



CLINTON 2016



LETTER FROM THE EXECUTIVE BOARD

Dear Delegate,

We realize that this guide comes to you late into the campaign trail, however, it was unavoidable. Over the last few weeks, we have seen an obstreperous series of events surrounding the 2016 POTUS campaigns. Between the release of the first guide and this one, all of the Presidential and Vice Presidential debates have taken place, we hope that you have followed these closely (I don't blame you if you haven't yet. They had their stagnant moments).

However, most of the excitement took place in between the debates themselves. There have been the WikiLeaks reports on Hillary Clinton, and there was the Trump scandal which involved a video and several aggrieved women. Events such as these will continue to take place and have an impact on the polls and voter turn-out. You will be expected to keep abreast with them and use them as leverage to ensure a Clinton victory on the 8th of November.

The victory of the Clinton campaign is not merely an option this time around. It has become an absolute necessity for the maintenance of liberty and equality, not just in America, but around the world. The opposing campaign has resorted to exploiting the fears of the people, they have embellished their bigotry, xenophobia, and racism, they have openly undermined the electoral process, and they have misconstrued what was once the great American dream into a nightmare that shall be sold cheap. We must not allow the office of the President of the United States of America to be undermined and slandered. We must remind those who seek to exploit Presidency that there is no individual greater than the country, and there is no individual greater than the American people.

I hope that this guide may aid you to better understand the role that you will serve in the last leg of a long and tiring campaign.

All the best.

Yours truly
Indraneil Chaudhury

INTRODUCTION

As stated in the previous guide, it is important to remember that this simulation is not a policy debate. This is a campaign trail simulation. Policy shall be a factor to be considered, but considering that policy cannot be changed in this committee, the most relevant policy debate will be concerning how policy affects voters and election results.

The debate in this committee shall concern strategies and tactics that will help the Clinton Campaign win the 2016 POTUS elections. This means that you will have to familiarize yourself with the polls since the two candidates were chosen. The two candidates have extremely divergent stances that have polarized the United States. Both candidates have a history that is less than immaculate, making it difficult for anyone outside the loyal voter base to make a decision. In the last leg of the elections, it will be of the utmost importance to swing voters in our favor.

The Democratic voter base got largely divided between Bernie supporters and Hillary supporters. The difference between these two blocs is immense and might cause Bernie supporters to not turn-out on election day.

The polarity of the two big candidates have also given Third Party candidates to get an appreciable amount of support, this accounts for about 15% of voters who have been polled. Considering how unlikely it is for Third Party to win, it will be important to consider how we can convert Third Party support into Democrat support.

To achieve this, and other objectives of the campaign, every member of the committee will have to thoroughly understand their roles. This simulation does not expect you to try and roleplay the personality of your portfolio (Eg: We don't expect you to play Joel Beneson, we expect you to play the part of the Chief Strategist). Each of member of the committee has a specialized function, and success depends on doing that role well.

PORTFOLIOS

The portfolios shall be detailed in the following order:

1. Tim Kaine, Nominee for Vice President
2. Joel Beneson, Chief Strategist and Pollster
3. Amanda Renteria, Political Director
4. Jennifer Palmieri, Communications Director
5. Jim Margolis, Media Advisor
6. Mandy Grunwald, Senior Media Consultant
7. Huma Abedin, Vice Chair
8. Cheryl Mills, Senior Advisor
9. Bill Clinton
10. LaDavia Drane, African American Outreach Director
11. Marlon Marshall, Director of State Campaigns and Political Engagement
12. Jake Sullivan, Senior Policy Advisor
13. Maya Harris, Senior Policy Advisor
14. Simone Ward, Florida State Director
15. Kane Miller, Iowa Affairs
16. Chris Wyant, Ohio Affairs
17. Correy Dukes, Pennsylvania State Director

Tim Kaine – Vice Presidential Candidate



Tim Kaine is running as the Vice President candidate with Hillary Clinton in the 2016 elections. He's the Governor of Virginia and has served as the Chair of the Democratic National Congress from 2009 to 2011.

His role as the Vice Presidential candidate in the campaign is to help augment the image of the Party as it goes into office. The Vice Presidential candidate acts as both a supporter and a balance to the Presidential candidate. They will support them on issues whose positions are decided by the Party, and on issues that may not be covered

by the official Party stance, the Vice President may disagree and provide an image of diverse opinions that will help broaden the voter base. The objective is to reinforce the loyal voter base and to attract voters that may have otherwise not voted for the Presidential candidate.

In this case, Tim Kaine may support gun control laws and pro-choice policies, however, he is both a gun owner and personally against abortions. His presence offers a tempered view of what would otherwise be considered hardlined liberal rhetoric.

During the campaign, the VP candidate's public appearances and speeches are crucial for helping voters decide if they are undecided about the President they wish to vote for. It is absolutely necessary that despite differences that may exist between the Presidential candidate and the VP candidate that they appear as a cohesive unit, so as to inspire confidence amongst the voters. A case in point to note is the difference in Foreign Policy stances between Donald Trump and Mike Pence created some confusion amongst Republican voter. Confused voters can result in a low turn-out.

Joel Beneson – Chief Strategist and Pollster



Joel Benenson is chief strategist and pollster for Hillary Clinton's 2016 presidential campaign. A former beer distributor and journalist, Benenson is the co-founder and CEO of the Benenson Strategy Group, a New York-based strategy firm.

Political strategists within national political campaigns are key decision makers. They direct a campaign's message across media and work with the candidate on speeches and answers to questions so the right message will be communicated on the campaign trail and in front of the TV cameras.

The primary job of the Chief Strategist is to create the image of the campaign that voters will be presented.

During the last phase of the campaigns, the Presidential debates become an opportunity for the candidates to showcase themselves against one another. During these debates, it is extremely important that the candidates maintain consistency with their campaign stances. Which stances are chosen, how they're highlighted and played is all decided by the Chief Strategist. It is their responsibility to observe how the polls respond to the candidate's actions. If there are any controversies or faux pas during the campaign, the Chief Strategist must decide how they are to be dealt with. Statements made by the candidate rarely go public without first being screened by the Chief Strategist.

Amanda Renteria – Political Director



Amanda Renteria is the political director for Hillary Clinton's 2016 presidential campaign. Prior to working in politics, she worked for Goldman Sachs, the city of San Jose, and as a high school math teacher.

The political director "sets the agenda" for the campaign at national, regional and local levels. The political director works with specific constituency groups to organize their involvement with the campaign, for example – labor, seniors, educators, veterans, communities of color, new Americans, environmentalists, and college students, etc. They help develop a voter contact plan in coordination with the field director for particular communities by building relationships with the existing organizations that represent these communities.

The Political Director essentially works directly with groups of voters and their representatives and helps the campaign understand the requirements and the demands of these voter groups. This helps the campaign how it may be able to diversify its overall voter base and consolidate existing voters. The Political Director will help decide how, when, and where rallies should be held, and what should be said during these rallies. The key to being a good Political Director is to be able to personalize and tailor the campaign to the people's desires.

Jennifer Palmieri – Communications Director



Jennifer Palmieri is a Democratic spokesperson and the communications director for Hillary Clinton's 2016 presidential campaign. She has a reputation as one who advocates for more press access to candidates and elected officials

The communications advisors of a political campaign are often the most visible behind-the-scenes staffers. They are typically the liaison between the public and the candidate. As Judith Trent, Robert Friedenberg and Robert Denton note, communications are at the "core" of campaigning itself: "It is communication that occupies the area between the goals or aspirations of the candidate and the behavior of the electorate, just as it serves as the bridge between the dreams or hopes of the voter and the actions of the candidate."

Jim Margolis – Media Advisor



Jim Margolis is partner at GMMB, a media consulting firm, and a senior media advisor for Hillary Clinton's 2016 presidential campaign. His advertisements are known for featuring ordinary people and for using voice and video clips of opponents' contradictory statements.

The media advisor is responsible for implementing and shaping the public outreach of the Presidential candidate, works in close coordination with the other marketing and strategy personnel to understand and manipulate current media trends, and direct media attention to the positive attributes of the nominee's campaign. In recent years, the media advisor also

plays a pivotal role in maintaining and directing the web presence of the Presidential candidate. This does not just confine itself to the campaign, but the entirety of the web presence and affiliations of the nominee.

Lastly, the media advisor also plays an important role in gaining collaborations and tie-ins with important media houses for distribution of propaganda through various channels.

Mandy Grunwald – Senior Media Consultant



Mandy Grunwald is a senior media and political consultant for the Democratic Party

The media consultant is responsible for shaping the public outreach of the Presidential candidate, she works in coordination with the media advisor and helps in planning a concerted strategy for media and front end interfacing of the nominee. She is responsible for the public speeches and direct communications of the candidate (the

media advisor in comparison is responsible for the campaign as a whole).

In order to perform her task she must have a thorough understanding of behaviour of voters and targeted media campaigns such as advertisements through various platforms including print and digital media.

Huma Abedin – Vice Chair



Huma Abedin is the vice chair of Hillary Clinton's 2016 presidential campaign. A longtime aide to Clinton, Abedin began her career in politics with the office of the first lady and continued to work with Clinton in the U.S. Senate and in the office of the secretary of state.

She carries out the day to day activities of the campaign including management of stakeholders as well as correspondence with important electorate officials. She also is an important public face of the campaign and appears to give commentary as well as propaganda in favor of Clinton's Presidential nomination.

As the Vice Chair of the campaign she wields a significant amount of internal

power and clout and can reorganize the campaign, especially in certain States in order to revitalize the campaign in these States.

Cheryl Mills – Senior Advisor



Cheryl Mills is the founder and CEO of the BlackIvy Group, a firm that "builds and grows commercial enterprises in sub-Saharan Africa." Formerly, Mills served as Hillary Clinton's chief of staff, while Clinton was U.S. secretary of state.

Plays an important role in giving informed advice about the mood of the people. Also, compiles and calculates the overall direction of the campaign and helps in predicting possible pitfalls and thereby suggests strategies and plans of actions to overcome the same. Additionally, serves as an internal confidante to help bear the psychological and emotional stress of working in close media gaze.

Bill Clinton – Husband



William Jefferson "Bill" Clinton was the 42nd President of the United States. He served from 1993 to 2001.

Clinton was the second president to be impeached, on charges of perjury and obstruction of justice in a scandal involving a White House intern. However, he was acquitted by the Senate and served his complete term of office.

Prior to serving as president, Clinton was the governor of Arkansas.

As a former President of the United States and as a Democratic super-delegate, he wields considerable influence over the DNC and acts as the internal Party whip, helping streamline the campaign. Furthermore, using his considerable clout and knowhow, he can lobby with affluent entrepreneurs and prominent members of civil society to help create further legitimacy and visibility for the campaign.

LaDavia Drane – African American Outreach Director



LaDavia Drane is the congressional liaison for Hillary Clinton's 2016 presidential campaign. She is known for her work on issues related to African American voters.

As a targeted and specialized portfolio, her job is to primarily act as a liaison between Clinton and the Black community on a broad range of issues. This includes sensitive areas such as criminal justice, education, healthcare, and representation. Her job is to be able to not only market policies as beneficial to the Black community, but also assure the average Black voter of the empathy that the campaign has for their position in society.

Marlon Marshall – Director of State Campaigns and Political Engagement



Marlon Marshall is the director of state campaigns and political engagement for Hillary Clinton's 2016 presidential campaign. He is known for running state-oriented federal campaigns and for promoting racial and ethnic diversity among political campaign staffs.

His responsibilities include working as the liaison between civil rights unions as organizations and the campaign. More importantly, the Clinton campaign navigates a cultural and political terrain, emphasizing on diversity and inclusiveness.

Senior Policy Advisors

As senior policy advisors to the Presidential nominee, their role is primarily to craft policies which not only favor the ideology of the party but also keep in line with the socio-political expectations of the common man. They are architects of important matters such as the public manifesto and portfolio of the candidate, including matters such foreign policy, domestic taxation, and economic strategy amongst others in the campaign.

Jake Sullivan – Senior Policy Advisor



Jake Sullivan is a senior policy advisor for Hillary Clinton's 2016 presidential campaign, responsible for crafting both foreign and domestic policy for Clinton. He worked on both Hillary Clinton's and Barack Obama's campaigns for president in 2008. Sullivan has a long history with Clinton, working as a top aide in the State Department, where she described him as a "coolheaded, cleareyed analyst of the problems we faced with our national security."

Maya Harris – Senior Policy Advisor



Maya Harris is a senior policy advisor for Hillary Clinton's 2016 presidential campaign. She is a policy expert in policing and crime and has spent her career advocating for stronger civil rights protections for ethnic and racial minorities.

State Affairs

They are responsible for managing and running a mini and localized version of the larger campaign of the various States, in order to do so they manage a plethora of portfolios under them which are primarily linked with marketing and public opinion. Their role is especially crucial in the swing States and in other States where the opinion of the people is unclear. They provide insight of their respective States to the campaign and aid the larger campaign to be more inclusive of them.

Simone Ward – Florida State Director



Simone Ward, an experienced youth coordinator and women's rights advocate, is the Florida state director for Hillary Clinton's 2016 presidential campaign

Kane Miller – Iowa Affairs



Kane Miller, a former Obama campaign field director, is the general election Iowa state director for Hillary Clinton's 2016 presidential campaign.

Chris Wyant – Ohio Affairs



Chris Wyant, a veteran of Obama's campaigns, administration, and policy advocacy group, is the Ohio state director for Hillary Clinton's 2016 presidential campaign.

Correy Dukes – Pennsylvania State Director



Corey Dukes, a seasoned Democratic campaign operative, is the Pennsylvania state director for Hillary Clinton's 2016 presidential campaign.