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The Harkin Institute for Public Policy and Citizen Engagement

## Nominating a President 2016: How to Cover the Iowa Caucuses

*A McCormick Specialized Reporting Institute*

June 21-24, 2015  
Des Moines, Iowa

**SCHEDULE  
OF EVENTS**

## WELCOME

### EVENT LOGISTICS

Thanks for attending! Here are a few notes to help you get the most out of your stay.

### OVERNIGHT ACCOMMODATIONS & TRANSPORTATION

Our overnight guests will be at the Holiday Inn Express at 1140 24<sup>th</sup> Street – just about a block southeast of campus. Taxi service available by calling 515-243-1111 or 515-282-8111. Uber service is also available.

### ON-CAMPUS MEETING LOCATIONS

Sessions will take place in Meredith Hall, room 234, on Drake's campus. On-campus meals will be in the same building, Meredith 104. Meredith 124B will be available as a work space.

### ON-SITE CONTACT

If you have questions or need anything while you're in Des Moines, call or text Kathleen Richardson at 515-669-3818.

### NEARBY RESTAURANTS

**Drake Diner:** 1111 25<sup>th</sup> Street, 515-277-1111

**Woody's Smoke Shack:** 2511 Cottage Grove, 515-277-0005

**Mars Café:** 2318 University Avenue, 515-369-6277

**Fernando's Mexican Grill:** 2316 University Avenue, 515-255-3700

**Jethro's BBQ:** 3100 Forest Avenue, 515-279-3300

## EVENT SCHEDULE

### SUNDAY, JUNE 21

6 p.m. **Dinner & Iowa Caucus trivia night**  
*Des Moines Social Club*  
*Transportation Provided*

### MONDAY, JUNE 22

*Breakfast on your own*

9:00 a.m. **Who are Iowans? Getting to know the people & the state**  
*Dr. Tom Morain, Michael Gartner, Rachel Paine Caufield (facilitator)*

10:15 a.m. **Break**

10:30 a.m. **What are the real issues?**  
*Jack Hatch, David Oman, O. Kay Henderson, Jeff Zeleny (facilitator)*

Noon **Lunch**

1:00 p.m. **How polls & other data can teach us about Iowans and issues**  
*J. Ann Selzer, Sasha Issenberg, Trip Gabriel (facilitator)*

2:45 p.m. **Break**

3 p.m. **How do the caucuses work?**  
*Rachel Paine Caufield, Dennis Goldford, Laura McGann (facilitator)*

4:30 p.m. **Debrief & adjourn**

5:00 p.m. **Dinner**

6:30 p.m. **Mock caucus with Iowa voters**  
*Jeff Zeleny & Laura McGann (facilitators) Olmsted Center*

## EVENT SCHEDULE

### TUESDAY, JUNE 23

- 8:00 a.m. **Breakfast & debrief**  
*Kathleen Richardson (facilitator)*
- 9:00 a.m. **The Iowa campaign**  
*Chuck Larson, Joe Shannahan, Brad Anderson, Tim Albrecht, Jennifer Glover Konfrst (facilitator)*
- 10:15 a.m. **Break**
- 10:30 a.m. **The role of money – how candidates raise it; how they spend it**  
*Trip Gabriel, Sasha Issenberg, Christopher Larimer, Becky Beach, Jeff Zeleny (facilitator)*
- Noon **Lunch**
- 1:00 p.m. **A reporter's guide to Iowa**  
*Dave Price, Jennifer Jacobs, Trip Gabriel, Rachel Paine Caufield (facilitator)*
- 2:15 p.m. **Break**
- 2:30 p.m. **The ethical landmines of the campaign**  
*James Q. Lynch, Ed Tibbetts, Laura McGann, Butch Ward (facilitator)*
- 4:15 p.m. **Site visit, Perry, Iowa**  
*Bus departs Meredith Hall at 4:15  
Dinner will be on-site in Perry*

## EVENT SCHEDULE

### WEDNESDAY, JUNE 24

- Breakfast on your own*
- 9:00 a.m. **Deepening your coverage**  
*Don Gonyea, Matt Vasilogambros, Kathie Obradovich, Butch Ward (facilitator)*
- 10:15 a.m. **Break**
- 10:30 a.m. **New storytelling tools & story forms**  
*Matt Vasilogambros, Butch Ward (facilitator)*
- Noon **Lunch**
- 12:30 p.m. **Brainstorming story ideas, exploring angles, getting connected to sources**  
*Butch Ward (facilitator)*
- 2:30 p.m. **Adjourn**

## SPEAKER BIOGRAPHIES

### Tim Albrecht, Redwave Digital

Tim currently serves as the Director of Redwave Digital, a next-generation data and digital marketing firm. He has worked with a number of political figures, including caucus campaigns as Iowa communications director for Gov. Mitt Romney in 2012, and an organizer in 30 northwest Iowa counties as field director for Steve Forbes in 2000. Tim served as the communications director for Gov. Terry Branstad, as well.

### Brad Anderson, Link Strategies

During the 2012 election cycle, Brad was Iowa state director for Barack Obama's re-election campaign. He worked on John Edwards' 2004 campaign, served as communications director for Gov. Chet Culver, and was a candidate for Iowa Secretary of State in 2014.

### Becky Beach, RSB Associates

Becky is a fundraiser and consultant for numerous Republican clients. In her career, she has worked with Sen. Charles Grassley, Pres. George H.W. Bush, Pres. George W. Bush, and John McCain's presidential campaign, following her work in the Reagan administration and Bush administration.

## SPEAKER BIOGRAPHIES

### Dr. Rachel Paine Caufield, Drake University

Rachel is an associate professor in Drake's department of politics and international relations, and the associate director for citizen engagement with the Harkin Institute for Public Policy and Citizen Engagement. Rachel is an expert on American government and the Iowa Caucuses, and is Drake's point person for all caucus-related activity on campus.

### Trip Gabriel, The New York Times

Trip Gabriel is a political correspondent for The New York Times covering the 2016 presidential campaign. Since January, he has been embedded more or less full time in Iowa to cover the first-in-the-nation caucuses. Gabriel, who has worked at The Times since 1994, most recently covered the mid-Atlantic region for the National desk. Prior to that, he covered the 2012 presidential campaign. He was the paper's Style editor for 12 years through 2010 prior to returning to reporting.

## SPEAKER BIOGRAPHIES

### Michael Gartner, journalist & business owner

After work at *The Wall Street Journal* as copy editor and Page One editor, Michael worked in various leadership positions at *The Des Moines Register*, Gannett Co., *USA Today*, and the *Louisville Courier-Journal*. In 1988 Michael became president of NBC News, serving in that role until 1993 when he became chairman and editor of the *Ames Daily Tribune*. In 1997, Michael was awarded the Pulitzer Prize for Editorial Writing.

### Jennifer Glover Konfrst, Drake University

Jennifer teaches in Drake's strategic political communication, public relations, and communications leadership programs. Prior to her time at Drake, Jennifer worked in the public relations industry, including 12 years with Iowa Public Television and time in corporate and political public relations.

### Dr. Dennis Goldford, Drake University

Dennis is a professor of political science at Drake, and a fellow with the Harkin Institute for Public Policy and Citizen Engagement. Dennis co-authored a book about the Iowa Caucuses, now in its third edition. He is frequently called upon by local and national media for commentary and analysis about politics in Iowa.

## SPEAKER BIOGRAPHIES

### Don Gonyea, National Public Radio

Although Don is an NPR national correspondent based in Washington, D.C., he spends much of his time traveling throughout the U.S. covering campaigns, elections, and the political climate. Don has made numerous trips to Iowa to cover the campaign and even to ride RAGBRAI, a bicycle ride across the state in July.

### Jack Hatch, Hatch Development

Prior to his candidacy for governor of Iowa in 2014, Jack served as a long-time member of the Iowa House and Senate, as well as a state director for Sen. Tom Harkin. Jack is also a CEO, real-estate developer, and community advocate. Jack has been an active member of Democratic politics in Iowa for more than 30 years.

### O. Kay Henderson, Radio Iowa

Kay is the long-time news director for Radio Iowa, with extensive experience covering the Iowa Caucuses. Kay also serves as a regular panelist on Iowa Public Television's weekly *Iowa Press* program. As a native Iowan, Kay has a keen understanding of politics in Iowa, and is frequently called upon to provide insight and analysis in national media.

## SPEAKER BIOGRAPHIES

### Sasha Issenberg, journalist and author

Sasha is a contributor to Bloomberg Politics, and the Washington correspondent for *Monocle*, where he covers politics, business, diplomacy, and culture. He covered the 2012 election as a columnist for *Slate*, and the 2008 election for *The Boston Globe*. Sasha is the author of two books, including *The Victory Lab: The Secret Science of Winning Campaigns*.

### Jennifer Jacobs, *The Des Moines Register*

Jennifer is chief politics reporter for *The Des Moines Register*, where she covers presidential and statewide politics. She's frequently called upon to provide insight and analysis for national and international media outlets. Jennifer has been with *The Register* for nine years.

### Dr. Christopher Larimer, University of Northern Iowa

Chris is an associate professor in UNI's department of political science. His research interests include Iowa politics, experimental design related to voting participation and voter behavior, political psychology, and public policy theory.

## SPEAKER BIOGRAPHIES

### Charles Larson, LS2 Group

Chuck is a founding partner of LS2 Group, and specializes in communications with the legislative and executive branches. He was appointed by Pres. George W. Bush to be U.S. ambassador to Latvia, a post he held until January 20, 2009. Chuck was also a member of the Iowa House and Senate, and served for a year in Iraq as a major in the U.S. Army Reserves.

### James Q. Lynch, *The Gazette*

James is chief political writer for *The Gazette* in Cedar Rapids, with extensive experience covering Iowa caucus campaigns in the state. James also serves as a regular panelist on Iowa Public Television's weekly *Iowa Press* program, interviewing newsmakers about political issues important to Iowans.

### Laura McGann, Vox

Laura is the deputy managing editor for politics and policy at Vox.com, where she covers the 2016 presidential campaign with a focus on candidates' policy positions. Prior to joining Vox, Laura was deputy managing editor at Politico.

## SPEAKER BIOGRAPHIES

### Dr. Tom Morain, Graceland University

Sasha is a contributor to Bloomberg Politics, and the Washington correspondent for *Monocle*, where he covers politics, business, diplomacy, and culture. He covered the 2012 election as a columnist for *Slate*, and the 2008 election for *The Boston Globe*. Sasha is the author of two books, including *The Victory Lab: The Secret Science of Winning Campaigns*.

### Kathie Obradovich, *The Des Moines Register*

Currently the *Register's* political columnist, Kathie has been covering Iowa government and politics for more than two decades. Her experience runs the gamut from her first job covering the night-cop beat for the *Quad-City Times* to covering the last four presidential caucus campaigns. In addition to her award-winning coverage at the *Register*, Kathie has served as lead editor of the Iowa Poll.

### David Oman, Earthpark Development, LLC

Early in his career, David served as chief of staff to Governors Robert Ray and Terry Branstad. He's been active in state and national politics, serving as Iowa co-chair of Gov. Romney's 2012 campaign, three-time co-chair of the Republican Party of Iowa, and a candidate for his party's nomination for Governor in 1998.

## SPEAKER BIOGRAPHIES

### Dave Price, WHO-TV News

Dave is WHO-TV's political director, host of the Sunday morning show, *The Insiders*, and anchor of Channel 13 News on weekend evenings. Dave has been with WHO since 2001, where he's been covering Iowa politics and Iowa caucus campaigns. In 2013, he authored his first book, *Caucus Chaos*, an insider's account of the always unpredictable way Iowans help pick the president.

### Kathleen Richardson, Drake University

Kathleen is dean of Drake's School of Journalism and Mass Communication. Prior to her time at Drake, Kathleen spent 20 years at *The Des Moines Register* in a variety of newsroom jobs. Kathleen currently serves as executive director of the Iowa Freedom of Information Council, and is frequently called upon for expert counsel on issues of journalism law and ethics, and the First Amendment.

### Dr. J. Ann Selzer, Selzer & Company

Ann is president of Selzer & Company, a public opinion research firm, and director of the Iowa Poll, published in *The Des Moines Register*. Ann's well-respected work is known for its accuracy and methodology, and she is frequently called upon to share her expertise with national and international media outlets.

## SPEAKER BIOGRAPHIES

### Joe Shannahan, LS2 Group

Joe is a founding partner of LS2 Group, specializing in implementing and guiding public affairs and crisis communications activities for clients. Joe served as communications director for Gov. Tom Vilsack and Sen. Tom Harkin's 2002 campaign. He has also served as communications director for the Iowa Democratic Party. Joe has extensive experience in Iowa's political scene through his two decades of work in the state.

### Marsha Ternus, Harkin Institute for Public Policy & Citizen Engagement

Marsha served as a member of the Iowa Supreme Court from 1993 – 2010, and her colleagues on the court elected her chief justice in 2006. She was the first woman to serve in his capacity in Iowa history. In 2012, Marsha and two of her colleagues were awarded the John F. Kennedy Profile in Courage Award. Marsha currently serves as the executive director of the Harkin Institute.

### Ed Tibbetts, Quad-City Times

Ed has covered eastern Iowa since 1984, and has been with the *Quad-City Times* since 1989. Most of that time has been spent as the newspaper's political reporter. Ed has covered political figures ranging from aldermen to presidents, covering every Iowa caucus since 1996.

## SPEAKER BIOGRAPHIES

### Matt Vasilogambros, National Journal

A graduate of Drake, Matt is a staff correspondent for *National Journal*, covering economic empowerment in a demographically changing country. He has covered Washington politics, foreign affairs, and the 2012 presidential election and other national races for the *National Journal* and *Hotline*.

### Butch Ward, Poynter

Butch is senior faculty and former managing director at the Poynter Institute, where he teaches leadership, editing, reporting, and writing. He worked for 27 years in newspapers, at *The Philadelphia Inquirer* and *Baltimore News American*, and was managing editor in both newsrooms.

### Jeff Zeleny, CNN

Jeff is the senior Washington correspondent for CNN, covering national politics for the network. Prior to joining CNN, Jeff was with ABC News, and the national politics correspondent for *The New York Times*. He has covered political campaigns since 1996, beginning his career at *The Des Moines Register* covering the opening round of the 2000 presidential campaign. He has also reported for the *Chicago Tribune*, The Associated Press, *The Wall Street Journal*, the *Arkansas Democrat-Gazette*, the *Florida Times Union*, and the *Lincoln Journal Star*.