

Political Studies Association Political Marketing

Newsletter – March 2020

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

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

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Announcement

Political Marketing Symposium Has Been Cancelled



Paul Baines
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It is with a rather heavy heart that I email you all today to let you know that the Political Marketing Symposium due to run on the 4th - 5th June 2020 at College Court in Leicester has been cancelled. This is due to the fact that universities all over the world have announced domestic and overseas travel bans for their staff to keep them and others safe in the Covid-19 crisis, consequently it is highly unlikely that we would get sufficient delegates to allow the conference to run. At this stage, we also cannot guarantee our minimum number of delegates to our conference venue owner so I've had to cancel the conference accommodation.

I've taken the decision not to postpone the conference into another month because it is completely unclear when the current crisis will end. I hope you all understand.

To those of you who have submitted an abstract, many thanks for your support. Apologies, we will not now take the reviews forward although either Charles Robertson or Robert Ormrod will be in touch if you submitted to the competitive or doctoral tracks respectively to let you know this personally. However, if your work for which you wrote the abstract is complete, you might want to consider submitting a full paper to the Journal of Public Affairs or the Journal of Political Marketing, both of whom offered to consider papers subsequently developed from abstracts submitted to the conference for publication.

When the dust has settled we will relook at running this conference. We really do need to come together to discuss political marketing / propaganda in modern times and there's no denying there's a lot to talk about. Do let me know if you would like your university to be the one to host this conference.

In the meantime, look after the vulnerable, and stay safe and well.

My best wishes
Paul

Call for Items

Call for Chapters (Repeat) – The Ethics of Political Marketing

Book Series: Palgrave Studies in Political Marketing and Management



Paula Keaveney
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Following a successful proposal for a book in the Political Marketing and Management series, I am now looking for authors to write chapters for this book.

If you volunteer, a more detailed briefing, including word length and other details, will be provided. Key points are that final delivery of your chapter will be by mid November 2020 (date to be confirmed)

Chapters will all need to include relevant points for practitioners. They will also need to have regard to some material about codes of practice, which will be introduced in chapter one but which will also be provided in bullet point form in advance.

The chapters are based partly on proposals developed during an unsuccessful bid for a special edition of Politics. Those involved may not have been successful then but the ideas generated enabled the book proposal to be put together. This call for chapter authors was also sent directly to those involved in that bid.

Give the deadline for final delivery of the whole manuscript (January 2021) there is clearly an opportunity to include examples from recent (at that point) elections such as the Canadian Federal, UK General and US Presidential (just).

Contents and (current) Authors

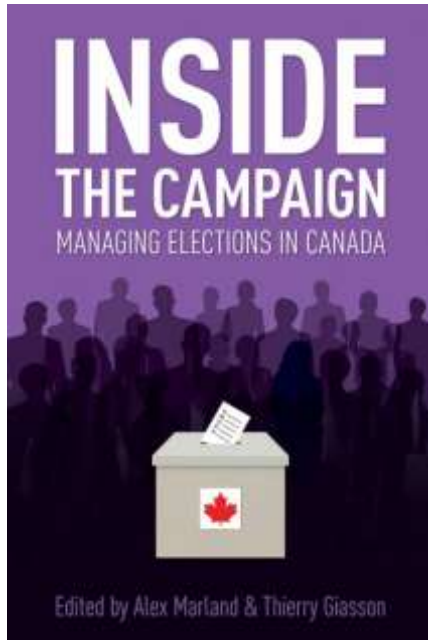
- **Foreword** (TBC)
- **Chapter 1:** Introduction and codes of practice. (Paula Keaveney)
- **Chapter 2:** The ethics of data collection. (Jennifer Lees-Marshment & colleagues)
- **Chapter 3:** Using religion to target voters. This needs to contain some material about the US but could also focus on another case study.
- **Chapter 4:** Ad hominem attacks and negative campaigning. Deals about “positive campaigning”
- **Chapter 5:** The moral dilemmas of political consultants. Taken. Milos Gregor.
- **Chapter 6:** Content analysis of some recent marketing comms material in politics. (Phoebe Fletcher)
- **Chapter 7:** Shifting meanings in Political Public Relations.
- **Chapter 8:** Regulation and control
- **Chapter 9:** Practitioners’ thoughts. An interview with a key practitioner or comments from a set of interviews.
- **Conclusion.** (Paula Keaveney)

More detailed notes about each suggested chapter, from the proposal, are below.

- The ethics of data collection, data use, micro-targeting and privacy. The use of “big data” in political marketing, elections and governance. What ethical guidelines are needed? **(Taken)**
- Using religion to target voters in a way which is potentially intimidatory and discriminates against those of other religions. This chapter should look at the use of religion in political marketing in the US but could also use other case study material.
- The development of ad hominem attacks and use of negative campaigning for marketing purposes. The identification of relevant segments and targeting of these attacks. At what point does this become harmful to democracy, to the voters and to the actual politicians and political parties involved? Voters often say that they don’t like negative campaigning, but it appears to work. Is there long-term harm being done in exchange for short term gain? This chapter could also briefly explore the “positive campaign” compacts which some parties get involved in and ask whether these are in fact a disguised form of negative campaigning.
- Moral dilemmas of Political Consultants. How do consultants act ethically in their marketing roles under the pressures posed by the rise of populism? Possible case studies – Czech Republic, UK, US. **(Taken)**

Books

Inside the Campaign: Managing Elections in Canada



Editors: Alex Marland and Thierry Giasson

Series: Communication, Strategy, and Politics

Copyright: 2020

Release Date: 1 May 2020

Publisher: UBC Press

ISBN: 9780774864671

Link: <https://www.ubcpress.ca/inside-the-campaign>

Political leaders are the public face of a party during an election campaign. But what type of work is conducted behind the scenes by lesser-known party members attempting to propel their leaders to victory at the federal level in Canada?

Inside the Campaign is a behind-the-scenes look at the people involved in an election campaign and the work they do. Each chapter reveals how campaign

staffers, as well as by those covering and organizing election-related events, perform their duties and overcome obstacles during the heat of a campaign to get their respective leaders elected. Practitioners and political scientists collaborate to present real-world insights that demystify over a dozen occupations, including campaign chairs, fundraisers, advertisers, platform designers, communication personnel, election administrators, political staff, journalists, and pollsters. The caretaker convention, the efforts of Elections Canada, and strategies behind political fundraising are some of the topics examined. A series of vignettes from the 2019 Canadian election document real-world challenges that practitioners confronted in their roles.

Inside the Campaign is the first book to profile the work carried out behind the scenes during a Canadian election campaign. It provides an inside look at, and unparalleled understanding of, the nuts and bolts of running a federal campaign in Canada.

Academics and students in the fields of political management, Canadian political science, communication studies, or election studies will all have much to glean from this insider's perspective of Canadian campaign operatives and their roles.

About the Editors



Alex Marland researches communications management in Canadian politics and government. He is the author of *Brand Command: Canadian Politics and Democracy in the Age of Message Control* (UBC Press, 2016), which won the Donner Prize for best public policy book by a Canadian.



Thierry Giasson publishes about political communication, political journalism, and digital politics in Canadian and comparative contexts. He is the Director of the Groupe de recherche en communication politique (GRCP) based at Université Laval and a member at the Centre for the Study of Democratic Citizenship (CSDC). He is co-editor, with Alex Marland, of the Communication, Strategy, and Politics series at UBC Press.

Reviews

“Inside the Campaign breaks new ground by teaming up scholars with practitioners to describe the mechanics of federal election campaigns. The result is an extraordinary view of the forces, institutions, and players that go into managing and fighting elections. The book is an excellent guide to both what is seen and unseen in Canadian election campaigns.”

David Taras, professor, School of Communication Studies, Mount Royal University

“Political practitioners and scholars tag team on chapters that pull back the curtain on the complex world of election campaigns. Readers are introduced to the wide array of interesting characters who play a role during these pivotal moments in our democratic life.”

Jennifer Ditchburn, editor-in-chief, Policy Options

Contributors

Donald Booth, Colette Brin, John Chenery, Thomas Collombat, Michel Cormier, Erin Crandall, Brooks DeCillia, Susan Delacourt, Anna Lennox Esselment, Éric Grenier, Mireille Lalancette, Andrea Lawlor, Ryan MacDonald, Marie Della Mattia, Marc Mayrand, David McGrane, Anne McGrath, Michael McNair, Renze Nauta, Jane Philpott, Magali Picard, Vincent Raynauld, Dany Renauld, Michael Roy, Tamara Small, André Turcotte, Lori Turnbull, Jared Wesley, Paul Wilson, and Stéphanie Yates.

Contents

Introduction: Constantly Shopping for Votes

Alex Marland with Susan Delacourt

1: Election Administrators

Andrea Lawlor and Marc Mayrand

2: Political Staff

Paul Wilson and Michael McNair

3: Public Servants

Lori Turnbull and Donald Booth

4: Leaders' Debate Coordinators

Brooks DeCillia and Michel Cormier

5: News Editors

Colette Brin and Ryan MacDonald

6: Pollsters

André Turcotte and Éric Grenier

7: Party Fundraisers

Erin Crandall and Michael Roy

8: Party Platform Builders

Jared Wesley and Renze Nauta

9: National Campaign Directors

David McGrane and Anne McGrath

10: National Campaign Director of Communications

Stéphanie Yates and John Chenery

11: Senior Advisor to the Leader on Tour

Mireille Lalancette and Marie Della Mattia

12: Political Advertisers

Vincent Raynauld and Dany Renauld

13: Third Party Activism

Thomas Collombat and Magali Picard

14: The Independent Candidate

Tamara A Small and Jane Philpott

Conclusion

Anna Lennox Esselment and Thierry Giasson

Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

www.lees-marshment.org

j.lees-marshment@auckland.ac.nz

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

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
Edge Hill University, Department of Law and Criminology
paula.keaveney@edgehill.ac.uk

Role: Overall coordinator and liaison with the UK PSA



Vice-Chair (International)

Vincent Raynauld
Emerson College, Department of Communication Studies
vincent_raynauld@emerson.edu

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

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



Communications Officer

Jennifer Lees-Marshment
University of Auckland, Politics and International Relations
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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

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



Twitter Manager

Kenneth Cosgrove
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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

Mitra Naeimi
Universidad de Navarra
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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.

Practitioner Liasons

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Anna Shavit

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Travis McDonald

University of Auckland, New Zealand

travis.mcdonald88@gmail.com

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.

Country Coordinators

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USA	Ken Cosgrove	Suffolk University	kcosgrov@suffolk.edu

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. 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 June 2020.**