

# Friends of IGS

## From the Director

Welcome to the third issue of the *Friends of IGS* newsletter. Our purpose in this annual communication is to report on current activities and exciting new developments of interest to our supporters.

IGS had another banner year, as the activities, developments, and events described here will attest. The Institute continues to define the leading edge in interdisciplinary research, training, and public service programs in state and national politics.



Our primary challenge is building a financial base to assure the continued excellence of our programs. I want to thank everyone who has helped us meet that challenge by making a donation and joining the Friends of IGS this past year. With your help, we raised \$15,000 to support the newly established *Center on Politics* that is profiled inside. Your support not only helps IGS, it enables Berkeley to fulfill its threefold mission of teaching, research, and public service.

I am especially pleased with the first year activities of our new *Center on Politics* and *Center for Campaign Leadership*. Working with respected political leaders like former **State Senator Patrick Johnston** and experienced political consultants **Dan Schnur** and **Darry Sragow**, these new centers provide a vital intellectual focus for students, faculty, alumni, and the profession of political consulting. Together, these two innovative Berkeley programs expose undergraduates and young political professionals to ethical approaches to politics through meetings with public officials, seminars led by leading campaign consultants, and internships in political institutions.

Please help us enhance the student experience by giving what you can to the *Friends of IGS*. By joining the *Friends of IGS* your gift directly supports our programs that encourage civic engagement for young adults. All gifts to the University are tax-deductible. Your support will help us prepare the next generation of leaders.

Cordially,

Bruce E. Cain

IGS Director & Robson Professor of Political Science

*An annual  
newsletter  
from the  
Institute of  
Governmental  
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at the  
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# IGS PROFILES



**Don Solem** currently serves on the IGS National Advisory Council. In the 25 years since founding Solem & Associates, President Don Solem has led his firm to become one of the most respected independent public relations agencies in California with a solid reputation for delivering effective services to a broad range of clients in business, government, the nonprofit sector, and politics. Don heads the agency's government relations and political campaign practice areas and has been involved in over 300 campaigns.

Under Don's direction, Solem & Associates, located in downtown San Francisco, has received two of the industry's coveted Silver Anvil Awards, the highest honor given by the Public Relations Society of America, for excellence in public affairs.

Prior to establishing Solem & Associates, Don served as chief of staff for the late California State Senator George R. Moscone and served as executive director of the California Democratic party, 1969-70.

Don graduated from UC Berkeley in 1963 with a major in political science. As a member of the Institute's National Advisory Council, he has been very active in supporting the newly established Center on Politics by making donations and lending his expertise. This activity allows him to give something back to Cal and a means to stay connected with Berkeley students.



## Center on Politics

In its inaugural year, the Center on Politics at UC Berkeley's Institute of Governmental Studies has brought together students, faculty, politicians, activists, and policymakers on a nonpartisan basis to stimulate and nurture their interest and participation in politics and public service. The center aims to promote a better understanding and cooperation between the campus and the world of politics, government, and public affairs.

## Events and Partnerships

The Center on Politics was created with the goal of serving as a campus clearinghouse for information on political events and activities. It publicizes and supports political happenings sponsored by other campus groups and academic departments. Among the events held by the center during the 2001-02 academic year were:

- State of the Union Address Watch
- 14th Assembly District Town Hall Debate
- Primary Election Night Reception
- Political Journalism Panel
- Annual Review of the Presidency
- Visit by Art Torres, Chair of California Democratic Party
- Visit by Bill Jones, California Secretary of State

As home to IGS's UC Berkeley/Sacramento Program, the center has hosted numerous legislators who have come to the university to meet with students and scholars. Visitors to campus in the center's inaugural year have included Senators Wes Chesbro, Richard Polanco, Jack Scott, and Tom Torlakson, and Assemblymembers Dion Aroner, Joe Canciamilla, Wilma Chan, Joe Nation, Joe Simitian, and Bill Leonard.

The UC Berkeley/Sacramento Program and the center have held a series of briefings in Sacramento in which academics and policymakers come together to share expertise on pressing policy questions. Briefings this year have focused on the response to the energy crisis, PG&E's bankruptcy, workers' compensation, paid family leave, and immigration.

In partnership with UCB's College of Engineering, the center held a day-long conference in the State Capitol focusing on the role of information technology in solving society's most challenging problems.

The center works regularly with student groups, such as the Cal Berkeley Democrats and the Berkeley College Republicans, and with academic schools and departments such as the Goldman School of Public Policy, the Graduate School of Journalism, and Boalt Hall School of Law to spread the word about political events on campus. The center has helped to promote visits to campus this year by, among others, former President Bill Clinton, Michael Dukakis, Congresswoman Barbara Lee, Ralph Nader, and former Assembly Speaker Antonio Villaraigosa.

As part of the Institute of Governmental Studies, the center helps to publicize IGS's conferences, lectures, panel discussions, and other activities. Additionally, the center works with the Cal in Sacramento Program to help Cal students obtain internships in state government.

## People

IGS Director Bruce Cain oversees the Center on Politics. It is directed by Jerry Lubenow and serves as home to IGS's Legislator-In-Residence, former Senator Patrick Johnston, and to the current John Jacobs Fellow, former *Los Angeles Times* Managing Editor Bill Boyarski. To view the website and to sign up for the center's email listserv, please visit: <http://politics.berkeley.edu>.

## Plans for the Future

Next year the center hopes to strengthen ties to student and academic organizations and expand programs to involve students with political activity and connect the university to local, state, and federal governments. The center is currently negotiating with a major California political figure for a significant endowment and a naming opportunity. For more information, call 510 642-9355, or email us at [centeronpolitics@uclink.berkeley.edu](mailto:centeronpolitics@uclink.berkeley.edu).

## E-Giving to IGS

Joining the Friends of IGS is just a point and click easier now with the release of the new Cal online giving website. Contributors can make gifts online to the Institute by using the secure e-giving website: [www.igs.berkeley.edu/about\\_igs/friends.html](http://www.igs.berkeley.edu/about_igs/friends.html).



## Center for Campaign Leadership

During September 2001, IGS received a \$1.8 million grant to establish a Center for Campaign Leadership (CCL) from the Philadelphia-based Pew Charitable Trusts. This two-year grant administered by veteran California political consultants Dan Schnur and Darry Sragow has a dual mission: 1) to operate a national training program for young professionals teaching ethical and effective campaign practices, and 2) to develop a research agenda that will study public and elite opinions on the state and status of U.S. political campaigns.

On April 4, 2002, the CCL held its first campaign training seminar in Washington, D.C. Over 100 participants, including graduating seniors from colleges and universities in the D.C. area (e.g., American University,



Darry Sragow



Dan Schnur

George Washington University, Howard University) and young professionals just starting out in the field of political consulting, attended the event. The one-day seminar offered training sessions on message development, campaign finance, message delivery, and grassroots organizing, led by an impressive collection of well-known and respected political professionals.

The lunch panel paired notable Republican and Democratic political consultants, including Bill McInturff, who conducted the polling for Senator John McCain's 2002 presidential campaign, and Kiki McLean, who was press secretary to Vice President Al Gore's 2002 presidential campaign.

Bruce Cain moderated the panel and presented a series of hypothetical campaign scenarios that included ethical dilemmas. Cain asked the teams of consultants to advise fictitious candidates on how to respond to the dilemmas, challenging the panelists to defend their reasoning, which made for a spirited debate.

Two more training seminars are being held this summer in Chicago and Los Angeles. In 2003, CCL will expand its training seminars and offer five two-day seminars around the country.

During the spring of 2002, the CCL research team drafted a telephone survey and a focus group guide, which will be used in conjunction with a joint CCL-Public Policy Institute of Cali-

fornia (PPIC) survey research project this fall. The survey, administered to 2,000 Californians, and focus groups in different regions of the state, is designed to assess public opinion about campaign practices.

This spring CCL administered pilots of the survey to 180 Berkeley students and held a pilot focus group on campus to test and refine these research instruments. They will continue preliminary testing throughout the summer.

The research team interviewed campaign consultants across the country to learn more about campaign practices and to examine the structure and norms of the consulting industry. Members of the research team interviewed industry pioneers like California's own Joe Cerrell and young trendsetters like Tad Devine, who advised Al Gore. These efforts are expected to produce a number of scholarly papers and articles. Ultimately, the research team will

develop a set of recommendations on how to expand the American Association of Political Consultants' Code of Ethics in a way that responds to concerns expressed by both the public and political consultants regarding the need to improve political campaigns in the U.S.

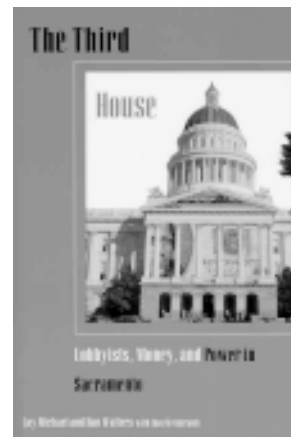
To learn more about this new IGS-sponsored initiative, contact the center at 510 642-8320 or visit its website: <http://campaigns.berkeley.edu>.

## Outreach to Oakland Schools

The Local Context (TLC), a new IGS project cosponsored with the UC Berkeley Interactive University, works with Oakland's public high schools developing curriculum that teaches students how local government operates in an effort to promote civic awareness and participation in local affairs. The project, under the leadership of the IGS Statewide Database, matches UC Berkeley students and professional staff with high school classroom teachers and students to develop teaching materials that combine research, computer skills, website design, and civic participation. During its first year, the project worked in Castlemont, Fremont, McClymonds, Oakland, Oakland Tech, and Skyline high schools.

Funding for this new K-12 outreach project comes from a combination of sources including:

# NEW AT IGS



## The Third House

This past spring, the Berkeley Public Policy Press published a new book called **The Third House: Lobbyists, Money, and Power in Sacramento** written by Jay Michael and Dan Walters. Unlike the sanitized scenarios found in civics books, the authors deliver a vivid and irreverent look behind the legislative scenes. This is a savvy, sophisticated, sometimes shocking, and frequently funny story of how laws are really made in Sacramento. It profiles colorful characters like Artie Samish and Jesse "Big Daddy" Unruh; it describes what really goes on in bargaining over big money issues like horse racing and Indian casinos; and it shows how public interest and private money are often at odds on issues from insurance to health care and beyond.

This book tells you who the state's most powerful lobbyists are and how they operate. Most books about California's politics and its powerful state legislature ignore the crucial role played by the 1,000-plus lobbying corps in shaping policies that affect the lives of Californians and ripple across the country. This book fills that void.

To order, call 510 642-6723.

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## PLANNED GIVING: Life Income Gifts Help IGS and YOU!

**Planned Giving** offers many opportunities to support the Institute of Governmental Studies and provide income for yourself or others at the same time! A life income gift involves a transfer of cash, securities, or other property in return for income payments to you or other beneficiaries. You receive an immediate income tax charitable deduction and the opportunity to avoid capital gains tax on transfers of appreciated assets. At the end of the term (usually upon the death of the income beneficiary), assets are distributed to IGS.

The **Charitable Remainder Trust (CRT)** can be created during your lifetime or through your will or living trust. The UC Berkeley Foundation will serve as trustee of a CRT at no cost, in some instances.

A **Charitable Gift Annuity** is a contract between you and the university that provides fixed payments for your lifetime. Payments are not affected by market performance and are backed by the assets of the UC Berkeley Foundation.

A **Deferred Charitable Gift Annuity** is a variation on the standard annuity in which payments begin at some later date designated by you, allowing for significantly higher rates.

For more information contact the Office of Planned Giving, at 510 642-6300.

IGS, the Interactive University, and from a two-year grant from the San Francisco Foundation's Digital Connect Initiative. To learn more about UC Berkeley's partnerships with local schools visit the campus website: <http://students.berkeley.edu/outreach/> or contact TLC Project Director, Karin Mac Donald, [karin@cajin.berkeley.edu](mailto:karin@cajin.berkeley.edu).

## Race, Ethnicity & Immigration

IGS launched a new "Colloquium on Race, Ethnicity and Immigration" this year under the leadership of Political Science Professor Jack Citrin. The seminar invites guest speakers to report on research on the changing shape of ethnic politics and the impact of immigration on the state and nation's economic and political life.

The Institute offers a wide range of public seminars. IGS hosted 75 seminars during 2001-02 that covered empirical, historical, and popular political topics. To learn more about IGS seminars, visit: [www.igs.berkeley.edu/research\\_programs/seminars.html](http://www.igs.berkeley.edu/research_programs/seminars.html).

## Votomatic Goes to the Smithsonian

The prototype of the voting device central to Florida's presidential election fiasco was discovered in an IGS storage closet late last summer. The Votomatic, the machine that brought the chad to America's political lexicon, was the brainchild of the late Joseph P. Harris, a UC Berkeley political science professor. Upon his death in 1986, Harris left his estate (\$2.7 M endowment) to IGS. It included 10 prototypes of his voting machine that languished forgotten in a storage closet for the next 15 years.

Larry Bird, curator of the Smithsonian's political campaign collection came to IGS to inspect the 1962 prototype and nine other Votomatic machines from later in the decade, including several manufactured under license by IBM. Eventually, Bird took four to be added to the nation's permanent collection of political devices. They will be part of an exhibit called "The Machinery of Democracy," to open in Washington, D.C. in November 2003. To learn more about Joseph P. Harris and his IGS legacy, visit the website: [www.igs.berkeley.edu/about\\_igs/harris\\_bio.html](http://www.igs.berkeley.edu/about_igs/harris_bio.html).

## Mental Illness & Public Policy

In January, IGS and the UC San Francisco School of Medicine sponsored a major symposium on mental health and public policy: "Coping With Mental Illness and Crafting Public Policy." It was held simultaneously on the UC Berkeley and UCLA campuses with the audiences linked by video teleconferencing.

The symposium inaugurated an interdisciplinary program that aims to communicate scholarship on mental illness for health practitioners and policymakers. Assembling experts from a variety of disciplines, the event sought to promote a greater understanding of mental illness and evaluate the status of care and treatment.

This initiative, under the leadership of IGS Visiting Scholar Fred J. Martin, Jr., was supported by grants from the California Endowment, California Federal Bank, Eli Lilly & Company, McKesson Foundation, Pfizer, Inc., and the VanLobelSels/RembeRock Foundation.

More information, including web-streaming of the full event, is available at: <http://mentalhealthpolicy.berkeley.edu>.

## Berkeley Political Review

While some Berkeley students responded to the September 11 terrorist attacks with memorial services or rallies, a group of political science undergraduates launched the *Berkeley Political Review* as a quarterly news and opinion magazine. In an introductory note to the first issue devoted to 9/11, editor-in-chief, Matteen Mokalla, a junior majoring in political science and philosophy, wrote, "Many times discourse on this campus is accomplished by the chaos that is sometimes Sproul Plaza. Now, the Berkeley community will finally have a forum outside the classroom where politics will be discussed carefully, reasonably, and with expertise."

Distributed free on campus, the *Review's* first three issues have been made possible by support from the Political Science Department, IGS Center on Politics, Graduate School of Journalism, and the Associated Students of the University of California (ASUC). To learn more, visit its website: [www.bpronline.org](http://www.bpronline.org).

## Travers Ethics Program

The Col. Charles T. & Louise H. Travers Program in Ethics & Accountability in Government, funded by a generous gift from Col. Charles Travers (class of 1932), is cosponsored by IGS and the Political Science Department. The components of this program are undergraduate courses in ethics, support for promising undergraduates, graduate students, and postdoctoral scholars, and an annual conference on salient policy issues. Under the direction of Professors Bruce Cain and Shannon Stimson, this program links the varied research and teaching efforts in applied and theoretical ethics groups on campus.

In April, the 6th Annual Travers Ethics Conference, "States and Migrants: New Challenges, Changing Responsibilities," brought together leading experts from academia and the professions to discuss the issues of dual citizenship, increased border security since 9/11, greater reliance on temporary or guest workers, and the concept of citizenship. To learn more about this event, visit the new Travers ethics website: <http://ethics.berkeley.edu>.



Charles Travers