of Newfoundland and a member of the College of the Royal Society of Canada. He is the author of *Brand Command: Canadian Politics and Democracy in the Age of Message Control*, which won the Donner Prize for best public policy book by a Canadian and an Atlantic Book Award. He is trusted by Canadian politicians, political staff, and other members of the public sector to respect their conditions for sharing information about what goes on behind the scenes in Canadian politics and governance.

### Reviews

*“Whipped reveals how the people who govern us govern themselves. A great read for anyone curious about how politics in Canada really works. An absolute must-read for anyone thinking of running for office. Because if you find yourself sitting in Parliament having not read it? You’ll be in for a hell of a surprise.”*

Rick Mercer

*“Whipped will take you to the place that political journalists find incredibly difficult to cover – the world of political-party culture, which operates by its own unwritten, constantly evolving rules, and always as a tug-of-war between ambitious individuals and their teams. Alex Marland, once again, has given us a book about how the political system really works, not just about how it is supposed to work.”*

Susan Delacourt,  
Toronto Star columnist and author of  
*Shopping for Votes*

*“This tremendously valuable book offers a sophisticated, in-depth investigation into how party cohesion, message control, discipline, and conflict management happen in the modern environment of permanent campaigning and parliamentary politics. This is a major contribution to our understanding of the realities of Canadian political life.”*

Paul Thomas, Professor Emeritus,  
Department of Political Studies,  
University of Manitoba

*“Whipped pulls the curtain back on party discipline, an aspect of Canadian politics that we know little about. By revealing the links between party discipline and message discipline, Marland gets us thinking about this topic in an entirely new way, Whipped should be read by practitioners and academics alike.”*

Tamara A. Small, Associate Professor,  
Department of Political Science,  
University of Guelph

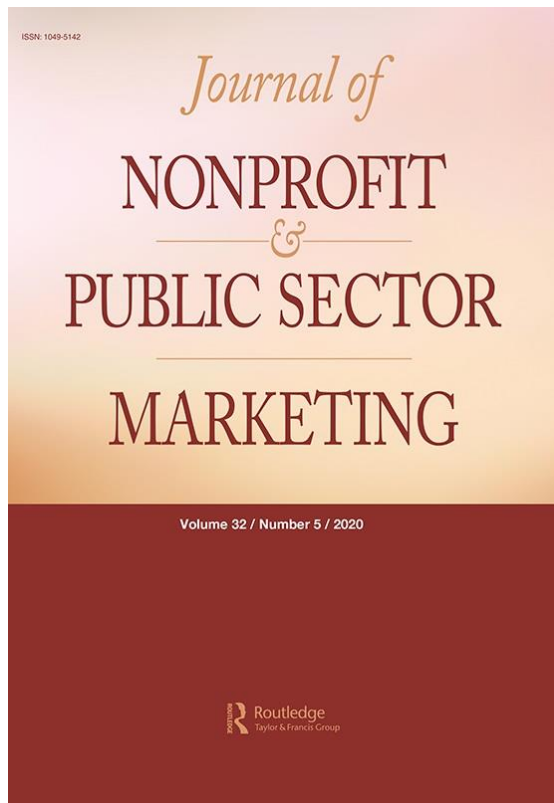
*“Canadians have long wondered what goes on in the backrooms of our democracy. They need wonder no longer – Alex Marland has produced a very well-researched and highly accessible book on the inner workings of Parliament, on the role the caucus plays, and on how political parties operate.”*

Donald Savoie, Canada Research Chair,  
Public Administration and Governance,  
Université de Moncton

*“Whipped substantially increases our understanding of the function of Canada’s Parliament, the role of MPs within it, and party discipline in general.”*

Royce Koop, Associate Professor,  
Department of Political Studies,  
University of Manitoba

Journal of Nonprofit & Public Sector Marketing  
Special Issue on Crisis Communication in the Public Sector



#### Blurb from the Guest Editorial

*Crisis communication as a research area is receiving increasing attention. However, the scholarly focus is primarily on the private sector including companies and large corporations, while crisis communication research in the public sector is underrepresented. This is occurring despite a growing general interest in crises and disasters in the public sector and a considerable amount of research around restoring image and trust in public sector organizations. Therefore, as mentioned in our call for papers for this special issue, there is a need for more research in the area of crisis communication in the public sector...*

*We hope readers will find the articles in this special issue inspiring for their own research. There are many more topics to explore in the area of crisis communication in the public sector, and the public sector can greatly benefit from more academic insights.*

[Link to the Volume](#)

#### Contents

1. Guest Editorial - Special Issue on Crisis Communication in the Public Sector
  - Sabine Einwiller & Daniel Laufer
2. Reputation and Brand Management by Political Parties: Party Vetting of Election Candidates in Canada
  - Alex Marland & Brooks DeCillia
3. Improving Evacuation Compliance through Control: Implications for Emergency Management Policy and Disaster Communications
  - A. Selin Atalay & Margaret G. Meloy
4. Investigating the Methods and Effectiveness of Crisis Communication
  - Lucie K. Ozanne , Paul W. Ballantine & Thomas Mitchell

## Palgrave Studies in Political Marketing and Management Book Series

# POLITICAL MARKETING & MANAGEMENT

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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 in the 2019 Canadian Election*
- *Recruiting and Retaining Party Activists: Political Management at the Grassroots*
- *Political Marketing Alchemy: The State of Opinion Research*
- *The Ethics of Political Marketing*

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

- *Political Branding Strategies* By Lorann Downer
- *Political Marketing and the 2015 UK General Election* edited by Darren G. Lilleker and Mark Pack
- *Marketing Leadership in Government* by Edward Elder
- *Applying Public Opinion in Governance* by Scott Bennett
- *Political Marketing in the 2016 U.S. Presidential Election* edited by Jamie Gillies
- *Political Marketing and Management in Ghana* edited by Kobby Mensah
- *Market Driven Political Advertising* by Andrew Hughes
- *Political Marketing and Management in the 2017 New Zealand Election* edited by Jennifer Lees-Marshment

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-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460> 1.

### Submitting a proposal

Proposals can be submitted to the series editor on

[j.lees-marshment@auckland.ac.nz](mailto: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.

### All 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-book-series/> for this and updates on the series.

## The Political Marketing Group Committee 2020



### **Chair**

Paula Keaveney  
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Role: Overall coordinator and liaison with the UK PSA



### **Vice-Chair (International)**

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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



### **Treasurer**

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



### **Communications Officer**

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



**Newsletter Editor**

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



**Twitter Manager**

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Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing



**Event Coordinator**

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Role: to organise, and facilitate others organising, an event each year.



**Resources Officer**

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Travis McDonald

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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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## Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in May, July, and October) please send it to Edward Elder at [eeld001@aucklanduni.ac.nz](mailto:eeld001@aucklanduni.ac.nz). Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15 March 2021.**