

The Election Landscape 2018-2020



Reflections and Projections

Hosted by the University of Florida
Graduate Program in Political Campaigning

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Host

Stephen Craig, who received his Ph.D. from Northwestern University, is Professor of Political Science at the University of Florida and has been director of the UF Graduate Program in Political Campaigning since its inception in 1985. He is author of *The Malevolent Leaders: Popular Discontent in America* (1993), editor or co-editor of five books including *The Electoral Challenge: Theory Meets Practice* (2010, with David Hill), and numerous articles in professional journals. Craig has worked extensively with both academic and political surveys and has done polling and focus-group research for clients in Florida and elsewhere. He is currently working with Paulina Cossette on a book (to be published by Routledge in late 2019) titled *Politicians Behaving Badly: The Politics of Sexual Harassment*.

Participants

Bryon Allen is partner and Chief Research Officer at WPA Intelligence, a leading Republican polling and analytics company doing work in all fifty states and many foreign countries. Previously, he was Chief Operating Officer for Wilson Research Strategies. Dr. Allen received his Doctorate from Colorado State, and his Master's from Texas A&M. He is considered an expert in political modeling. Dr. Allen's work has helped to elect over a dozen U.S. senators and over 100 Members of Congress just this decade; among his wins in 2018 were Sen. Ted Cruz over Beto O'Rourke in Texas, Kevin Cramer over Sen. Heidi Heitkamp in North Dakota, and Brian Kemp for governor of Georgia.

Roger Austin is a Gainesville-based political consultant and a serial graduate of the University of Florida (including a J.D. received from the Levin College of Law). After serving as political director and legal counsel for the Republican Party of Florida from 1989-92, he moved into the private sector and started his own firm in 1996. He has consulted with candidates for state and local office in all parts of Florida. Working between campaign cycles, Austin completed his Ph.D. in Political Science at the University of Florida in 2015; his dissertation was titled *Patterns of Failure—Rethinking Campaign Finance Reform: What Went Wrong?* He teaches a seminar in campaign management for the Graduate Program in Political Campaigning, as well as a variety of undergraduate classes for the Department of Political Science.

Madalyn Blackburn has spent the last decade working on state legislative and federal campaigns in the Northeast, Midwest and Southern regions of the country. She moved to Florida in 2014, serving as field director in a winning state senate race. In 2015, she joined Ruth's List Florida, an organization modeled after EMILY's List that recruits, trains and supports pro-choice Democratic women for state and local office. As political director, Madalyn helped to elect 26 women in 2016 and 60 in 2018 to public office and trained over 800 Democratic pro-choice women to run for office. She served as senior advisor to Bill Nelson's U.S. Senate campaign in 2018, and as campaign manager for Debbie Mucarsel-Powell's win in Florida's 26th congressional district. Madalyn is a graduate of Indiana State University and currently lives in Sanford, FL.

Steve Bousquet is one of Florida's most experienced and knowledgeable reporters regarding Florida government and politics. After a 17-year career at the *Miami Herald*, he joined the *Tampa Bay Times* in 2001 and was that paper's Tallahassee bureau chief from 2005 to 2018. He has covered the Florida legislature for 31 years, as well as every campaign for governor from 1986 to the present. He was the primary reporter for the *Times* and *Herald* on Gov. Rick Scott's recent campaign for the U.S. Senate. His reporting has also been featured in the *New York Times* and on CNN, National Public Radio and C-SPAN. He was a contributor to all three editions of *The Almanac of Florida Politics* and to *Democracy Held Hostage*, the *Miami Herald* account of the 2000 presidential recount in Florida. He has a Master's degree in American history from Florida State University and a Bachelor's degree in journalism from the University of Rhode Island.

Marc Caputo is a senior writer for POLITICO and POLITICO Florida, covering the state he grew up in. Raised in Key West, Marc graduated from the University of Miami and returned home for his first daily newspaper job at the *Key West Citizen*. He then headed to the *Naples Daily News*, briefly let the state for *Tribune Newspapers* in Mesa, Arizona, only to return to Florida for the *Palm Beach Post*, covering his first statewide race for them in

2002 when Gov. Jeb Bush won re-election. In 2003, Marc began working for the *Miami Herald* in Tallahassee; he returned to Miami as the *Herald's* political writer from 2011-2015, and then left to spearhead the expansion of POLITICO into Florida.

Ryan Gravatt, who holds two degrees from the University of Florida (history '95 and journalism '99), is CEO of Raconteur Media Company, a digital strategy firm specializing in using websites, social media, advertising, e-mail and search engines to bolster public affairs and public relations campaigns. Recognized as an expert in developing digital strategies for crisis communications and grassroots mobilization planning, Ryan draws on his experience with communications in public affairs and as a newspaper reporter to integrate the client's online presence into a broader communication plan. He develops and maintains online strategies for Fortune 100 companies, political campaigns, issue-advocacy organizations, and membership associations. These clients use websites and e-mail messaging for crisis communications, public affairs advocacy, outreach to grassroots supporters, and for earned media.

Becca Guerra is a senior associate with Civitas Public Affairs Group, a national organization with offices in Washington, New York, Boston, and Denver. Her expertise and experience is primarily in the areas of grassroots organizing, state infrastructure building, and civic engagement. In 2016, Becca planned and executed the nation's largest non-partisan voter registration program in Florida, gathering over 268,000 voter registration forms across 13 counties and over 410,000 forms statewide. She honed her civic engagement skills through her work at ProGeorgia, America Votes Florida, NARAL Pro-Choice America, and the National Association for the Advancement of Colored People (NAACP), with a focus in the South. A fan of spreadsheets, phone banking, and field plans, Becca is a proud Floridian (and graduate of the UF Political Campaigning Program) currently residing on Roosevelt Island in New York City.

David Hill is director of Hill Research Consultants, a public opinion and marketing research firm with clients nationwide. He became a political consultant in 1984 after serving as a university professor for 10 years, including a tenured post at Texas A&M. He has advised more than a dozen U.S. senators and governors (among them Mel Martinez and Bob Martinez, Florida's first Hispanic senator and governor, respectively). Hill consults with numerous national advocacy groups and has polled for almost 30 successful constitutional amendment initiatives in a half-dozen states. In 2018, he was research strategist for No Casinos and Voters in Charge for passage of Florida Amendment 3. Since 2015, he has served as senior pollster for the Jeb Bush presidential campaign, as general consultant for a Colorado gubernatorial campaign, advised several trade, industry, and civic organizations in Texas, California, Colorado, and Florida. He has done research for environmental and conservation organizations including the Natural Resources Defense Council, Earth Justice, and Trust for Public Land. He regularly serves as research strategist for municipalities and school districts seeking voter approval for bond and tax measures. In 2017, Hill helped with updating the newest edition of *America: The Owner's Manual*, by Senator Bob Graham and Chris Hand. His agenda for the upcoming electoral cycle includes state and local ballot measures in several states.

David Johnson is a Florida-based Republican general strategic consultant to candidate campaigns, initiatives, and various corporations and associations. He founded his company (David Johnson Group) in 2003 after leading the Republican Party of Florida as Executive Director during the 2002 campaign cycle. DJG clients are varied in strategic needs and have spanned the nation. They include presidential, gubernatorial, and congressional races, as well as legislative and initiative campaigns in Florida. DJG has led federal super PACs and served as a strategic advisor to the successful 2018 Amendment 4 campaign in Florida. David lives in Tallahassee with his wife Christina. He has been named one of "Florida's Top Five Republican Political Influencers" by *Campaigns and Elections* magazine, and one of the "100 Most Influential People in Florida Politics" by *Influence Magazine*.

Joe Lenski is co-founder and Executive Vice President of Edison Research, which conducts all exit polls and vote counts in the United States for the four major news organizations comprising the National Election Pool (ABC, CBS, CNN, NBC). Joe has served as Secretary-Treasurer and Councilor-at-Large for the American Association for Public Opinion Research (AAPOR) and has served as President of the New York chapter of AAPOR. He has overseen exit polls conducted by Edison Research for national elections in Azerbaijan, Venezuela, and the

Republic of Georgia; in 2014, Edison Research conducted the first exit poll in Iraq for its parliamentary elections. Joe worked as a statistical analyst for the CBS News/*New York Times* Poll from 1987-89, and for the network exit polling consortium, Voter Research & Surveys and Voter News Service, from 1990-94. He is a graduate of Princeton University.

Steven Schale has over two decades of experience working at all levels of Florida politics. In addition to dozens of Florida local and statewide elections, Steve directed the 2008 Obama/Biden campaign in Florida, returning in 2012 as a senior advisor to the re-election; in 2015, he was national spokesperson for the Draft Joe Biden for President effort. From 2005-08, Schale ran the Florida House Democratic Caucus, served in 2014 as senior advisor to Gwen Graham's successful congressional campaign, and today as a member of the Advocacy Group at Cardenas Partners provides strategic advice to a number of clients including Walt Disney World, AT&T, State Farm, and the Florida Hospital Association. Schale is a graduate of the University of the South with degrees in history and political science, and received his Master's in Communications from FSU in 2009. Steve lives in Tallahassee with his wife Nikole, who is a senior executive with the American Heart Association.

Elizabeth Christie Sena is a Partner at Greenberg Quinlan Rosner Research (GQR) and managing director of GQR Canada, a leading opinion research and strategic consulting firm. She has worked in the state of Florida for every cycle since 2004. Since graduating from the Political Campaigning program in 2004, Elizabeth has become one of the leading Democratic pollsters, and is the most successful independent expenditure pollster in Canada (including leading the independent expenditure effort to unseat Conservative Stephen Harper as Prime Minister). In 2018, she helped flip 7 congressional seats to the Democrats, including FL-26 (Debbie Mucarsel-Powell), and helped elect the highest-ranking statewide Democrat in Arizona. She is currently co-teaching the Campaigning Program's seminar in Advanced Strategy.

Daniel Smith is Professor and Chair of Political Science at the University of Florida. His research is focused on understanding how political institutions affect political behavior across and within the American states. Smith has published three books and more than eighty scholarly articles and book chapters on politics and elections in the American states. A seasoned observer of ballot initiatives, voting rights, and candidate elections in Florida and around the country, he has served as an expert in numerous lawsuits dealing with campaign finance, election administration, voting rights, and redistricting.

Andrew Wiggins is Senior Director of Campaigns and Elections for the Florida Chamber of Commerce, managing the Chamber's campaign activity throughout the state. A 1998 graduate of the Political Campaigning Program, he previously served as Deputy Director of Senate Campaigns for the Republican Party of Florida. Over the past twenty years, Wiggins has worked on grassroots campaigns all over the United States, including Rudy Giuliani's mayoral race in New York City, various U.S. Senate and House contests, and George W. Bush's presidential campaign. He is a sixth-generation Floridian, born and raised in Jacksonville, and has an undergraduate degree in history from UF in addition to his Master's in political Campaigning. He has two children, Katherine and Gavin.

Workshop Schedule of Events

9:00-9:30..... Continental Breakfast
9:30-11:45..... Retrospective on the 2018 Election
11:45-1:15..... Buffet Lunch
1:15-3:30..... A Look Ahead to 2020