



# Political Studies Association Political Marketing

## NEWSLETTER: SEPTEMBER 2021

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## CONFERENCE FEEDBACK

### Transnational Networking: Attending the 2021 Canadian Political Science Association Conference via Zoom



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As a result of the COVID-19 pandemic, many academic conferences have adopted video conferencing software such as Zoom to bypass travel and quarantine restrictions. This year, I presented at my first Zoom academic conference, the 2021 Canadian Political Science Association (CPSA) conference. As a fraternal partner to the New Zealand Political Studies Association (NZPSA), the CPSA had offered free places to delegates from their Australian and New Zealand counterparts.

Seizing the opportunity, I presented a paper focusing on the transnational collaboration aspects of my PhD thesis, which looked at how both pro-Israel and pro-Palestinian advocacy groups in New Zealand and Australia used nation branding and political marketing to support Israeli and Palestinian public diplomacy efforts respectively. I presented at political marketing and communications panel which took place at 3pm on 7 June EDT (7am on 8 June NZST). My fellow presenter was Dr Simon Vodrey, an instructor at Carleton University's School of Journalism & Communications.

Based on my experiences, Canadian and United States academic conferences tend to be more formal and rigorous. While New Zealand conferences usually consist of a PowerPoint presentation or talk, the CPSA

requires presenters to submit a written conference paper with a 12,000-word limit, with the PowerPoint being optional. Conference presenters also have to send copies of their papers to their fellow presenters, the panel chair, and a discussant prior to the actual panel. In short, most North American panels consist of the presentation, a discussion section between the discussant and panellists, and a questions & answers section where the floor is open to the public.

Prior to the panel, me and Vodrey corresponded by email, giving each other feedback on our papers and offering questions that would be raised during the discussion section. Since the CPSA was running short on personnel, we agreed to serve as each other's discussants. Vodrey was friendly and courteous throughout our interactions. I also learnt a good deal about his research topic on the use of microtargeting by commercial and political marketers in Canada, the US, and New Zealand. Vodrey in turn took an interest in my paper on how transnational networking interacted with public diplomacy and nation branding, focusing on Israel and Palestine advocacy in NZ and Australia (Lim 2021; Vodrey; 2021).

During the conference, we were aided by the section chair Isabelle Cote and a student named Anthony Falcone, who served as the Zoom facilitator and made sure the panel ran on schedule. Cote also gave me and Vodrey feedback on the scope for our papers during and after the panel. A key theme of the

conference was diversity and the discipline of political science. Race relations, indigenous rights and colonialism surfaced during several panels, reflecting how Canada is gripping with historical events and forces that reverberate to this day.

The 2021 CPSA conference not only reinforced the importance of network among academics and practitioners but also showed how video conferencing can help overcome the twin tyrannies of distance and travel restrictions. However, conference organisers need to ensure that they have the infrastructure and manpower to support them. Finally, video conferencing and emails don't always fully compensate for face to face

interaction. Perhaps, future conferences could adopt a hybrid approach that combines face to face interaction with video conferencing.

#### REFERENCES

- Lim, A. (2021, 7-10 June). The transnational networking, public diplomacy and nation branding of pro-Palestine and pro-Israel advocacy groups in New Zealand and Australia [Paper presentation]. 2021 CPSA Annual Conference, Zoom.
- Vodrey, S. (2021, 7-10 June). Microtargeting & the Bidirectional Flow of Influence [Paper presentation]. 2021 CPSA Annual Conference, Zoom.

### Confirmation Bias: What I Took Away from the Political Marketing and Management Online Conference 2021



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The Political Marketing and Management Online Conference 2021 included discussion on a number of topics that fall into the broader categories of political marketing and political management. Videos and notes from the conference will be uploaded in due course. However, for me as one of two organisers of the conference, just getting a better sense of what political management is was a key takeaway. It appears, at least from my notes from the *Political Management: Building the Field and a New Routledge Handbook* session, that if political marketing is about *what* to do, political management is about *how* to do it. Am I oversimplifying it? Probably.

But what I learned from the conference is that the field may start to investigate aspects of strategic communication that I thought political marketing research was lacking. In particular, media management. To quote Republican consultant Frank Luntz, by way of Kenneth Cosgrove during the *Political Marketing and Management in the US* session, "It's not what you say, it's what people hear". A politician or political candidate can communicate all the right verbal and visual cues to promote their appealing qualities, but the media still play an important role in how that communication is framed. As Anna Lennox Esselment noted during the *Political Marketing and Management in Canada* session, traditional campaigning still matters. Legacy media is part of that. This was further backed up by Caroline Fisher during the *Political Marketing and Management in Australia* session, in her discussion of how the Morrison-led Coalition Government intimidate the media.

Another theme that sparked my interest during the conference was noted by Stephen Dann during the *Political Marketing and Management in Australia* session, where he suggested that a growing number of political candidates are running for political office just to get into office. This appears to be similar to what we see in other countries, where passing legislation and creating real change does not appear to be as much of a goal as “fighting” the opposition (see AOC and Madison Cawthorn).

This theme also links to an aspect of my key takeaway from the conference, which all link to a question I have been thinking about for some time: *Is the relationship between politicians and the public still like that of a business and a consumer?* The answer at this point appears to be *it's too early to tell*. However, the warning signs are there.

This is especially true in the United States, where negative partisanship as well as identity and self-expression as motivators have increased, as outlined by Todd Belt and Vincent Raynauld respectively during the *Political Marketing and Management in the US* session.

We can just look at the results of the 2020 US Presidential, Senate and House elections compared to their 2008 counterparts as evidence of this. Both elections took place in the midst of crises, with a polarising Republican President in the White House. Yet the Democrats were not able to capitalise to anywhere near the same level in 2020 as they were in 2008.

Of course, the Democratic and Republican parties of 2008 looked very different to the parties of today. As Todd Belt and Kenneth Cosgrove both noted during the session, both parties have become more ideologically harmonious.

If negative partisanship leads to the strategic goal of “fighting” the opposition, it should be no surprise that there appears to be diminished voter priority placed on politicians providing tangible and realistic product offerings, or a history of delivering on those. During the 2020 campaign, for example, Trump struggled to articulate what he would deliver during a second term, but still came 45,000 votes short of holding the presidency, in part by saying he would fight the Democrats’ “socialist agenda”.

The fact that the US Government is structured to encourage compromise, and the near inevitability of divided government at either their first or second midterm, also means presidents only have a 12- to (at best) 18-month window to deliver. In other words, the American public might expect less delivery than in a system designed to have a *government* and an *opposition*. After all, the US midterms are often won by the out-of-power party by campaigning on stopping the President’s agenda.

We also have to consider the fact that one major political party in the United States is now utilising a strategy where they are *not* trying to win a majority of votes, but instead win a strategic minority – or the majority of votes in geographically advantageous areas.

While we have not seen the same level of polarisation and negative partisanship in other western democracies, the United States is normally 5-10 years ahead of the curve.





*Screenshot from the 'Political Marketing and Management in the US' session on Day Three of the Political Marketing and Management Online Conference 2021*

The theme of negative partisanship also came up during the *Political Marketing and Management in the UK* session. Referencing the 2019 UK General Election, Jenny Lloyd spoke about the fall of Labour's "red wall" in Northern England - similar to the fall of the Democrats' "blue wall" in 2016. I frequently reference Lee Drutman's article highlighting the 'diagonal' ideological divide in the United States voting electorate in 2016 (see [Figure 2](#)). In other words, voters who fit into the economically left but socially conservative quadrant of an ideological axis are more likely to be swing voters than other ideological groupings – the same voters you will find in the American Mid-West and England's North who are trending more towards the right-leaning parties in both countries.

As outlined during the *Political Marketing and Management in New Zealand* session, the Labour Party won an outright majority for the first time since New Zealand introduced

proportional representation in 1996, despite a poor track record of delivery in almost every area other than COVID-19 management.

However, as Alex Marland talked about with reference to Justin Trudeau during the *Political Marketing and Management in Canada* session, the *appearance* of caring about a problem appears to be just as important as actually *addressing* the problem ("Under-delivers but his heart is in the right place").

Above all else, the Political Marketing and Management Online Conference 2021 added fuel to the fire that was the question I have been asking myself for some time: *Is the relationship between politicians and the public still like that of a business and a consumer?* If the answer turns out to be *no*, what does that mean for political marketing, an area of research founded on this premise?

## CALLS

Politics from the Margins  
72<sup>nd</sup> PSA Annual International Conference  
University of York, 10-13 April 2022

Call for Papers Deadline: 10 October  
[Conference Website](#)

The PSA is delighted to tell you that #PSA22 is now open for paper and panel submissions. #PSA22 is in partnership with the University of York and SAGE Publishing.

You can find the Conference website here: <https://psa22.exordo.com/>

### POLITICS FROM THE MARGINS

"Members of the Political Studies Association have long, and rightly, had a concern with those pushed to the margins of politics. That concern is all the more relevant after a period in which Covid, Black Lives Matter, and campaigns against sexual violence have each shone new spotlights on the patterns of inequality and discrimination that persist in our societies. So, the conference theme of Politics from the Margins is spot on"

Professor Charlie Jeffery - Vice-Chancellor and President at the University of York  
Politics from the Margins

This 2022 PSA conference takes 'the margins' as a vantage point to investigate political issues and developments. As the world reels from one of its worst crises in a generation, issues and actors hitherto at the margins of politics have forced their way to the mainstream. Issues of health and human development have compelled a radical rethinking of statehood, citizenship and political order. The salience to global politics of actors in Asia and Africa, often marginalized in the past, can no longer be ignored. Marginal seats can move to the centre of attention. Marginalised actors can

make claims on the mainstream for a redistribution of power, status and resources. Marginal risks — of financial crisis, epidemic, climate catastrophe — can take on major significance. Indeed, what is regarded as a mainstream and what as a marginal political issue is a point of significant contention and subject to changes which need to be mapped and investigated.

The Conference invites reflection on shifting centres of power in the global, regional, national and subnational political order. Devolution, Brexit and 'levelling up' policies have compelled us to rethink the mainstream and the margins in British politics. The rise of the BRICS and other emerging markets force a reconceptualisation of mainstream and margin in global politics. Across the world, political subjects at the margins interrogate mainstream understandings and practices of politics and power. While marginalisation of some political subjects has become further entrenched, other previously dominant voices feel newly marginalised. How does politics change and who benefits when those who feel left out or behind make their voices heard? What mechanisms contribute to their silencing or to their move to alternative forms of politics? Finally,

inspired by the growing calls for diversifying and decolonising research and teaching in politics, this PSA conference seeks to cast a critical and reflexive eye on political science scholarship by considering what or who is positioned on the margins within our scholarship and academic community and what could be gained by including marginalised perspectives, voices and topics. To that end, we invite contributions that help us to think not only ‘from’ but also ‘with’ the margins, ‘against’ the margins or even ‘beyond’ the margins.

### CONFERENCE TIMELINE

- 13th August 2021: Call for Papers Opens
- 11th October 2021: Submissions Deadline - Call for Papers Closes
- 15th November 2021: Registration Opens (Early Bird Fees)
- 24th January 2022: Early Bird Registration Ends
- 8th February 2022: Deadline for Paper-Givers to Register
- 11th April - 13th April 2022: PSA Annual International Conference

Further deadlines will be updated to the list above so please do keep an eye on this page for updates

	Early Bird	In Person	Digital Only
PSA Member	£199	£235	£30
Non-Member	£285	£320	£60
PSA ECN Member	£90	£125	£20
ECR Non-Member	£165	£165	£50
PSA Retired Member	£0	£0	£0

### REGISTRATION FEES

Early Bird Rates are available from Monday 15th November 2021 - Monday 24th January 2022 at 23:59.

If you would like to join the PSA to obtain the EB member rate, please click [here](#) for details.

If you would like to renew your membership to obtain the member rate, please email: [membership@psa.ac.uk](mailto:membership@psa.ac.uk)

\*Please note that your membership needs to be active before you make your conference booking.

We are looking forward to offering an opportunity to return to an in-person conference in addition to a more accessible approach for those scholars who wish to present digitally. We believe the city of York, and its Convening Team, will provide an inspiring environment in which to welcome you to this new style of event. This also means that the PSA and Convening Team are open to accepting papers and panels which will be presented digitally – both those presenting in person or digitally will receive a certificate of participation.

Digital participants will have access to view panels which are wholly digital, as well as our keynote speaker sessions. We are working with the venue with the aim of increasing the amount of content we can provide to our digital-only attendees.

## CONVENORS

The conference will be supported by the following academic convenors from the University of York's Department of Politics: Dr Sara de Jong and Dr Indrajit Roy

The academic convenors above will be supported by the convening team as follows: Professor Nina Caspersen, Dr Alfred Moore, Dr Dan Keith, and Dr Nicole Lindstrom

Full biographies of the Convenors can be found [here](#).

## The History of Political Marketing Event Deadline 9 November 2021



Paula Keaveney  
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We have been working with the PSA Specialist Group on Political History on a joint event. We had originally advertised this with a September date. We had some great proposals (thanks). However, for all sorts of reasons we decided to move this to a date in the week beginning 9 November. If you have a proposal for a paper but had not already been in touch please get in touch with me by

30 September at [keavenep@edgehill.ac.uk](mailto:keavenep@edgehill.ac.uk). I have already been in touch with those who sent in proposals for papers.

The plan is to have this event partly in person and partly virtually, with the in-person location being in the Merseyside area. Lord Roger Liddle, who was heavily involved in the work on transforming the UK Labour Party into New Labour and who worked on a book with Peter Mandelson has agreed to speak. We will be finalising the date around his availability and as soon as we have this, we will publicise the date and how to attend.



## Public Relations Review: Special Issue Call for Papers

### The Spillover Effect of Crises on Organizations and Individuals: Gaining a Better Understanding of Spillover Crises, and How these Crises can be Effectively Managed

Deadline: 1 April 2023

Submission to: Public Relations Review website (online submission only)



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#### PURPOSE OF THE SPECIAL ISSUE

Crises that spread from one organization or individual to another occur frequently, however despite the importance of understanding when and how this occurs, there is very little research on this important topic. As Laufer & Wang (2018) point out, the crisis literature has focused much more on crises that directly impact an organization, when compared with the spillover effect of crises.

A spillover crisis occurs when “events in an external organization create concern, uncertainty, or perceptions of harm for another organization.” (Veil et al., 2016, p.317) A spillover crisis can also occur between individuals such as politicians, athletes and celebrities. Examples of high profile crises that have spread from one organization to another include the Volkswagen emissions crisis spreading to other car manufacturers, United Airlines’ crisis in the USA involving the forceful removal of a passenger due to overbooking spreading to other airlines, and a spinach

contamination crisis in the USA involving E-coli that occurred at Natural Selections Foods, LLC which spread to the spinach industry (Laufer & Wang, 2018; Veil & Dillingham 2020).

It is worth noting that a spillover crisis does not only occur within an industry. A spillover effect can adversely impact organizations that share the same country of origin, organizational type and positioning strategy as well. For example, perceptions of quality issues at Chinese companies and wasteful spending at government agencies can cause a spillover effect. Spillover crises are a risk for many types of organizations including for-profit, non-for profit and government organizations (Laufer & Wang, 2018).

This special issue will focus on furthering our understanding of spillover crises at the organizational and individual level, and how these crises can be effectively managed.

## EXAMPLES OF THEMES AND QUESTIONS FOR THE SPECIAL ISSUE

This special issue is devoted to the topic of the spillover effect of crises. When, why and how does this phenomenon occur? How can spillover crises be effectively managed? Both theoretical and empirical submissions are welcome. The empirical studies can use quantitative or qualitative methods. The following list of themes and questions are meant to be illustrative, not exhaustive, and to provide an indication of topics we are interested in for this Special Issue:

- How can organizations and individuals assess risk factors for crisis spillover?
- What is the impact of social media on the risk of crisis spillover?
- How does the country of origin effect (“COO”) impact crisis spillover?
- Does a crisis type impact the likelihood of a spillover effect occurring?
- How can organizations and individuals minimize the risk of crisis spillover?
- How can organizations and individuals effectively manage a spillover crisis?
- How and why do spillover crises occur in these situations? How can these spillover crises be effectively managed?
  - o Among companies within an industry?
  - o Among members of a supply chain?
  - o Between related entities (for example, subsidiaries in a corporation, franchises)?
  - o Among individuals (politicians, athletes, celebrities, etc.)?
  - o Among nonprofit organizations
  - o Among government entities?

## SUBMISSION INSTRUCTIONS

The deadline for submission of manuscripts is the 1st of April 2023. A research symposium will be organised for November 2022 at Erasmus University linked to the special issue. More details will be provided once details are finalised.

Manuscripts should be prepared in accordance with Public Relation Review’s Style Guide for Authors: Manuscripts should only be submitted online at the journal’s website. All submissions will be subject to the regular double-blind peer review process at Public Relations Review.

## CONTACT DETAILS

Please direct any questions regarding the Special Issue to one of the guest editors.

- Daniel Laufer ([dan.laufer@vuw.ac.nz](mailto:dan.laufer@vuw.ac.nz))
- Yijing Wang ([y.wang@eshcc.eur.nl](mailto:y.wang@eshcc.eur.nl))

## REFERENCES

- Laufer, D. and Wang, Y. 2018. Guilty by Association: The Risk of Crisis Contagion. *Business Horizons* 2018 Vol 61 (2): 173-179.
- Veil, S.R., Dillingham, L.L. and Sloan, A.G., 2016. Fencing out the Jones’s: The development of response strategies for spillover crises. *Corporate Reputation Review*, 19(4), pp.316-330.

## PUBLICATIONS

### Campaigning on Facebook in the 2019 European Parliament Election: Informing, Interacting with, and Mobilising Voters



**Editors:** Jörg Haßler, Melanie Magin, Uta Russmann, and Vicente Fenoll

**Copyright:** 2021

**Publisher:** Palgrave Macmillan

**eBook ISBN:** 978-3-030-73851-8

**DOI:** 10.1007/978-3-030-73851-8

**Hardcover ISBN:** 978-3-030-73850-1

**Series ISSN:** 2662-589X

**Edition Number:** 1

[Purchase Website](#)

#### ABOUT THE BOOK

This book investigates how political parties from 12 European countries used Facebook to inform, interact with and mobilise voters at the 2019 European Parliament election. Following a joint theoretical framework and method, the results of a content analysis of more than 14,000 Facebook posts are presented. Country specific chapters are followed by analyses of European parties' Facebook campaigning, the spread of populism and the use of Facebook ads by the parties. The final chapter compares all countries showing that campaigns are more strongly shaped by the national than by the European political context. Facebook is used for campaigning as usual; parties inform and persuade but neglect the platform's mobilisation and particularly interactive affordances.

#### ABOUT THE EDITORS

[Jörg Haßler](#) is Head of the junior research group "Digital Democratic Mobilization in Hybrid Media Systems" at LMU Munich, Germany.

[Melanie Magin](#) is Associate Professor at the Norwegian University of Science and Technology (NTNU), Trondheim, Norway.

[Uta Russmann](#) is Professor at the FHWien der WKW University of Applied Sciences of Management & Communication, Austria.

[Vicente Fenoll](#) is Associate Professor at the University of Valencia, Spain.

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Populism on Facebook

[Darren G. Lilleker \(et al.\)](#)

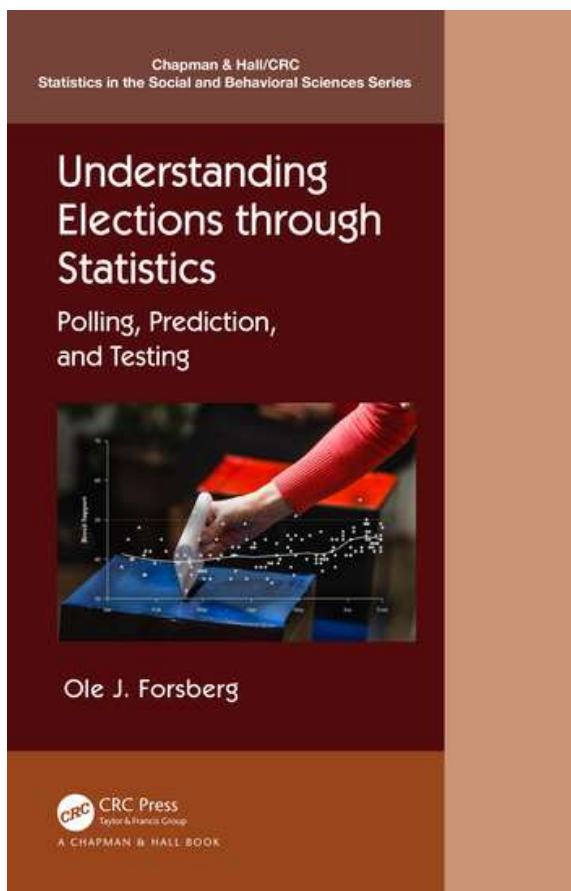
Political Advertising on Facebook

[Márton Bene \(et al.\)](#)

Information Greater than Mobilisation Greater than Interaction: Contours of a Pan-European Style of Social Media Campaigning

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## Understanding Elections through Statistics: Polling, Prediction, and Testing



**Author:** Ole J. Forsberg  
**Copyright** 2021  
**Publisher:** CRC Press  
**ISBN:** 9780367895358

[Purchase Website](#)

### ABOUT THE BOOK

Elections are random events. From individuals deciding whether to vote, to people deciding for whom to vote, to election authorities deciding what to count, the outcomes of competitive democratic elections are rarely known until election day...or beyond. *Understanding Elections through Statistics: Polling, Prediction, and Testing*

explores this random phenomenon from two points of view: predicting the election outcome using opinion polls and testing the election outcome using government-reported data.

Written for those with only a brief introduction to statistics, this book takes you on a statistical journey from how polls are taken to how they can—and should—be used to estimate current popular opinion. Once an understanding of the election process is built, we turn toward testing elections for evidence of unfairness. While holding elections has become the de facto proof of government legitimacy, those electoral processes may hide a dirty little secret of the government illicitly ensuring a favorable election outcome.

This book includes these features designed to make your statistical journey more enjoyable:

- Vignettes of elections, including maps, to provide concrete bases for the material
- In-chapter cues to help one avoid the heavy math—or to focus on it
- End-of-chapter problems designed to review and extend that which was covered in the chapter
- Many opportunities to turn the power of the R statistical environment to the enclosed election data files, as well as to those you find interesting

From these features, it is clear the audience for this book is quite diverse. This text provides mathematics for those interested in mathematics, but also offers detours for those who just want a good read and a deeper understanding of elections.



### ABOUT THE AUTHOR

[Ole J. Forsberg](#), BS, MAT, MA, MSE, PhD, is an Assistant Professor of Mathematics-Statistics at Knox College in Galesburg, IL. He received a PhD in Political Science at the University of Tennessee–Knoxville in 2006, concentrating in International Relations, War, and Terrorism. After finishing his dissertation, Dr Forsberg began a deeper investigation of the statistical techniques he used. As a result of that embarrassment, Dr Forsberg began statistical studies at the Johns Hopkins University (MSE, 2010) and concluded them with a PhD in Statistics from Oklahoma State University in 2014. His dissertation explored and applied applications of statistical techniques to testing elections for violations of the “free and fair” democratic claim. His research agenda lies in extending and applying statistical methods to modeling elections and testing the results for evidence of bias in election results.

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### REVIEWS

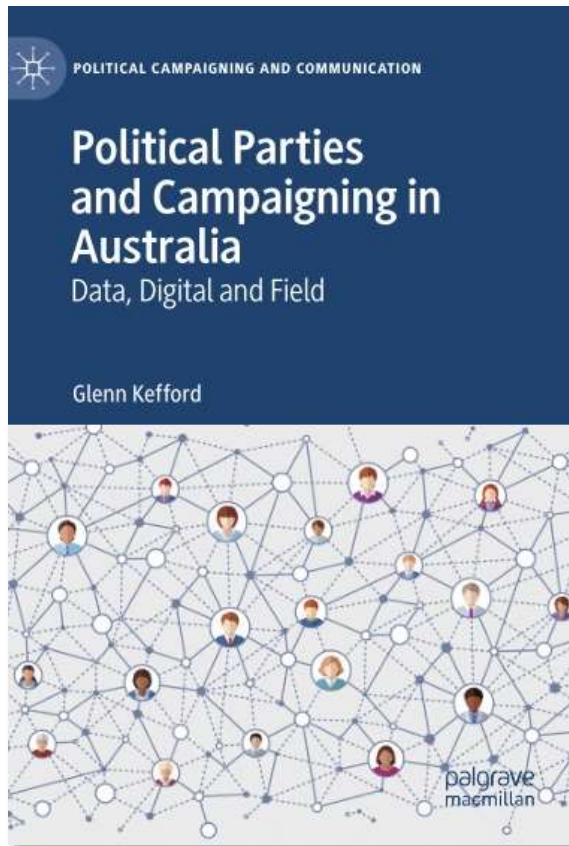
This unique book, by an author who is both a Statistician and Political Scientist, discusses the statistical theory of two important aspects of elections. The first half is an in-depth introduction to the classical statistical theory of polling, including estimators, confidence intervals, and stratified sampling. It comes complete with snippets of R code and many concrete examples, including two cases that challenged pollsters: the 2016 US presidential election and the 2016 Brexit vote. The second half concerns statistical methods for after the fact detection of fraudulent elections. It includes an in-depth treatment of methods based on the Benford distribution, but also methods based on classical regression analysis. Again numerous pieces of R code and concrete examples are provided.

[E. Arthur Robinson, Jr.](#), Professor of Mathematics, George Washington University

This book has multiple layers that provides flexibility in its use. It makes polling and the statistical issues understandable for those who have little knowledge of statistics beyond the elementary course material. It includes enough of the mathematical underpinnings so that a student wishing to delve deeper into the material has that opportunity. It treats the material with cleverness and wryness that transforms the topic, usually thought of as "dry" by many people, into an interesting and compelling read. The use of maps and real-world examples help make the issues relevant and practical. It should be required reading for anyone studying political science and polling/elections, or anyone with a methodological background wishing to understand these topics at a greater depth.

[Mark Payton](#), Rocky Vista University

## Political Parties and Campaigning in Australia: Data, Digital and Field



**Authors:** Glenn Kefford

**Copyright:** 2021

**Publisher:** Palgrave Macmillan

**eBook ISBN:** 978-3-030-68234-7

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**Series ISSN:** 2662-589X

**Edition Number:** 1

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### ABOUT THE BOOK

Big data and microtargeting steal the headlines about campaigning. But how important are they really to the way that political parties campaign? This book provides a fine-grained account of the campaign practices of three Australian political parties. It explores how prevalent data-driven campaigning is, introduces an original theoretical framework to understand these practices, and demonstrates that there is a disconnect between what Australian voters think about these issues and the way that parties campaign in the 21st century. Drawing on 161 interviews, participant observation and original survey data, it shows that the reality of contemporary campaigning is often different to what we are led to believe.

### ABOUT THE AUTHOR

[Glenn Kefford](#) is a lecturer in political science at the University of Queensland in Brisbane, Australia. He has previously been employed at Macquarie University in Sydney and at the University of Tasmania as a lecturer in politics. He currently holds a prestigious Australian Research Council Discovery Early Career Researcher Award Fellowship for 2019-2021. His research is in the area of Australian and comparative politics, elections and campaigning. He has published widely on these topics in publications including *Party Politics*, *Parliamentary Affairs* and the *British Journal of Politics and IR*.

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## REVIEWS

“Glenn Kefford has dragged scholarship about party campaigning into the modern day, with a study that for the first time properly integrates the campaign elements of data, digital and field work. Kefford has interviewed scores of campaigners in three Australian political parties, while also undertaking participant observation of campaigning on the ground. He brings a sceptical and astute mindset to the task of appraising this data and constructing a new theoretical model of contemporary campaigning and its effect on party organisation; the result will be of benefit to scholars internationally.”

*Dr Stephen Mills, University of Sydney, Australia.*

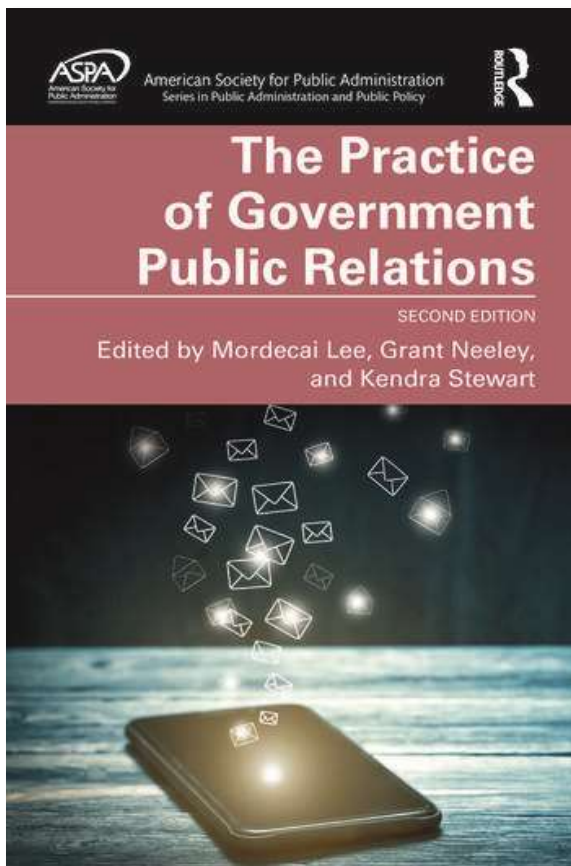
“Kefford writes “To say that liberal democracy is in trouble is to state the bleeding obvious”. But are new forms of data-driven campaigning the answer? This compellingly written, ground-breaking book is underpinned by a treasure trove of original analyses: from participant observation in fieldwork campaigns, extensive interviews with party insiders, to public opinion data. But its answer is an emphatic ‘no’ – we are systematically shown that parties are clumsy at persuading voters and Australian voters remain sceptical of parties.”

*Professor Ariadne Vromen, Sir John Bunting Chair of Public Administration, Australian National University, Australia.*

“Kefford offers the most extensive analysis of contemporary campaigning to date in the field through the lens of Australian political parties. Australia in particular offers a fascinating case study of campaign attempts at persuasion given compulsory voting – an animating question in the literature given public concern over the effects of digital micro-targeting. Kefford finds that campaigns are rarely effective at persuasion, but that data-driven practices are transforming the organizational structures and investments of parties, including blurring the distinction between party members and supporters. This is a fascinating and nuanced account of how data is powering digital and field campaigning, and how its effects might be less directly on voters and more on parties as organizations.”

*Dr Daniel Kreiss, University of North Carolina, Chapel Hill, USA.*

## The Practice of Government Public Relations



**Editors:** Mordecai Lee, Grant Neeley, Kendra Stewart

**Publisher:** Routledge

**ISBN:** 9781032011929

[Purchase Website](#)

### ABOUT THE BOOK

In addition to traditional management tools, government administrators require a fundamental understanding of the tools available to address the ever-changing context of government communications. Examining the ins and outs of the regulations influencing public information, *The Practice of Government Public Relations* unveils novel ways to integrate cutting-edge technologies—including Web 2.0 and rapidly emerging

social media—to craft and maintain a positive public image.

Expert practitioners with extensive government communications experience address key topics of interest and provide an up-to-date overview of best practices. They examine the specifics of government public relations and detail a hands-on approach for the planning, implementation, and evaluation of the wide-ranging aspects of government public relations—including how to respond during a crisis. In addition to the tools provided on the accompanying downloadable resources, most chapters include a Best Practice Checklist to help you successfully utilize the communication strategies outlined in the book.

Focusing on the roles of government managers enacting policies adopted by elected officials and politicians, this book is ideal for program managers seeking innovative and inexpensive ways to accomplish their programs' missions. While no manager can be an expert in all aspects of public administration, this book helps you understand the external communications tools available to advance the mission and results of your agency.

### ABOUT THE EDITORS

[Mordecai Lee](#) is Professor Emeritus at the University of Wisconsin-Milwaukee, USA.

[Grant Neeley](#) is Chair of the Department of Political Science at the University of Dayton, USA.

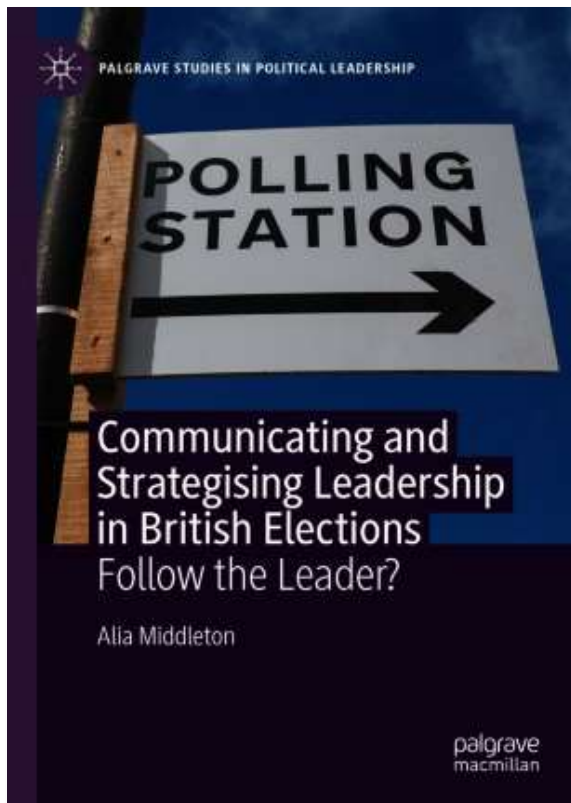
[Kendra Stewart](#) is Professor of Political Science and Public Administration and Director of the Joseph P. Riley, Jr. Center for Livable Communities at the College of Charleston, USA.

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## Communicating and Strategising Leadership in British Elections: Follow the Leader?



**Author:** Alia Middleton

**Copyright:** 2021

**Publisher:** Palgrave Macmillan

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**DOI:** 10.1007/978-3-030-61067-8

**Hardcover ISBN:** 978-3-030-61066-1

**Edition Number:** 1

[Purchase Website](#)

### ABOUT THE AUTHOR

[Alia Middleton](#) is Lecturer in Politics at the University of Surrey. She is the author of several research articles and her research interests include: the electoral impact of MP retirement, the political lifecycle and multi-level voting behaviour.

### ABOUT THE BOOK

This book concentrates on the leaders of the Conservatives, Labour and Liberal Democrats in British general election campaigns between 2010 and 2019, by exploring where they visit during the campaign and why, the impact they have, and how leadership is represented in the Press. It establishes the key strategic underpinnings for their visits, and the types of activities they undertake - in a uniquely British context. The degree to which leaders - and their visits - form an important dimension of voter behaviour is also considered.

Moreover, the book explores how the Press delve into the personal lives of lesser-known opposition leaders and scrutinise the policies of Prime Ministers. The types of visits by leaders that become newsworthy are identified alongside their importance as a framing tool in election reporting. Beyond the leaders themselves, press reporting on their personal relationships is scrutinised, showing an increased acceptance of active partnership.

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5. Reporting Leadership
6. Partners in Politics
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8. The Future of the Campaign Trail

## Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

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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 March, June, September) please send it to Edward Elder at [edward.elder@auckland.ac.nz](mailto:edward.elder@auckland.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 2022.**

EDITED BY EDWARD ELDER