

POS 3273

# PRACTICAL POLITICS

Professor Judithanne Scourfield McLauchlan  
Summer C 2009

**Dr. Judithanne V. Scourfield McLauchlan**

Department of Political Science

University of South Florida St. Petersburg

Davis 116: Tuesdays & Thursdays from 1 PM to 2:30 PM and by arrangement

Phone: 727/USF (873)-4956; Fax: 727/USF (873)-4526

E-mail: jsm2@stpt.usf.edu

“I hear and I forget. I see and I remember. I do and I understand.”

Confucius

## Course Objectives:

*Practical Politics* is a course about political campaigns and how to win elections. The objective of this course is to combine lectures, readings assignments, and guest speakers with the student’s “real world” experience on a political campaign.

One of the highlights of this course is the required internship component. The Instructor will organize a *Campaign Internship Job Fair and Candidate Forum* on the first day of class. After having the opportunity to meet all of the candidates and their campaign staff – and doing additional research on your own – you will select your internship placement. Students are expected to intern at least eight (8) hours a week during the 10-week summer session, for a total of eighty (80) hours. More information about this assignment will be distributed in the *Field Work Packet* on the first day of class.

We are fortunate to be studying political campaigns during the summer of 2009, when there is an open seat for the Mayor of St. Petersburg: the fourth largest city in Florida in the 12<sup>th</sup> largest media market in the country. There is a large, diverse field of candidates for the St. Petersburg primary election, which will take place on 1 September 2009. As a result, this summer will be an active, exciting time for the campaigns. Through your internship experience, you can have an impact on the future direction of our city!

Lectures and reading assignments will cover topics such as the motivation and the decision to run for office, developing a campaign strategy, setting up a campaign organization, the role of political parties in modern campaigns, field and grassroots organizing, fundraising and campaign finance, campaign budgeting, polling, research, and message development, media (paid, earned, the internet), and the role of campaigns in American democracy.

### **Required Texts:**

Richard J. Semiatin. *Campaigns in the 21<sup>st</sup> Century*. New York: McGraw Hill, 2005.  
Referred to as Semiatin in this Syllabus

J. Cherie Strachan. *High-Tech Grass Roots*. Lanham, MD: Rowman & Littlefield, 2003.  
Referred to as Strachan in this Syllabus

*During the course of the semester, additional readings may be placed on reserve at the library and/or distributed in class.*

**Recommended:** Senator Bob Graham with Chris Hand. *America The Owner's Manual: Making Government Work for You*. Washington, DC: CQ Press, 2010.

### **Suggested Reading/Viewing to Stay Abreast of National News and Current Events:**

**Daily:** Read a daily newspaper, such as the *St. Petersburg Times*, *Tampa Tribune*, *New York Times*, the *Washington Post*, and/or the *Wall Street Journal*. (Available at Poynter Library and online.) Watch a network evening news program (NBC, CBS, ABC), CNN's "Situation Room" and/or "The NewsHour with Jim Lehrer" on PBS (<http://www.pbs.org/newshour/>). Listen to a radio news program, such as "Morning Edition" (5 to 9 AM) or "All things Considered" (4 to 6 PM) on WUSF 89.7 (National Public Radio). Students are also encouraged to check websites devoted to American politics, such as [www.politicalwire.com](http://www.politicalwire.com) and [www.cnn.com/ALLPOLITICS/](http://www.cnn.com/ALLPOLITICS/).

For up-to-the-minute updates about Florida and Tampa Bay political news, see William March's "March on Politics" blog on the *Tampa Tribune* website (<http://news.tboblogs.com/index.php/news/C520/>) and Adam Smith's "The Buzz" and "Bay Buzz" on the *St. Petersburg Times* website (<http://blogs.tampabay.com/buzz/> and <http://blogs.tampabay.com/baybuzz/>).

**Weekly:** Read one or more of the following: *Newsweek*, *Time*, *U.S. News & World Report*. (Available at Poynter Library and online.) Watch one or more of the Sunday morning talk shows: "Meet the Press" with David Gregory (NBC), "Face the Nation" with Bob Schieffer (CBS), "This Week" with George Stephanopolous (ABC), "Fox News Sunday" with Chris Wallace (Fox), and "Late Edition" with Wolf Blitzer (CNN).

For Florida and Tampa Bay weekly public affairs programming, see "Florida this Week" with Ron Lorei on WEDU and "Political Connections" with Al Ruechel on Bay News 9.

Students should look for illustrations of the concepts discussed in the week's assigned readings and bring examples/clips to class for discussion and analysis.

## **Grading Policy:**

65%	Campaign Internship Field Work Log of Hours Supervisor Evaluation Campaign Journal Paper
30%	Short Exercises (6 @ 5 points each, for a total of 30 points)
5%	Attendance and participation

---

100%

A plus and minus system will be used in determining the final course grade.

There may be occasional opportunities for extra credit points during the course of the semester at the discretion of the instructor.

The University's Academic Dishonesty Policy will be strictly enforced. See the University's Academic Dishonesty policy in your Undergraduate Catalogue. You can view a copy online at [www.sa.usf.edu/handbook/02/academics/ImportantAcademicPolicies.htm](http://www.sa.usf.edu/handbook/02/academics/ImportantAcademicPolicies.htm).



Graphic from the St. Petersburg Times, [http://www.tampabay.com/specials/2009/reports/stpete\\_mayors/](http://www.tampabay.com/specials/2009/reports/stpete_mayors/)

## **Field Work (65%):**

**Your grade for the Field Work component will be based on the following:**

- ✓ Work 80 hours on a political campaign (an average of 8 hours a week on a mayoral or a city council race during the 10 week summer session). At least 5 lectures will be cancelled during the course of the summer session to assist students in working the required number of hours at the internship placement.
- ✓ The instructor will assist students in securing internship placements. There will be a Campaign Internship Job Fair on the first day of class so that students can meet all of the candidates and their staff prior to selecting their placement. The Internship must be

approved by the Instructor. An Internship Application Form will be distributed in class; the Form must be returned to the Instructor no later than 14 May.

- ✓ Evaluation by internship supervisor (due 14 July). Forms will be distributed in class for you to ask your supervisor to fill out. The instructor will follow up on the written evaluation by placing a call to your supervisor.
- ✓ Log of internship hours (due 14 July) You will keep track of the dates and times that you work at your internship placement. A form will be provided in the Field Work Packet of materials distributed in class on 12 May. Have your supervisor sign off on your hours at the end of each shift.
- ✓ Journal of Internship experiences (due 14 July) In a separate notebook, record your internship experiences – describe the projects you work on, the campaign meetings and events you attend, and what you are learning about campaigns and elections as a result of your internship experience. Include press clips, event invitations, campaign literature, photos, scripts, and any other materials that will illustrate the projects you are describing in your journal. NOTE: There will be a mid-point review of your journals to be sure that you are on the right track with the assignment (in terms of quantity and quality of journal entries and in terms of the work that you are doing at your internship placement). The mid-point review will take place on Thursday, June 11<sup>th</sup>.
- ✓ Internship Paper (7-10 pages) (due 14 July) Discuss what you have learned about campaigns and elections through your participation in the internship.

### **Short Exercises (30%):**

In lieu of exams, students will complete a series of short take-home assignments complemented by short in-class exercises that will ensure that students are getting the most out of the assigned readings, the lectures, and the additional expertise provided by the guest speakers.

Students will complete six (6) short take-home or in-class assignments, each of which will be worth five (5) points. These are included in the Course Outline and Assignments, below.

### **Attendance and Participation (5%):**

Active and informed participation in class discussions will count towards your final course grade. The professor will take attendance when class begins at 11 AM. To “attend” class is to arrive when class starts and to remain until class is finished.

Students who anticipate the necessity of being absent from class due to the observance of a major religious holiday must provide advance notice of the date(s) to the professor in writing during the first week of class.

Insofar as the number of course meetings has been reduced, it is all the more important that you attend the scheduled lectures.

### **Misc.:**

\*Cell phones, i-pods, and pagers should be turned off during class.

\*Laptops should be used for course-related materials only. Surfing the web, checking e-mail and facebook, and playing solitaire may serve as a distraction to your neighbor (not to mention these activities will be a distraction for YOU!).

\**Taping or taking notes for the purpose of sale is strictly prohibited.* Students must obtain permission from the instructor prior to taping the class for personal use.

### **Support Services:**

Students with documented learning and/or physical disabilities in need of accommodation are encouraged to work with the **Office of Student Disability Services** and should meet with the instructor to inform her about any special requirements they may have during the first week of classes (and to present her with the confidential letter from the Office of Student Disability Services). The Office of Student Disability Services is located in Terrace 200. 873-4837 or 873-4990. (As the Office of Student Disability Services brochure explains, accommodations are designed to compensate for your specific disability. "Accommodations vary from student to student and class to class, but they include services of note-takers, use of computers for exams, and the services of writing assistants or readers for exams.")

The **Academic Success Center** provides academic counseling, tutoring and instruction (including writing), and conducts workshops and seminars (topics include time management and test preparation). The Academic Success Center is located in Terrace 301. 873-4632.

The **Counseling Center** is available for students who want to talk to someone about issues they are experiencing, such as adjusting to college life, stress, dating and sexuality, family problems, academic performance, alcohol and other drug use, and depression. All services are free and confidential. Counseling Services are located in Bayboro 117. 873-4422.

## **COURSE OUTLINE AND ASSIGNMENTS**

### **LECTURE 1: Tuesday, 12 May: Introduction to Practical Politics**

#### ***In Class:* CAMPAIGN INTERNSHIP JOB FAIR & CANDIDATE FORUM**

The Instructor has invited all of the mayoral and city council candidates to class to speak to you about their campaigns. After meeting all of the candidates, speaking with their campaign staff about what you would be doing on their campaigns as interns, and conducting your own research, you will select your internship placement.

Note: Internship Application Forms are due no later than Thursday, 14 May.

#### **Assignment:**

Carefully review Syllabus and Field Work Packet.

Begin work on Campaign Internship Journal (describe the candidates and the campaigns you interacted with at the Campaign Internship Job Fair and your decision-making process in selecting your campaign internship placement).

Read the series of articles published in the *St. Petersburg Times* about each of the mayoral candidates. Review each of the candidate's websites and campaign literature (picked up at the Job Fair)

### **LECTURE 2: Thursday, 14 May: Introduction to Campaigns and the Political Landscape 2009 St. Petersburg elections**

In class we will discuss the key issues, the candidates, voter turnout history and voter demographics, and other things you should know before embarking on your campaign internship.

#### **We will be meeting AT CITY HALL**

**Tour of City Hall conducted by Councilman Karl Nurse**

**Attend City Council Meeting**

Insofar as each of you will be working on a St. Petersburg mayoral or city council campaign, the Instructor believes it wise for you to visit City Hall for a tour and to observe a City Council meeting.

**Due: Internship Application Form.** Finalize internship placement in consultation with Instructor.

**In class:** Pre-Internship Survey to be administered

### **LECTURE 3: Tuesday, 19 May: The Motivation to Run for Office**

*Guest Speaker:* Christina Silva, *St. Petersburg Times*

**Reading Assignment:** Semiatin Chapters 1 and 2 (pp. 1-34)

**Due: EXERCISE #1.** Why is your candidate running? (Be sure to reference motivations and concepts discussed in the assigned readings.)

### **LECTURE 4: Thursday, 21 May: NO LECTURE [Internship Placement]**

Reminder: Bring your Log Form to your placement for your supervisor to sign off. Continue your journal entries. Schedule your hours to ensure that you will meet the 80-hour requirement.



**MEMORIAL DAY**  
25 May 2009

### **LECTURE 5: Tuesday, 26 May: NO LECTURE [Internship Placement]**

Reminder: Incorporate material about campaign strategies that you are reading about in your text with the principles you see at work on your campaign.

### **LECTURE 6: Thursday, 28 May: Developing a Campaign Strategy**

**Reading Assignment:** Semiatin Chapter 3 (pp. 39-58)

### **LECTURE 7: Tuesday, 2 June: Setting Up a Campaign Organization, Staffing**

*Guest Speaker:* Senator Charlie Justice (D-St. Petersburg)

**Reading Assignment:** Semiatin Chapter 4 (pp. 63-95); Strachan Chapter 1 (pp. 1-16)

### **LECTURE 8: Thursday, 4 June: The Role of Political Parties in Modern Campaigns**

*Guest Speaker:* Chair, Pinellas County Democratic Party, Ramsay McLauchlan

**Due: EXERCISE #2:** What is your campaign staff structure (include organizational chart)? Describe the efficiencies and inefficiencies in your organization. Do you have suggestions for improvement? Be sure to reference the readings in your discussion (e.g., would you describe your campaign structure as hierarchical or collegial?).

**LECTURE 9: Tuesday, 9 June: FIELD and Grassroots Organizing I**

Volunteer and paid grassroots organization will be discussed, including targeting and vote goals, direct mail, phones, canvassing, voter registration, volunteer recruitment and management, and more!

**Reading Assignment:** Strachan, Chapter 2 (pp. 21-35)

**LECTURE 10: Thursday, 11 June: FIELD and Grassroots Organizing II**

**Due: EXERCISE #3:** Calculate the total vote goal for your candidate and explain how you come to that figure.

**Due: MID-POINT REVIEW OF CAMPAIGN JOURNALS**

**LECTURE 11: Tuesday, 16 June: Field and Grassroots Organizing III**

**Reading Assignment:** Strachan, Chapter 3 (pp. 37-65)

**LECTURE 12: Thursday, 18 June: Special Guest: MAYOR RICK BAKER**

**LECTURE 13: Tuesday, 23 June: The Campaign Budget**

*Guest Speaker:* Chair of the Pinellas County Republican Party, Chairman Jay Beyrouti

**Reading Assignment:** Strachan, Chapter 4 (pp. 69-99)

**LECTURE 14: Thursday, 25 June: NO LECTURE [Internship Placement]**

**LECTURE 15: Tuesday, 30 June: Fundraising and Campaign Finance**

*Guest Speaker: Deborah Tannenbaum*

**Reading Assignment:** Semiatin, Chapter 5 (pp. 100-127)

**In Class Exercise, Exercise #4**

**LECTURE 16: Thursday, 2 July: NO LECTURE [Internship Placement]**



**Happy Independence Day**

**LECTURE 17: Tuesday, 7 July: Media (paid, television advertising)**

*Guest Speaker: Larry Biddle*

**Reading Assignment:** Semiatin, Chapters 6 and 7 (pp. 131-186)

**DUE: EXERCISE #5:** Write a letter to the editor of the *St. Petersburg Times* on behalf of your candidate or a key issue facing the City this election cycle that your candidate is addressing OR come up with an idea for an earned media event for your campaign (what is the event, what issue are you trying to highlight, how would you execute this idea?).

**LECTURE 18: Thursday, 9 July: Media (earned, press coverage of campaigns, the internet)**

*Guest Speaker: William March, The Tampa Tribune*

**Reading Assignment:** Semiatin Chapter 8 (pp. 192-221)

**Reminder:** Your Supervisor Evaluations are due next week. Be sure to give these to your supervisor so that you have them back in time.

**LECTURE 19: Tuesday, 14 July; Polling, Research, Message Development; Scheduling and Advance**

*Guest Speaker: Frank North*

**Reading Assignment:** Semiatin Chapter 9 (pp. 228-234); Strachan Chapter 5 (pp. 105-119)

**DUE: ALL FIELD WORK REQUIREMENTS** (Supervisor Evaluations, Log of Hours Forms, Campaign Journals, Campaign Internship Papers)

**LECTURE 20: Thursday, 16 July: Campaigns and American Democracy**

*Guest Speaker: Pinellas County Supervisor of Elections Office*

**Due: EXERCISE #6:** Short paper about the role of campaigns in American democracy

**In Class:** Post-Internship Survey administered; Course Evaluations

\*\*\*\*\*

© 2013 by the American Political Science Association. This document is part of the online supplemental material for Teaching Civic Engagement: From Student to Active Citizen, edited by Alison Rios McCartney, Elizabeth A. Bennion, and Dick Simpson. APSA grants permission to cite or quote from the above document, cited as follows: (c) 2013 by American Political Science Association (McCartney, Bennion and Simpson, editors). The cited/quoted material may be found at: \_\_\_\_\_. Used with permission. Permission is granted for noncommercial use. All other rights reserved.



**VOTER REGISTRATION DEADLINE:** In order to participate in the St. Petersburg primary election, you must be registered to vote by 3 August 2009.

**PRIMARY ELECTION:** Tuesday, 1 September 2009

**GENERAL ELECTION:** Tuesday, 3 November 2009

# PRACTICAL POLITICS APPENDIX I

Professor Judithanne Scourfield McLauchlan  
Summer C 2009

## ST. PETERSBURG MAYORAL CANDIDATES

### (1) JAMIE BENNETT

[www.onestpetersburg.com](http://www.onestpetersburg.com)

contact information: 727/409-9089

campaign manager:

Bio from campaign website:



Born in New York, Jamie Bennett has been a St. Petersburg resident for over 30 years. He is married with three children and holds a Master's Degree from Stetson University. He is also a member and Senior Warden of St. Matthew's Episcopal Church. Jamie has served as a mission team leader and school board chairman for St. Francis School in Haiti since 2003. His overseas experience also includes serving two years as a teacher with the U.S. Peace Corps in Kenya.

Jamie has owned a small business in St. Petersburg for the past 25 years, and has been involved in community activity. Jamie has served as the chairman of the City Beautiful Commission from 1982 to 1995 and has volunteered with the Boy Scouts for several years. He has been an active member of the Greater Pinellas Point Neighborhood Association.

Elected by the citizens of District 5 to the St. Petersburg City Council in 2001, Bennett has served for eight years in this capacity, including two years as chairman of the council.

**Here is the link to the *St. Petersburg Times* profile about Bennett, "To become St. Petersburg mayor, Jamie Bennett must try to be more than 'nice guy,'" By [Cristina Silva](#), Times Staff Writer. In Print: Thursday, May 7, 2009**

<http://www.tampabay.com/news/localgovernment/article998579.ece>

### (2) PAUL CONGEMI

(no website)

Here is the link to the *St. Petersburg Times* profile about Congemi, "St. Petersburg mayoral hopeful Paul Congemi focuses on homeless issue," By [Aaron Sharockman](#), Times Staff Writer, In Print: Monday, May 4, 2009

<http://www.tampabay.com/news/localgovernment/article997746.ece>

(3) KATHLEEN FORD



<http://www.kathleenford.com/>

Contact information:

[120 6th Street South](#)

Suite 120

727.471.5866

[campaign@kathleenford.com](mailto:campaign@kathleenford.com)

Bio from campaign website:

Kathleen graduated with honors from the University of Virginia in 1979. While working full time as a critical care nurse she attended law school, graduating from South Texas College of Law in Houston, Texas. She is licensed to practice law in Florida, Texas and the District of Columbia, Court of Appeals, and she has been practicing in Florida since 1992. She and her husband, Harvey, practice law together in St. Petersburg. They have been working and volunteering in the community while raising their two children, Drew and Meggie.



In 1996, former Mayor Ed Cole asked Kathleen to run for City Council. Kathleen served on City Council from 1996 to 2001. It was during this time that Kathleen honed her legislative skills and developed her no nonsense, common sense approach to government. She stood up to the special interest groups and power brokers and worked tirelessly for the benefit of the citizens of St. Petersburg. Kathleen helped the City transition from the council-manager to the strong-mayor form of government and as a council member she advocated for the replacement of the City's aging infrastructure, approved of the formation of Tampa Bay Water to end the decades old regional water wars, approved of the amendments to the Stadium Use Agreement for Major League Baseball, advocated for the hiring of a cultural arts coordinator and was a leading proponent in the reduction

Kathleen Ford has spent her entire professional life in St. Petersburg in service to her community. She is known for her relentless search for the truth from public officials, and her commitment to open and honest government. In addition to transparent government, she believes citizens should have an active role in determining the future of the City.

Here is the link to the *St. Petersburg Times* profile about Ford, "Former St. Petersburg council member Kathleen Ford returns to the political arena in mayoral bid," By [Aaron Sharockman](#), Times Staff Writer. In Print: Thursday, April 30, 2009



<http://www.tampabay.com/news/localgovernment/article996691.ece>

#### (4) BILL FOSTER

<http://www.billfosterformayor.com/>

Email Address: [bill@billfosterformayor.com](mailto:bill@billfosterformayor.com)

Phone Number: 727-822-2013

Physical Address: 555 4th St N, St Petersburg, FL 33701

Campaign Manager: Jim Neader, 727-410-1079

#### EDUCATION:

- Cumberland School of Law of Samford University, Juris Doctorate Awarded, 1988
- Samford University, Bachelor of Science in Public Administration, 1985
- Northeast Senior High School, Class of 1981

#### PROFESSIONAL:

- Foster and Foster, Attorneys in St. Petersburg. In active practice since 1988: specializing in probate, estates and trusts, real estate, commercial law, real estate and commercial litigation, corporations.

#### POLITICAL EXPERIENCE:

- First ran for St. Petersburg City Council in 1993
- Appointed to City Council in August 1998 to fill unexpired term
- First elected to City Council in 1999
- Re-elected to City Council in 2003
- Chairman of City Council in 2004 and 2006

#### CIVIC INVOLVEMENT:

- Budget, Tax & Finance Committee, past Chairman
- Investment Oversight Committee, past Chairman
- Pinellas County Tourist Development Council, 7 years
- Pinellas Planning Council, 6 years, past Chairman
- Pinellas County Annexation Task Force
- St. Petersburg Vision 2020
- Pinellas Assembly
- Sunken Gardens Task Force
- Neighborhood Services Equities Committee
- Public Art Commission

- Art Advisory Commission
- International Relations Commission
- Nuisance Abatement Board, past Chairman
- Code Compliance Committee, past member
- Community Focus Group on Downtown Development, past member
- Florida International Museum, past board member
- Pinellas County Vision 2010 Task Force, past member
- Southern Christian Leadership Conference
- Reality Check Tampa Bay
- Suncoasters of St. Petersburg
- St. Petersburg Area Chamber of Commerce, past member
- Great American Teach-In
- Friends of Weedon Island
- NAACP, member
- Brookwood Florida, board member
- St. Petersburg History Museum, board member
- Junior League of St. Petersburg Community Advisory Board
- Shore Acres Civic Association, board member
- Starkey Road Baptist Church, member

**PERSONAL:**

- Fourth generation St. Petersburg resident
- Married to Wendy Holt Foster, together they have two teenage children

**Here is the link to the *St. Petersburg Times* profile about Foster, "St. Petersburg mayoral candidate Bill Foster inspires strong support, opposition," By [Aaron Sharockman](#), Times Staff Writer. In Print: Wednesday, April 29, 2009**

<http://www.tampabay.com/news/localgovernment/article996394.ece>



(5) DEVERON GIBBONS

<http://www.gibbonsformayor.com/>

Gibbons for Mayor, P.O. Box 469, St. Petersburg, FL 33731

**Contact:** Nick Hansen, Campaign Manager

[nick@gibbonsformayor.com](mailto:nick@gibbonsformayor.com)



Deveron Gibbons, whose public and private experience includes hands-on experience with the city, county, state, and corporations across America, is a third generation St. Petersburg resident who has advised governments, communities, and companies.

document is part of the online supplemental material for Teaching Civic Engagement: From Student to Active Citizen, by Judithanne Scourfield McLauchlan, Dick Simpson, and Dick Simpson. AFSA grants permission to cite or quote from the above document, cited as follows: Scourfield McLauchlan, Judithanne, and Dick Simpson. (2009). Teaching Civic Engagement: From Student to Active Citizen. In J. Scourfield McLauchlan, D. Simpson, and D. Simpson (Eds.), Teaching Civic Engagement: From Student to Active Citizen (pp. 14-15). St. Petersburg, FL: Practical Politics. Used with permission. Permission is granted to reproduce this document for personal or internal use only on a single device. No other reproduction, distribution, or transmission is permitted without the express written permission of the publisher.

Judithanne Scourfield McLauchlan, *Practical Politics*, Summer 2009, p. 14

A graduate of the University of Florida, the USF Institute of Government, and Harvard's Kennedy School of Government, Deveron's current and past board service includes the St. Petersburg Area Chamber of Commerce, St. Petersburg College, Suncoast Boys & Girls Club, the St. Petersburg Museum of Fine Arts, and WorkNet Pinellas.

Beyond advising the past two St. Petersburg Mayors, Deveron's government and corporate counsel includes the State of Florida (Dept. of Community Affairs); Fortune 500 companies Microsoft, Genentech and eBay; and currently the Amscot Corporation as VP for Public Affairs and Business Development.

Deveron has been described by the St. Pete Times' Bill Maxwell as having the courage to make a difference, and as a role model for a city that many consider to be on the move. For Deveron, this is the ultimate compliment for a person who's never hesitated to give something back to a city that's given him so much.

### **Personal Background**

- Born and raised in St. Petersburg – third generation St. Pete
- Mom's a St. Petersburg Public School Teacher
- Dad's an ordained minister
- University of Florida (B.A.);
- University of South Florida (M.P.A.);
- Senior Executive Program for State and Local Government: Kennedy School of Government, Harvard University
- Leadership St. Pete Graduate, 1998.

### **Professional Experience**

- Amscot Financial; VP Public Affairs/ Business Development
- Holland & Knight, LLP; Senior Public Affairs Advisor
- City of St. Petersburg; Administrative Services Officer
- Dept. of Community Affairs, State of Florida
- University of South Florida

### **Community Service**

- St. Petersburg College; Chair, Board of Directors (2006-Current)
- St. Petersburg Area Chamber of Commerce (Past Member)
- WorkNet Pinellas (2003-2009)
- Pinellas County Parks Board (2002-2009)
- St. Petersburg Housing Authority, Board of Commissioners (2003-2009)
- Suncoast Boys & Girls Club (2004-2009)
- St. Petersburg Museum of Fine Arts; Board member (2004-2009)
- Pinellas County Economic Development Council (2003-2009)

Here is the link to the *St. Petersburg Times* profile about Gibbons, "Deveron Gibbons worked his way up — and back home," By [Adam C. Smith](#), Times Political Editor  
In Print: Saturday, May 2, 2009

<http://www.tampabay.com/news/politics/local/article997499.ece>

(6) ALEX HAAK

(no website)

Here is the link to the *St. Petersburg Times* article about Haak, "A politician 30 years ago, Alex Haak claws his way back to the game," By [Cristina Silva](#), Times Staff Writer

In Print: Friday, May 8, 2009 :

<http://www.tampabay.com/news/localgovernment/article999149.ece>

(7) SHARON RUSS

(no website)

Here is the link to the *St. Petersburg Times* article about Russ, "Meet St. Petersburg mayoral candidate, outspoken activist, Republican Sharon Russ," By [Cristina Silva](#), Times Staff Writer. In Print: Tuesday, May 5, 2009

<http://www.tampabay.com/news/localgovernment/article998071.ece>

(8) SCOTT K. WAGMAN



<http://scottwagman.com/>

campaign manager: Mitch Kates  
contact info:

Scott Wagman for Mayor  
PO Box 7823 St. Petersburg, FL 33734

Phone: 727-521-4581

Email: [info@scottwagman.com](mailto:info@scottwagman.com)

Bio from website:

**Scott Wagman's Bio**

Scott K. Wagman is a successful, socially responsible business executive who led his family's mom-and-pop business (Scott Paint) from a one-store operation to a \$19 million, 140-employee multi-store success story (Sold in 1998 as a Division of Bruning Paint). Thirteen years ago Scott created the first leftover paint-recycling program in Florida at Scott Paint. Today, the program is now recycling paint for eight counties in Florida and is run at a profit.



Scott and his wife, Beth Houghton, have called St. Petersburg home for over 25 years, raising their three children here. Both Scott and Beth are very active members of the community supporting organizations such as Great Explorations – The Houghton Wagman Children's Museum, Lawyers for Literacy, American Stage Theater and The Free Clinic. Recognized for their volunteer leadership, they recently received these awards: Celebrity Award, Gulf Coast Jewish Family Services (2007); Distinguished Citizens Award,

West Central Florida Council of the Boy Scouts of America (2008).

**Scott also has participated in:**

- Council of Neighborhood Associations Leadership -CONA (Class of 2008)
- St. Petersburg Citizen Police Academy (Class of 2008)
- Canterbury School of Florida (Board)
- Pinellas County Citizens University (Class of 2008)
- American Stage Theater (President)
- Leadership St. Petersburg (Class of 2009)
- NAACP St. Petersburg Branch (Executive Committee & Life Member)
- Friends of Williams Park

**Past Volunteer/Civic Activities:**

- Lawyers for Literacy 2005 to present
- Volunteer tutor, Sanderlin Elementary
- Suncoast Ronald McDonald House 1998 to 1999. Board Member
- Leadership Sarasota Graduate (Sarasota, FL), 1987
- City of Sarasota Bi-racial Council, Chairman, 1970 (Youngest chairman of any Florida City or County Board at age 17)

**Here is a link to the *St. Petersburg Times* profile about Wagman,**

(9) LARRY WILLIAMS

<http://www.larrywilliamsformayor.com/>

campaign manager: Shawn Ulrich

contact information: 727/896-1003



Bio from website:

***About Larry***

Larry J. Williams has been resident of St. Petersburg since 1964. He is a graduate of the Mound Park Hospital (Bayfront Medical Center) School of Radiologic Technology. He was the previous Administrative Director of Radiology at two local hospitals (1970 -1982). From 1982 until the

present, Mr. Williams owns and operates a health care consulting company (WTHOL Inc.) and four diagnostic imaging centers, 'DOCs' (Diagnostic Outpatient Centers, Inc.). Mr. Williams's involvements throughout the years, in civic affairs, the community and his profession have been numerous.

Larry and his wife, Pam, have been married 43 years and are active members of Blessed Trinity Catholic Church and The Cathedral of Saint Jude The Apostle. They have five children (Trish, Christopher, Angela, Matthew and Jessica) and six grandchildren: Lauren, Bailey, John IV, Zachary, Brittany and Kiley.

### **CIVIC AFFAIRS**

Mr. Williams was a twice elected City Councilperson for the City of St. Petersburg, (1995-1999) and (1999-2001), representing District Five within the city. He served as Vice Chairman of the City Council twice (1999 and 2000) and as Chairman in 2000 and 2001. While serving on City Council he represented the city on Countywide Committees, serving on Emergency Medical Services (EMS) Committee and the St. Petersburg/Clearwater Economic Development Council. On City Committees, he served as Chairman of the External Audit Subcommittee and Chairman of the Investment Oversight Committee. In 2001, Mr. Williams was a Candidate for the Office of Mayor of St. Petersburg.

### **COMMUNITY AFFAIRS**

His past community involvements includes: Finalist, 1990 Chamber of Commerce, "Small Business Person of the Year"; PAC/SAC Lakewood High School; Bi-racial Advisory Committee for Pinellas County Schools; Pinellas County Committee for Health Choices; Chamber of Commerce Baseball Committee; St. Petersburg Community Alliance; South Central Rotary Club; V.O.I.C. E., 1 of 5 original petitioners to change the form of Government in St. Petersburg from "Council/Manager to "Strong Mayor"; Board of Directors - CASA, Bon Secours Maria Manor, Pinellas Point Civic Association; Bay Point Little League, Tampa Bay Heart Foundation, F.A.S.T.

### **PROFESSIONAL AFFAIRS**

Original author, Florida Statute 468, Radiologic Technology Licensing Law of 1978; Lobbyist –

Florida Legislature; President and Co-Founder - Pinellas County Association of Radiologic Technologist; President - Florida Society of Radiologic Technologist; Chairman - Education Committee, Legislative Committee, Board of Directors – Florida Society of Radiologic Technologist; Chairman/ President - St. Petersburg College and Bayfront Medical Center, Schools of Radiologic Technology Advisory Council; Technical Advisory Board, Hospital Corporation of America (HCA).

**Here is the link to the *St. Petersburg Times* profile about Larry Williams, “Williams hopes voters remember him,” By [Aaron Sharockman](#), Times Staff Writer In Print: Saturday, May 9, 2009.**

**<http://www.tampabay.com/news/localgovernment/article999486.ece>**

## ST. PETERSBURG CITY COUNCIL CAMPAIGNS

### DISTRICT 6

#### (1) KARL NURSE



<http://www.karlnursestpete.com/>

Karl Nurse, City Council, Dist 6  
P.O. Box 2842,  
St. Petersburg, FL  
33731-2842

City Hall: 727-893-7117  
Business: 727-572-9311  
Fax City Hall: 727-892-5360

**Bio from website:**

#### ***Civic Activities***

- **PSTA** — Board member since 2003, 2007, Vice Chair -2008
- **St. Petersburg Planning Commission**, member 1993-2002, Chair 2000
- **St. Petersburg Historic Preservation Commission**, member 1993-2002, Chair 2000
- **Council of Neighborhood Associations**, St. Petersburg, President 2003-2006, V.P. 2002
- **Pinellas Living Green, Inc.** – Founder and President, 2006-current
- **Old Southeast Neighborhood Association**, President 6 years between 1992-2002
- **St. Petersburg Housing Roundtable**, member 1990's (about 5 years)
- **St. Petersburg Neighborhood Housing Services**, former Vice Chair
- **Homelessness Coalition**, member 2006-current (representing CONA or PSTA)
- **Suncoast Sierra Club**, Board Member 2006 – current
- **Albert Whitted Airport Blue Ribbon Advisory Task Force**, late 1990's and 2005
- **Vision 20/20**, Co-Chair, Traditional Neighborhoods Committee

- **Code Enforcement Task Force**, three times 1990's (amendments to code policies)
- **Community Alliance**, 1991-93
- **Leadership St. Pete**, Class of 1991
- **St. Petersburg Chamber of Commerce**, Government Committee, 5 years (1990's)
- **St. Petersburg Chamber of Commerce**, Housing Committee, 2 years (1990's)

### ***Professional***

- **Bay Tech Label**, President, 1986 – current  
(35 employee specialty printer)
- **Horizon Packaging Corp**, 1980-86, Vice President
- **Florida State Senate**, Legislative Aide 1976-1980
- **Florida State House**, Legislative Aide, 1974-1976

### ***Education***

- **University of South Florida**, 1980, B.A. in Political Science

(2) Derrick Frohne

campaign manager: Jamie Kidder

## **DISTRICT 5**

(1) STEVE KORNELL

<http://www.stevokornell.com/>

campaign manager: Steve Lapinski

contact information: phone: 727-743-1674 or you can e-mail through the campaign website

Bio from website;

Every parent and grandparent hopes that their children and grandchildren will grow up in a safe environment with the best chance to succeed. For over twenty years, Steve

Kornell has been working to make that dream a reality for the families of St. Petersburg. Steve Kornell is **your** hometown candidate.



Steve was born at Mound Park Hospital, now known as Bayfront Medical Center, in 1966, and has lived in St. Petersburg for most of his life. He attended Childs Park Elementary School and graduated from Gibbs High School in 1984.

In May of 1986 Steve was hired into the St. Petersburg Recreation Department as a part time summer youth worker. While working with the Recreation Department, Steve worked his way through college, earning a BA in Human Development from Eckerd College in 1995. He also received promotions along the way and in 1994 he was promoted to Supervisor at Shore Acres Recreation Center.

In 1998 Steve transferred to be the supervisor at Childs Park Recreation Center. While working full time at Childs Park, Steve was so motivated to help his community that he returned to school part time to work on his MSW (Master's of Social Work). Through many long days and nights, while managing the Childs Park Recreation Center, Steve graduated with his MSW degree from the University of South Florida - St. Petersburg in 2005.

Education played such a role in Steve's life that in October, 2005 he felt compelled to help others obtain the same leg up in life by working with some of our neediest students in the Pinellas County School System. Steve is currently the School Social Worker at Jamerson Elementary School and Boca Ciega High School.

Steve has owned his home in the Greater Pinellas Point Neighborhood for ten years, and is active in his neighborhood association.

### ***Affiliations (Past & Present):***

- Leadership St. Pete Class of 2009
- Board of Directors, Greater Pinellas Point Civic Association
- Ex-Officio Member, Childs Park Youth Initiative Council (CPYIC)
  - Board Member & Past Chair, GLSEN of Pinellas County
  - Member, Pinellas Classroom Teachers Association (PCTA)
- Member, National Recreation and Parks Association (NRPA)
- Member, Florida Recreation and Parks Association (FRPA)
- Member, National Association of Social Workers (NASW)
- Member, Florida Association of School Social Workers (FASSW)
  - Member, Pinellas County Arts Council (ACE Committee)

- Member, National Association for the Advancement of Colored People (NAACP)

(2) Angela Rouson

campaign manager: Barry Edwards

# PRACTICAL POLITICS APPENDIX 2

Professor Judithanne Scourfield McLauchlan  
Summer C 2009

The *St. Petersburg Times* has compiled information about each of the mayoral candidates on a new page on its website:

[http://www.tampabay.com/specials/2009/reports/stpete\\_mayors/](http://www.tampabay.com/specials/2009/reports/stpete_mayors/)



Meet the candidates: Nine people want to be the mayor of St. Petersburg, Florida. Four are former City Council members. Others have long-standing community ties. All say they want to help make the city better. St. Petersburg's mayor is elected to a four-year term and is paid \$162,314. As the city's chief administrator, the mayor oversees a roughly \$217 million operating budget and 2,800 municipal employees.

## Meet the candidates

Get profiles, links, campaign finance reports and more:

[Deveron Gibbons](#)  
[Larry Williams](#)  
[Jamie Bennett](#)  
[Paul Congemi](#)  
[Kathleen Ford](#)  
[Scott Wagman](#)  
[Bill Foster](#)  
[Sharon Russ](#)  
[Alex Haak](#)

## What they're saying

The issues are as varied as the opinions. See what the candidates think about:

[The Pier](#)  
[The Rays](#)  
[Arts](#)  
[Crime](#)  
[Affordable housing](#)

## Who's raising money

More than \$250,000 has been raised by candidates so far, setting the stage to make this the most expensive mayoral race in city history. See where the money's coming from.

**April 11:** [Deveron Gibbons pulls ahead](#)

**April 28:** [Contributions pour in from outside the city](#)

**Source:** [Mayoral campaign treasurer's reports](#)

## Read more