

PROGRAM SCHEDULE

Day 1

4:15 - 4:30 PM	Assembly and departure to the camp site
6:00 PM	Arrival
6:00 - 7:00 PM	Accommodation and campus tour
7:00 PM	Dinner
8:00 PM	Program Introduction and - Ice breaker activities
8:30 PM	Introduction to course materials -- What is a political campaign? -- Psychology of voting
9:00 PM	Introduce overarching deliverable/activity Form groups individually plan out general framework for their project
9:30 PM	Introduce topics of the day 2 - Role of media - Role of identities - Changes to elections - Mobilization vs Persuasion
9:00 - 11:00 PM	Have fun activities
Midnight	Lights out

Day 2

09:00 - 09:30 AM	Breakfast
10:00 AM	Media and Campaigns -- The role of advertisements and media -- Minimalist vs. maximalist perspectives -- Elite rhetoric -- Negative vs Positive ads Debates and candidate engagement -- Ideology and policy platforms -- Targeting -- Viable vs. unviable and declining short term forces
12:00 AM	Work on deliverables
1:00 - 2:00 PM	Lunch Break
2:00 PM	Voters and politicians
4:00 PM	Work on deliverables
5:00 PM	Mentoring/Meetings
6:00 PM	Free time
7:00 PM	Dinner
8:00 PM	Office Hours
9:00 - 11:00 PM	Have fun activities
Midnight	Lights out

Day 3

09:00 - 09:30 AM	Breakfast
10:00 AM	Final takeaways and open discussion
12:00 AM	Work on deliverables
1:00 - 2:00 PM	Lunch Break
2:00 PM	Final Preparation
3:00 PM	Presentations
5:00 PM	Final Remarks
6:00 PM	Departure