



Political Studies
Association

Political Marketing Group

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

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

Newsletter – May 2017

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The Political Marketing Group Committee 2017



Chair

Darren G. Lilleker
Bournemouth University, The Media School
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Role: Overall coordinator and liaison with the UK PSA



Vice-Chair (International)

Vincent Raynauld
Emerson College, Department of Communication Studies
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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

Vice-Chair UK

Anthony Ridge-Newman
University of Roehampton, Media and Communications
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Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives in the UK



Secretary

Jenny Lloyd
University of the West of England, Bristol Business School
jenny.lloyd@uwe.ac.uk

Role: Boost membership, support for activities



Treasurer

Robert Busby
Liverpool Hope University, Politics
busbyr@hope.ac.uk

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
University of Auckland
eeld001@aucklanduni.ac.nz

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



Twitter Manager

Kenneth Cosgrove
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Suffolk University, Department of Government

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

Practitioner Liasons

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Anna Shavit

Charles University, Faculty of Social Sciences

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Travis McDonald

University of Auckland, New Zealand

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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.



Resources officer

Mitra Naeimi

Universidad de Navarra

mnaeimi@alumni.unav.es

Role: expand resources on

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



Event coordinator

Peter Reeves

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

Call for Committee members and wider involvement in The Political Marketing Group

The PMG was founded in 2005 and has held several events, workshops at other conferences, supported publications through a regular newsletter enabling calls for papers and chapters, and most recently stimulates discussion through a Facebook page.

But to carry on succeeding, and to develop further, we need to strengthen our organisation. We need to develop over the long-term to be an association of political marketing academics and practitioners that can support, for example, the creation of new journals.

We therefore put out a call for new committee members, and are delighted to announce we had a wonderful response: see revised list below.

There is still room for more – see ideas for other possibilities at the end of the list - so if you have any ideas, for short or long term projects or positions, do please get in touch with Darren Lilleker dlilleker@bournemouth.ac.uk and Jennifer Lees-Marshment j.lees-marshment@auckland.ac.nz

Remaining possibilities

Experts list/database: Another initiative might be to compile an online list of political marketing experts from the membership list. You would need to design a simple, well-functioning and ethical way to collect data from members and display it to the public. This could help with getting media visibility.

Publications feature editor: someone to look out for and encourage suggestions of new publications in political marketing including journal articles, book chapters, and books, with a brief blurb (e.g. abstract size). Suggested as an idea by Alex Marland, listing publications would help us stay on top of new scholarship. It would also help authors promote their research among an informed audience.

Also

If you can't commit for a few years but could for a few months, another idea would be to suggest and lead a mini development projects e.g. 'Project officer – expert lists'; 'Project officer – video interviews with academics' or 'Project officer – organising the 2018 mini-conference'. Again, please get in touch.

Country Coordinators

Country	Name	Institution	Contact
Bangladesh	Hasan Mahmud		h.mahmud.mkt@gmail.com
Canada	Thierry Giasson	Université Laval	thierry.giasson@pol.ulaval.ca
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Iran	Mitra Naeimi	University of Navarra.	mnaeimi@alumni.unav.es
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USA	Ken Cosgrove	Suffolk University	kcosgrov@suffolk.edu

Note:

If anyone would like to get involved and go on the committee, please let our Communications Officer Jennifer Lees-Marshment know (j.lees-marshment@auckland.ac.nz). We are always looking for people!

Trends in Political Marketing

Political Marketing and Post-Truth



Darren G Lilleker
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It is new, the buzz-word of 2016. The impact is so great that post-truth was voted Oxford Dictionaries Word of the Year for 2016. But I want to propose that post-truth isn't really that new and that it is central to the human condition?

The official definition of post-truth is that it is an adjective meaning: 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief'. In this respect it is not describing an action, but an environment, a set of conditions that mean facts become less important than belief. The EU referendum in the UK and Trump v Clinton contests in the USA were seen as the epitome of the information environments that characterise post-truth. Perhaps the environment was officially recognised as Michael Gove, leading Leave EU campaigner and former UK Secretary of State for Education, told a Sky News audience that "people in this country have had enough of experts".

What Gove was doing was attempting to cancel out the accumulated weight of economists and experts who had publicly declared that leaving the EU would be disastrous for the UK economy. He stated the public should not trust experts, not

even him, rather he argued "I'm asking them to trust themselves". Never mind the experts, trust your gut feeling. That officially marked the moment when a political campaigner invoked the notions that citizens should embrace the conditions of a post-truth era.

But is post-truth so new, a feature of the 21st century and of 2016 in particular? In his 45 minute prog-rock critique of modern life, Jethro Tull's Ian Anderson commented on the leaders and critics of his day, which was 1972, with the lyric 'I may make you feel but I can't make you think'. It is immaterial exactly who Anderson spoke for with those words, it could have been politicians, advertisers, or the music critics that deified progressive rock. What it reflects is a practice as old as rhetoric, that emotions speak louder and stronger than hard cold facts.

It may be controversial, but religion relies on beliefs. One can claim that the beauty of nature is evidence of a supreme creator, or evidence of the collision of molecules thrust together by forces only science can explain. An individual can believe whichever explanation appears most plausible. At a less contentious level why do some people choose one washing powder, toothpaste, variety of baked beans or even a car maker over another consistently? It is probably not on the basis of any unequivocal evidence that one is better in performing the task it is designed for than the other. If the decision is not purely economic, it may be based on a

feeling. One of trust towards a brand, trust towards those who appear in advertisements, trust in the decision-making skills of others close to us (we buy what others do), or simply that the picture or product looks nicer, it makes us feel comfortable.

Achar and colleagues¹ suggest that a combination of emotional responses drives decisions. Responses elicited by marketing communication, and ones that have origins in the lives and experiences of the individual. Where the two combine over a brand to create positive feelings the decision is likely to be favourable to that brand. While all brands present hard factual reasons for a purchase, they also provide the basis for emotional attachments to be made. The more resonant and relevant the emotional dimension of the marketing, evidence suggests, the more likely a purchase will be made. Has this practice trained people to seek out positive emotional experiences when making a decision? Has the commercial marketing environment ushered in the era of post-truth?

Perhaps, certainly there has been a greater focus on emotional brand resonance in crowded market places over the last 40 years or so. But what about politics, is it really the same as toothpaste? In my opinion the answer is both yes and no. Selling a political brand is very different from toothpaste, the brands and their products are intangible, multi-faceted, highly complex, and almost every claim is contested directly. But still there is one important similarity: feeling. Politics is

about feeling empowered, even if that power is not leveraged. Politics is about feeling represented, or having the capacity to be represented, directly and indirectly. Politics should also be about feeling protected, feeling secure, feeling hopeful, generally feeling positive about the life one might have. Slogans like 'Nothing about us without us', 'With you, for you', 'Change you can believe in', 'Make America Great Again', 'Take our country back' are in of themselves empty vessels. However, they invoke two key dimensions of a public mood. Firstly, they capture a belief about now, a normative belief that something is deficient. Secondly, they evoke a future of hope, that something better is possible. In every case, an untried challenger campaign designed them, in all cases they won. The point here is that the support had to be built upon belief.

Experts rely on evidence, fact is superior, an expert is unlikely to suggest following an untested path unless all other possible courses were proven to be even more disastrous. Yet people seem to enjoy trying new things. Experts have equally been proven to be bought, consider those who were paid by tobacco companies to dispute the findings of other experts on the harmful effects of smoking. The apocryphal saying 'lies, damn lies and statistics' encourages a healthy scepticism of facts. That scepticism may also provide an excuse to fall back on 'trusting the self', questioning any external version of the truth leads to not knowing who to believe and so if a decision is to be made the only person you can rely on is yourself; perhaps.

The problem here is the origins of beliefs. Beliefs are created through reliance on

1

http://staff.washington.edu/acharc/images/current_opinion_emotions.pdf

schema. A schema is a collection of associations relating to a person, brand, object, or event. Associations are built through experiences, some of which will be second-hand or indeed mediated. Most people will happily inform you Mars is red, they have no personal evidence of this and probably have never been exposed to any scientific exposes of the planet. By the same token many can describe the characters of celebrities they have never met in some detail. While the former is based on general knowledge that swirls around a society, the latter is based on mediation; a different form of knowledge. In judging whether a celebrity is influential, likeable, a credible source, emotions kick in. Schema associations decide the basis for trusting or not trusting, liking or not liking, listening or not. Why should we not see exactly the same dynamics happen when the decisions are of a political nature?

Arguably we do, and hence we find ourselves in a post-truth era. Facing massive information overload, constant contestations of facts, bombardments of persuasive messages and symbols people look for something they can believe in. Subconsciously the brain stores information of interest, simple associations that create a schema. As people try to assess the veracity of contested facts they fall back on their schema; which version of 'the truth', they ask, rings most true? The answer is the one that is reinforced by the information collected in the schema, the combination of headline 'facts', second-hand

experiences, opinions of trusted people, media reports all the items that constitute our schema. When buying toothpaste, habit may be a determinant factor; after all, how can anyone really know which is best? In politics there is no such thing as truth and habitual behaviour is rare, hence the beliefs formed over time become the determinants of behaviour. If you can only trust yourself, if you know truth is malleable, then you must look beyond truth.

Political marketing communication is one source of beliefs. The branding and selling of political parties, candidates and ideas involves redacting the truth, presenting a one-sided case, distilling messages to core text and symbols that grab attention etc. Those who buy in, because it rings true, comes from a credible source, offers more hope than the alternatives, or even just because it is the most memorable, internalise the argument as the one truth. The sell will chime with existing visions and values and will in turn be added to them. Contesting views will be ignored, independent of the weight evidence until there is a significant shock that forces the belief to be challenged. The longer a belief goes unchallenged the more it is internalised. This is true of religion, or strong partisan attachment, the support for values and world views; all are the core of a complex belief system. In reality there is no such thing as post truth, just what is believed to be true. It is a foundation for all forms of salesmanship, we just seem to have found a new phrase for it.

Focusing Events: The End of Campaign 2016 in New Hampshire.



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When the end comes, it comes suddenly. One day there are event invitations, robocalls, TV ads, pop-ups and mailers. The next the usual consumer marketers appear everywhere. The media environment around us goes from frenetic saturation of a single kind of product to a more normal distribution of advertisers. Gone are Donald Trump, Hillary Clinton, Maggie Hassan and Kelly Ayotte, back are the car dealers, event promotions and ads for everything from baby products to funeral services. The sudden end to campaign 2016 was how it went, in our world, from a settled affair to amazingly competitive almost overnight. A month before election day, I was very confident in predicting a Clinton victory. But the day before and on election day, I can vividly recall answering student queries about if she was still going to win as follows: “I don’t know. I strongly suspect there’s been a lot of underreporting by Trump supporters in the polls. And we saw the race get a lot closer where we live. This is now in the error margin so anything’s possible. Further, what would matter was who showed up and that I knew a lot of hold your nose and vote for Hillary voters while the Trump voters I knew couldn’t

wait for the day to come but that there were also a lot of people who didn’t like Trump either.”

We live in the First Congressional District of New Hampshire. It’s designed to be a swing district and it faithfully swings from the Democrats to the Republicans and back again depending on the election cycle. Our pattern is that, in Presidential years, the Democrat wins the election but, in non-Presidential years, the Republican wins (members of the House of Representatives, of which there are 435, run for election every two years). Further, we had a competitive Senate race that featured two accomplished women: one of who (Kelly Ayotte) was the incumbent and her challenger (Maggie Hassan) was the sitting Governor of New Hampshire. Thus, it is not surprising that our district received a lot of attention from candidates and – political marketers throughout. But what is surprising is the way in which Trump surged at the end. In late October, all at once, Trump’s marketing and supporters were everywhere, when for months before they had been hardly anywhere. If you didn’t live in a swing state and a target area, one probably got no sense that it was happening. Thus, the shock when the outcome became clear in the early morning hours of the day after the election. Even right across the state line in Massachusetts there was nothing equivalent. There was no sign that what was happening a couple of miles away was happening. It seemed like it appeared

literally overnight. It sprung like the weeds. Candidate signs, and other signs that said “Drain the Swamp” or “Make America Great Again” on them at intersections plus the usual lifestyle targeted marketing materials. Suddenly, Trump bumper stickers appeared on vehicles where few had been before. Heck, we somehow got on a Trump mailing list at the very end and we had done nothing to make that happen. Obviously, the Trump folks had thrown money into buying email lists and we were on one. Something big was happening and happening quickly that merited such an investment.

A few days before the end of the campaign we were deluged with mailers, the Democrats canvassed for their entire ticket and we received phone invitations to see the entire Democratic ticket and President Obama speak in Durham and Donald Trump speak in the arena in downtown Manchester, less than 12 hours before the polls opened. Being a professional political scientist with an understanding of political marketing, this got my attention. “Barack Obama’s showing up here the day before the election” Trump’s having a rally in downtown Manchester? Given the political geography of our state this could only mean 1) the race was very close and 2) both candidates were geo-targeting and narrowcasting. Durham is the home of the University of New Hampshire and 12 miles from the liberal enclave of Portsmouth. Manchester is in the centre of the Mass Exodus (so named for all those people who moved north in search of cheaper real estate, more space and lower taxes) that has skewed Republican for decades and

easily accessible to the parts of the state that would be most likely to have Trump voters resident. There would be no reason for either of these campaigns to show up here at the very end unless they thought the state was razor thin and might decide the outcome. Both rallies drew very well but Trump got the last word by working in a letter from New England Patriots head coach Bill Belichick, something that might not have changed many minds in the region but certainly cultivated affinity.

Election Day dawned sunny and clear. My wife called me after she had left to go vote to warn me that there was a huge line at our polling station. There’s never a huge line at our polling station but there was on this time. Our neighbors seemingly had the same sense that we did: all three elections are close and our votes might decide the outcome, something that’s a fun thought from the voter/consumer perspective. Although I waited until after rush hour to vote there was a long line. This, to me, meant that the Republicans had turned out but also that Democratic turnout was pretty good. I went to work asking myself “hmmm... what does this mean?”. Further, the last communication we got about the election was a mailer on behalf of the Democratic ticket from President Barack Obama... Some kind of split ticket outcome seemed in the offing in our state. The turnout was huge and the election at the federal level was very close.

It was the middle of the next day before we found out who won the Presidential election in our state and it was the middle of the afternoon before we found out who

our United States Senator would be. People feel that their vote doesn't matter sometimes. But we had three elections in one cycle decided on a very narrow basis. We were also one of the few districts in the country that had voted for Obama in 12 and Trump in 16. On election night, I watched with the same fascination many Americans had as what seemed unthinkable a few hours earlier became real. Lost in the Presidential results were the Senate and House electoral results both of which delivered majorities for the Republicans. While the Republicans lost a few seats in the Senate, their holding the majority made the giddy predictions of a few days earlier that they could win a majority seem like it was made years before. But given the campaign Trump had run as an outsider, against Washington, one had to wonder what his legislative relations would be like given that it can be argued that he doesn't represent the dominant conservative faction of the Republican Party.

At work the next day, I was fascinated to talk about what had happened but also fascinated by the response to what had happened. People were crying and wanting to retreat into the bubbles of the like-minded in which all of us mostly spend our days at this point. This made the point clear to me that as a scholar with an understanding of how political marketing works, I know things and have an obligation to share them at difficult times. We all do. As the details of what the Trump team had done in its political marketing campaign that partly produced this result, it became more obvious as to

why this had happened. They had done many of the same kinds of things that Barack Obama had done in his campaigns and had constantly changed and innovated. Credit must be given for that.

Further, it's important to know how the system works and what limits it puts on a winning candidate's ability to deliver in office. In 2008, I kept telling anyone who would listen that the American system changes slowly and is intentionally designed to thwart the big dreams of a single politician. I would punctuate this by telling people "somewhere between progress and regress, there's Congress." Something that would often produce the query of "what does that mean?" To which I invariably responded: "you'll see." And see they did. Barack Obama's legislative relations could nicely be described as difficult. The same is holding true in the Trump case. My line this year was the much blander "the Framers of the system anticipated this circumstance two centuries ago, the system will work" for people who were displeased at the outcome and for those who were pleased, I simply restated the above formulation about Congress. President Trump has learned what a lot of his predecessors found out the hard way too: Presidents do not propose and have Congress merely dispose. Instead, President Trump has resorted to the use of Executive Orders to either shift or give the appearance of shifting policy, much like President Obama did. Given Trump's personal consciousness of the importance of branding and delivery, there's no doubt this partly with an eye toward showing that promises

made have been kept and that the promise of Making America Great Again is being delivered upon. In explaining this to students, I have encouraged them to think about this on two levels. First, is the Trump TV show aimed at building support for the Trump brand. It includes executive orders, Trump's own tweets, press conferences and the other visual, emotive events that support the Trump brand. Then there is the role that the President plays in the political system and the things that successful Presidents must do to get their way given all the institutional constraints on the Presidency in the American system.

Thus, even though we have a very long electoral cycle, we now also live in the world that Sidney Blumenthal wrote about in the Permanent Campaign. The election

might have ended but all that meant was that the next campaign began and that the way in which the Democrats marketed themselves shifted from trying to defend the status quo Barack Obama made to trying to resist Trump at every turn much like the Tea Party did to his predecessor. How all of this plays out is uncertain now. Donald Trump learns, he understands branding, he knows how to adjust in real time and is used to the kind of chaos that people thought was creative tension when Franklin Roosevelt and Barack Obama used similar strategies. What is clear is that there is another national election in a year and a half. In the United States we're never far from the next election and we always like to hold our elected officials accountable or reward them for their work over the past short period of time.

New Faces into American Political Marketing:

First Lady we knew, but first Daughter and First Son in Law is something new –
how people watch them? The Political Marketing Research



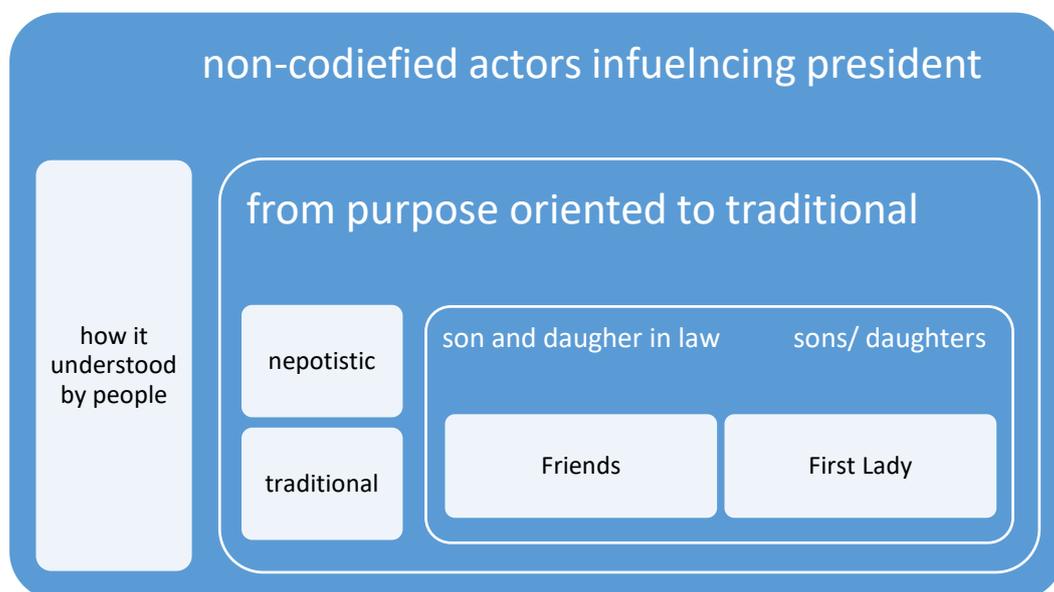
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From 4 January 2017 I'm at Kennesaw State University (USA) as a visiting Professor of marketing, doing my research about the non-codified actors influencing the President of the US (NCAIP). Who are members of the NCAIP? One of them was

and remains a very popular position in the peoples' mind is the First Lady of the United States. This cultural institute adopted in the period of George Washington - his wife was really the First Lady of the USA. After that period the First Ladies became more interesting for the public. They had great and positive influence on the political life around the President. Their role in some cases increased from hostess to activists of social life.

During the first hundred days of President Trump, some things changed in traditional political life. People's perception to the appearance of the new, non-codified actors influencing the President is the subject of my political marketing research. How people in the US watch the NCAIP?

From research study results I constructed the Matrix of NCAIP. People in their perception divide NCAIP members into two categories: a) The purpose oriented NCAIP and b) Traditional NCAIP. These categories I have on horizontal access of my matrix. Some actions of the President of the USA to NCAIP, people divide into two categories: a) traditional relation, b) the nepotistic relation. These factors I place on the vertical access of NCAIP Matrix.



According ongoing research's first results the society has following attitude to non-codified actors in white house:

- A) The first lady is historically and socially traditional non-codified figure in white house and people mostly love her role.
- B) Friends of the President are traditional but purpose oriented actors in the White House. They can be invited for purpose, for example to be offered by the President a job in the government.
- C) Appearance of sons and daughters of President, from people's view, seems traditional but nepotistic.
- D) Appearance of son in law and daughter in law is nepotistic but purpose-oriented.

Other News

Political Studies Association: Political Marketing Group 2017 Meeting Theme: The Role of Political Marketing and the Future of the Labour Party in the UK The University of Salford, Salford, Greater Manchester 20th October 2017



Dr. Peter Reeves
Salford Business School
University of Salford
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The Labour Party is at a crossroads following the election of Jeremy Corbyn as its leader. It is claimed that the party is now being repositioned more to the left, as it distances itself from its New Labour heritage.

This meeting aims to bring together political marketing academics and practitioners to discuss to what extent the Labour Party is using marketing approaches in its campaigning activity; especially in the run up to the next election. It will aim to critically evaluate how successful or otherwise its campaigning strategies are likely to be at maximising its electoral performance.

The meeting invites contributions related to, but not limited to, the following topics:

1. Does the Labour Party acknowledge the use of marketing approaches in its campaigning?
2. What factors encourage and hinder Labour's use of marketing approaches in its campaigning?
3. How has the Labour Party's use of marketing evolved with the election of Corbyn?
4. How is digital marketing being used by the party?
5. How and to what extent is the brand being repositioned, and what are the challenges and opportunities this presents?
6. How is the Labour Party engaging the party membership, and how will this be managed in forthcoming election campaigns?
7. How is the Labour Party attempting to manage and protect its relationships with key stakeholders (i.e. the parliamentary party, local party members, pressure groups, trade unions, the media)?
8. How is the Labour Party attempting to build a brand which has mainstream appeal with the general electorate?
9. What are the major threats the Labour Party is facing and how is it responding to these through its campaigning?

Abstracts of between 500-1000 words (excluding references) should be submitted via Easychair by **Friday 9th June 2017, 4pm**. All abstracts will be initially desk reviewed, and then double blind peer reviewed. It essential that all submissions contain no author identifying information. All documents should be submitted in Microsoft Word format, and Easychair will only allow you to upload one document per submission. Separate information on how to register will be disseminated after peer review processes are completed.

To submit your abstract please go to the following web site:

https://easychair.org/conferences/?conf=p_sapmg2017meeting

Please note if you do not an easychair account you will need to register before submitting.

If there are any queries regarding the event and submissions please direct these to Dr. Peter Reeves (Salford Business School, University of Salford) E-Mail: p.reeves@salford.ac.uk; Tel: [+44\(0\)1612955720](tel:+44(0)1612955720)

Palgrave Studies in Political Marketing and Management Book Series

POLITICAL MARKETING & MANAGEMENT

Researching	Managing	Advising	Strategising	Leading	Organising	Communicating
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Series editor: Jennifer Lees-Marshment

www.lees-marshment.org j.lees-marshment@auckland.ac.nz

The *Palgrave Studies in Political Marketing and Management new book series* is looking for more book proposals to add to its' exciting collection so far.

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.

At its core, Political Marketing and Management is about how politicians, governments, political staff, parties and campaigns use marketing and management tools and concepts to design and achieve their goals. Scholarship is drawn from a range of disciplines and fields, and covers how political organisations and actors strategise, lead, organise and market, as well as

intersections between these aspects such as the organisation of political marketing research in government department; the importance of leadership in changing how a party is organised; the organisational structure of volunteers within an NGO; strategic communication in political movements; resource management in political offices; and the strategic organisation of fundraising in campaigns. There are already an exciting and diverse range of books in the series. Books published or in press include:

- *Political Branding Strategies: Campaigning and Governing in Australian Politics* By Lorann Downer (<http://www.palgrave.com/us/book/9781137580283>)
- *Political Marketing and the 2015 UK General Election* edited by Darren G. Lilleker and Mark Pack (<http://www.palgrave.com/us/book/9781137584397>)
- *Marketing Leadership in Government: communicating responsiveness, leadership and credibility* by Edward Elder

Books contracted include *Public Opinion and the Management of Governance in the Major English Speaking Democracies* by Scott Bennett; *Political Marketing and Management in Ghana: A New Architecture* edited by Kobby Mensah; and *Gender and Political Marketing in the United States* by Minita Sanghvi.

We would welcome new ideas for potential books – please get in touch. We would particularly welcome books on recent/forthcoming elections such as US

2016; Australia 2016; Canada 2015 and so on, but are also very keen on exploring new areas, and of course want to support books on political management (organisation, leadership, political HRM, planning, and reviewing or monitoring) 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/pmm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/14601>.

Submitting a proposal

Proposals can be submitted to the series editor on

j.lees-marshment@auckland.ac.nz at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

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

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 20 July 2017**

Edited by Edward Elder