

# Suffolk University Government Department Newsletter

Volume II, Issue I

Fall, 2006

## ***Special points of interest:***

- Meet Teri Fair, our department's newest full-time faculty member
- Perspectives from Around the Globe: Nigeria
- Catch up on department news and announcements

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Newsletter Edited by  
Meri Power

## **Government Department Alumni Board Holds Second Meeting, Hosts First Annual Event**

The Suffolk University Government Department Alumni Advisory Board hosted its second meeting on Tuesday, April 18, 2006 in the Government Department Conference Room. Present at the meeting were Professor John Berg, Chair of the Department, Professor David Paleologos of the Suffolk University Polling and Research (SUPR) Center and several members of the Alumni Board.

Discussed at this second board meeting were the opportunities presented by the SUPR Center, including the use of SUPR Center polls by alumni, and ways to better integrate department alumni with current faculty members and cur-

rent and prospective students, including internship opportunities, the possibility of creating a mentoring program to pair up alumni with current students, and other networking options.

Following the meeting the Alumni Board hosted its first annual event, a talk by Congressman James McGovern in the Press Room of the Omni Parker House Hotel. The event, which featured refreshments and an open bar, was attended by about fifty former Government Department students and current faculty members. Congressman McGovern



*Congressman James McGovern.*

spoke about public service in the United States and the human rights situation in El Salvador.

If you would like any further information regarding the Alumni Board and future events or have suggestions or comments please contact Professor John Berg, the department chair.



*From left: Dean Kenneth Greenberg, Congressman James McGovern and Department Chair John Berg.*



*Massachusetts State Senator Edward Augustus, a Suffolk alum and adjunct faculty member, introduces Congressman McGovern.*

## New Faculty Profile: Teri Fair

This year the Suffolk Government Department is pleased to welcome Teri Fair, who has been hired to replace the late Quinn Dickerson, to our full time faculty.

Professor Fair received her undergraduate degree from Spelman College in Atlanta and both her Master of Arts in Political Science and her Doctorate in Philosophy in Political Science from Clark Atlanta University. She was certified in Political Psychology from Stanford University and this summer is training in Quantitative Research Methods at the University of Michigan at Ann Arbor.

Professor Fair has served as an adjunct instructor at Clark Atlanta and as a graduate assistant for African Diaspora and the World Studies Division at Spelman. She has also taught Political Science at Morehouse College and has served as a legislative intern for Congressman Robert Holmes, a member of the

Georgia House of Representatives. Most recently she has worked as a senior research associate at the Center for Voting Participation in Atlanta and as a program fellow at the History-Makers in Chicago. Previous courses taught include Politics and Global Issues, American Government, History of American Political Thought, Modern Political Thought and Statistics for Social Science.

Professor Fair's main focus is minority politics and she has worked on several research projects relating to this topic, most recently "Empowerment Life Cycles: An Examination of African American Mayoral Leadership in Three Cities," with the



*Professor Teri Fair*

DuBois-Mellon Student Research Grant. She has published articles in *The Georgia Legislative Review* and has presented at several conferences held at Clark Atlanta and Morehouse.

Professor Fair is a member of the International Institute of Political Psychology, the American Sociological Association, the American Political Science Association, the National Conference of Black Political Scientists and the Alpha Kappa Alpha Sorority and in 2003 she received the President's Award for Outstanding Service from the President of the National Conference of Black Political Scientists. Professor Fair will begin teaching this fall semester with the upper-level course Race in Public Policy as well as a section of Introduction to American Government.

## A Message from the Chair...

Hello and welcome to the Fall 2006 issue of the Government Department's biannual newsletter.

Mostly, this newsletter is about the Government Department, its students, alumni, faculty, and staff. However, this year the department will be taking a big part in the university-wide celebration of the Suffolk University Centennial, which will be observed during the 2006-2007 academic year.

In addition to our regular activities, the department will make two major contributions to the Centen-

nial celebration. Professors Sebastián Royo and Roberto Domínguez will be organizing an international conference here on campus on the topic of "Transatlantic Relations;" and David Paleologos, Director of the Suffolk University Political Research Center, will release the results of a major survey of opinions, moods, hopes, and dreams of the people of Boston. Plans are just beginning for both of these events; look for more news about them, and the other events planned for the Centennial, in the future.

If Suffolk is 100 years old, what about the Government Department? We became a separate department in 1982, when we spun off Economics, but earlier than that, I have never heard. I will look into this, and report back in our next issue.

In the meantime, enjoy this issue, catch up on news and events and find out how to get in touch with us. Thanks for reading!

- John C. Berg, Department Chair

## Visiting Professors Make Impression on Suffolk: Christiane Lemke and Hassan Bakr Hassan

This spring the Suffolk Government Department hosted two visiting professors: Dr. Christiane Lemke and Dr. Hassan Bakr A. Hassan. While on campus Dr. Lemke and Dr. Hassan visited classes, taught public lectures and attended several Government Department sponsored events.

As we reported in our last issue, Dr. Christiane Lemke spent eight weeks at the beginning of the Spring 2006 semester teaching an intensified course, "Politics of European Integration", which was open to both graduate and undergraduate students. Dr. Lemke also gave two public lectures while she was on campus. The second of the two lectures, "Reshaping Europe: EU Expectations and Reality in the Case of Turkey", was presented as a part of the Quinn Dickerson Seminar Series on February 7, 2006. Dr. Lemke, who is currently on leave from Hannover University, returned to Germany at the end of February, where she was named to the position of Head of the Administration of the State Parliament of Lower Saxony (Direktorin beim Niedersächsischen Landesparlament). She is the first woman to hold this post.

The Government Department also



*Dr. Christiane Lemke presents a lecture during her residence at Suffolk.*



*Dr. Hassan Bakr A. Hassan (far right) dines with Professor Robert Laffey (rear right), James Carroll (second left) and Dean Kenneth Greenberg (far left).*

hosted to Dr. Hassan Bakr A. Hassan during the months of April and May as a part of the Fulbright Visiting Specialists/Direct Access to the Muslim World program. During his time on campus Dr. Hassan visited several government classes and also presented several lectures. His presentations included "The Ideology of Jihad for the Third Islamic Internationalism, With Reference to Content Analysis of Osama bin Laden's Speeches"; a public lecture with Dr. Sara Roy of Harvard University on Hamas' recent electoral victories and the Muslim Brotherhood's involvement with Egyptian elections; and "Clash or Dialogue of Civilizations?: Challenging Neo-Institutional Liberalism on the Threshold of the 21st Century."

Dr. Hassan received his education at Cairo University and the University of Maryland. He is currently a Professor of Political Science at Assiut University in Egypt. His visit to Suffolk was made possible by Professor Robert Laffey. Special thanks to all the Suffolk University faculty, staff and students who made these two visits successful.

## Government Department Hosts High School Students

This summer several faculty members from the Suffolk Government Department were involved in organizing and teaching two separate internship programs for Boston-area high school students.

Professor Anne Marie Cammisa, in cooperation with the Office of

Residence Life and Summer Programs, taught a classroom and internship program (which also had students living in residence at Suffolk for the duration) during the last two weeks of July.

During that same time, Professors Ken Cosgrove and Rachael Cobb, in conjunction with Professor Sarah

Carroll of the Education and Human Services Department and Beth Bower of the Moakley Archive at the Suffolk University Law School hosted fifteen high school students from English High School and the Academy of Public Service for intensive classroom work and internship opportunities.

## Research Spotlight: Professor Ken Cosgrove on Political Marketing

How many books have you read over the years that try to explain how and why politicians market themselves and their issues? Political marketing is a major interest of mine, so I've read quite a few books and articles that use framing, images, media strategy, packaging, agenda setting, etc., etc. to attempt to show how and why politicians and parties do what they do. However, I grew frustrated because none of these theories seemed to have the complete picture.

My interest in political marketing grew out of my utter bafflement at the Clinton impeachment and a sense that, whatever the Republicans were doing to sell themselves, it was working a whole lot better than what the Democrats were doing. Out of this came my manuscript, which will be published later this year by Peter Lang. In my book, I focus on how Conservatives use modern day branding techniques to sell their message to a targeted audience.

Conservatives have used the brand as a key marketing tool throughout their movement's life, they continue to do so and, by doing so they are able to overcome the decline of partisan enrollment among the voters. The use of branding has given conservatives both a loyal audience for their products and a narrow focus for their campaigns; one aimed at the entire electorate and one aimed at their core audiences, as well as a few narrow segments of new audiences as was done by the 2004 Bush campaign.

Conservatives have built a core brand identity that consists of four things: 1) tax cuts as economic policy, 2) anti-communism and its offshoots, 3) hot button social issues like morality, immigration and gay marriage and 3) a strong anti-government streak targeted at specific programs. Further, the conservatives have built a brand out of their opponents that can best be termed "the liberals" and into which each new Democratic opponent is extended. What was done to Al Gore, John Kerry,

and Bill Clinton was really the same technique applied through different examples in order to show that all Democrats are "liberals" and therefore, unsuited to govern the nation.

A key part of the branding strategy is the use of a heritage brand in the form of Ronald Reagan. Reagan is used by conservatives in the same way that Planters uses Mr. Peanut or Heinz uses ketchup. The Reagan of whom conservatives speak is a product of a carefully crafted narrative in which Reaganomics worked, Iran-Contra was the fault of others, the Administration had no ethics problems and Dutch won the Cold War. Both the current President Bush and the previous President Bush ran campaigns based on the premise that they were like Reagan (something called a line extension in the branding literature) and, at this point, it is difficult to see how a conservative could get the Republican nomination without having some kind of a tie back to Reagan.

This brand helps conservatives sell their organizations and policy ideas. Consider the following two cases in point. First, in the Clinton case, branding "Slick Willie" let the large number of new conservative media and third sector groups that had recently come into being develop identities for themselves and build relationships with their target audiences. Second, in the case of the aftermath of 9/11, the Bush team created the War on Terror because it tapped into the anti-communist aspect of their core brand and because it was broad enough that all sorts of products could be put into it. In both cases, the brand ran into trouble because of highly visible failures to keep their promises but it worked while the brand lasted and brands can always be repositioned or re-launched in order to overcome the effects of past damage. In the case of the Clinton impeachment, the conservatives repositioned their overall brand by running George W. Bush for President as a "uniter not a divider" and, as many conservatives have noted,

in the Reagan persona. In the case of the War on Terror, the Bush team has responded to the failure to find weapons of mass destruction or Osama bin Laden by switching to a discussion of the domestic aspects of the War on Terror brand: patriotism and domestic security.

The brand strategy works because of the nature and technology of the society in which conservatives make use of it. American culture is highly individualistic and consumerist in orientation, thus the applicability of the brand and of consumer marketing techniques in general in American politics. American media is currently all about personalization and niche narrow-casting, two things with which the brand is ideally suited to work. For example, conservatives marketed George W. Bush in the same way that MTV Networks marketed Beavis and Butthead. In both cases, the goal was to attract some audiences while driving away others and to create a strong sense within the target audience that the branded product was part of their identity. The difference was that Beavis and Butthead were designed to attract the right audience to be sold to advertisers while George W. Bush gained a position through which he could supposedly be able to lead and unify the nation. While the brand strategy got him the job, it certainly gave him no ability to do any such thing and, as a result, he is strongly supported by the market niches to which he was sold and widely scorned by much of the rest of the nation. The current supposed division of American society is the logical end product of the ways in which conservatives have employed branding to advance their cause.

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*Ken Cosgrove is a professor of American Government in the Government Department. He is also the director of the Master of Science in Political Science program at Suffolk University.*

# Faculty and Student Publications and Presentations

- ◆ Professor John Berg visited Cheju National University in Jeju City, Korea as a Fulbright Senior Specialist in March of 2006. While there he presented two public lectures: "Ralph Nader, the Greens and the Crisis of the American Party System" and "US Human Rights Policy".
- ◆ Professor Roberto Domínguez, as a part of the Government Department's Quinn Dickerson Seminar Series, presented "The Cuban Exile in South Florida: Identity and Political Power" on April 5, 2006. Professor Domínguez also presented two papers at the annual meeting of the International Studies Association in March of 2006: "Mexico and Chile in the Strategy of the European Union Towards Latin America" and "The Construction of EU Foreign Policy".
- ◆ Professor Robert Laffey was selected as one of fifteen American scholars to participate in the First Annual Tel Aviv University Workshop on the Arab-Israeli Conflict. The conference was held in Tel Aviv from June 18 to June 29, 2006.
- ◆ Nathan Shrader, who will complete his Master's Degree in Professional Politics this summer, presented his paper, "Metamorphosis: President George W. Bush's Rhetorical Foreign Policy Transition from Realism to Liberalism 1999-2004", at the Pennsylvania Political Science Association's annual meeting in Harrisburg, Pennsylvania in April of 2006.
- ◆ Two graduate students currently working towards their Master's Degrees in International Relations presented papers at the April 28, 2006 Student Research Conference held at the John W. McCormack Graduate School of Policy Studies at the University of Massachusetts, Boston. Sandra Zerbo presented "On the Origins of Economic Inequalities: A Contribution and Alternative Approach" and Memory Bandera presented "Does Trade Liberalization Marginalize or Empower Women?".
- ◆ Three Government Department seniors were awarded honors for their senior theses this past spring semester: Merisa Jakupovic for "The Sun Sets Behind the Barbed Wire: The Real Reasons Why Yugoslavia Broke Apart"; Kellie Sievel for "Prayer, Piety and Power: The Impact of the Roman Catholic Church on Polish Politics During the Communist Era" and Rachel O'h-Uiginn for "The Nuclear Sword of Damocles: Challenges to Nuclear Non-Proliferation in the 21st Century".
- ◆ Professor Sebastián Royo has written several scholarly pieces and presented at several conferences over the past semester. Publications include "Post-Communist Europe from the Iberian Integration into the EU" in *João Carlos Espada, Ed. Actas Do II Congresso Da Associação Portuguesa de Ciência Política*; "Spain and Portugal in the European Union: Misión Accomplished?" in Eleanor E. Zeff and Ellen B. Pirro's *The European Union and the Member States: Cooperation, Coordination, and Compromise*; "Beyond Confrontation: The Resurgence of Social Bargaining in Spain in the 1990s" will be published in the *Journal of Comparative Political Studies* in October of 2006; "El Dilema Democracia-Seguridad", a review of Risen and James' *State of War: The Secret History of the CIA and the Bush Administration* appeared in *Foreign Policy, Edición Española* in the June/July 2006 edition. Professor Royo also presented papers at several academic conferences, including "The Europeanization of the Portuguese Political System" at the Instituto Português de Relações Internacionais - Universidade Nova de Lisboa from June 25-June 30, 2006; "The Europeanization of Portuguese Interest Groups" and "The Euro and Economic Reforms: The Case of Spain" at the Conference on the Euro and the Dollar at the University of Miami, April 25th, 2006; "Varieties of Capitalism In Spain" at the Third Congresso of the APCP-Associação Portuguesa de Ciência Política, in Lisbon, March 30-31, 2006; and "Lessons from the Iberian Integration in the EU After 20 Years" at the 20th Anniversary of the Accession of Spain and Portugal to Europe Conference at Georgetown University, March 17th, 2006. Professor Royo's paper "The Euro and Economic Reforms: The Case of Spain" was published in *Real Instituto Elcano*, one of Spain's most prestigious academic publications.

## Perspectives from Around the Globe: Nigeria by Seyed Jalal Hosseini

### “A simple assignment just became a lifelong mission”

In September 2003, I was in the city of Jos, Plateau State, Nigeria on a consent monitoring assignment on behalf of the Human Subjects Committee at Harvard School of Public Health (HSPH) when I walked into the city's main brothel. I was accompanied by Dr. Phyllis Kanki, the discoverer of Human Immunodeficiency Virus type 2 (HIV-2), and her Nigerian colleagues at Jos University Teaching Hospital (JUTH). The JUTH team wanted to show me some of their community outreach programs for HIV/AIDS at-risk populations. We were welcomed in by the manager (or the pimp if you will) and were seated in the bar area of the brothel surrounded by the sex workers. We were all there to listen to one of the nurse/counselors at JUTH describing HIV/AIDS, the correct use of female and male condoms, the necessity of getting treated for STDs, and of being tested for HIV.

At the end of the session the sex workers were encouraged to ask questions. Their questions varied but one of the older sex workers stood up and said: “I have a question for the two white people. Who made the HIV virus?” I, an Iranian-Kurd, jokingly asked Dr. Kanki, a Japanese-American, whether I qualified to be considered “white” and asked her permission to answer the question. In memory of my cousin Fouad, who had recently passed away in Iran due to AIDS, I answered: “Why do you care about the origin of HIV? How is this piece of information going to help you? Well, to be honest with you there are a lot of speculations about the origins of the HIV virus. Some say that it came from the monkeys; some say that it was invented by some mad doctors. I personally don't know for sure, but what I am sure of is that this virus kills. It kills without discrimination. It will kill you without any regards to the color of your skin, your religion, your gender, or your status in the community. I am a Muslim standing in front of you and I swear to you that this virus just recently killed my 25 year old cousin in Iran. Millions of people have been killed by this virus. There is no cure

for this virus. There is no vaccine for this virus. Please do not believe the charlatans that go around and claim that they can cure HIV-positive people with a home-made pill or with group prayers. Please listen to these hard working nurses and counselors who come here and educate you about this pandemic. Please don't take risks. And be safe.”

Upon leaving the brothel I received many congratulatory remarks for my very simple and “non-technical” answer from the JUTH team, especially from Dr. Kanki. Then just before entering the grounds of JUTH I noticed an advertisement for a phone company: “A simple assignment just became a lifelong mission.” I laughed and brushed it aside. Little did I know that in less than four months Dr. Kanki would offer me the newly vacant position of Associate Director for Educational Programs in her AIDS Prevention Initiative in Nigeria (APIN) project. This program was created in the year 2000 through the generous support of the Bill & Melinda Gates Foundation (with a donation of \$25 million dollars). In partnership with government agencies, universities, and nongovernmental organizations in Nigeria, APIN has strived to battle the pandemic and ultimately reverse its course. With five percent of its population already infected, Nigeria will soon surpass South Africa and become the second most HIV-infected nation on earth behind India.

Currently, I am also the Associate Director for Educational Programs for the United States President's Emergency Plan for AIDS Relief (PEPFAR) at HSPH. This relatively new grant of \$107 million dollars was awarded to Dr. Kanki soon after I joined her team in early 2004. This grant is designated for the treatment of HIV-positive patients that have developed AIDS. Thanks to this generous support we are finally able to treat people who are on the brink of death in Botswana, Nigeria, and Tanzania for free. Unfortunately, this is not a cure but it does in most cases prolong the lives of our patients so that they can live and assume roles and responsibilities in their respective families and communities.

This also means that we are going to have fewer children orphaned due to AIDS, provided that the recipients of these antiretroviral drugs take their medicines religiously and without any interruption in availability. But it is not just the responsibility of the patients to take their drug regimens; it is the responsibility of every developed nation to continue their commitment to the eradication of this disease. Their financial support is essential to the treatment of millions of impoverished people.

We are on the eve of commemorating the 25<sup>th</sup> anniversary of the official discovery of the Human Immunodeficiency Virus (HIV), the virus that causes AIDS, and yet we are still facing the same challenges that drive this pandemic. Poverty, stigma, gender inequality, illiteracy, racism, homophobia, lack of family planning, denial by church and mosque officials, war and the systematic use of rape as a weapon, fascist interpretations of religion, unfair child custody and inheritance laws, corrupt and irresponsible governments, misinformation, and the elusive virus itself just to mention a few, are hindering our efforts in battling this God-sent challenge.

In conclusion, I would like to ask each and every one of you to assist in the elimination or the reduction of the burdens brought by any or all of the above mentioned obstacles in the global effort to combat HIV/AIDS and reverse its course. Please help in any way possible. Do not wait until you are infected or somehow affected by this pandemic. It might be too late then.

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*Seyed Jalal Hosseini is the Associate Director for Educational Programs for AIDS Prevention in Nigeria and the Harvard PEPFAR Program at the Harvard School of Public Health. He received his Bachelor of Arts in Political Science from Siena Heights University and his Master's Degree in Political Science from Suffolk University.*

# Government Department News and Announcements

- ◆ The Government Department will move into new office space at 20 Ashburton Place sometime this summer. The new office space, which will be an expansion beyond our current home at the 5th floor of Donahue, will be located on the first and second floors of the building.
  - ◆ Professor Anne Marie Cammisa was recently elected to the Council of the New England Political Science Association.
  - ◆ The Suffolk University College Republicans hosted a talk with former Pennsylvania Congressman Patrick Toomey on April 10, 2006. The talk was followed by a question and answer session.
  - ◆ The Student Political Science Association, in conjunction with the Government Department, hosted Boston City Councilors At Large Felix Arroyo and Sam Yoon, who presented a talk on "Minorities in Public Office" on April 6, 2006.
  - ◆ The Suffolk University Showcase, during which prospective freshmen toured the campus, was held in April of 2006. John Berg, professor of American government, Roberto Domínguez, professor of international relations, and Kelly Sheridan, a junior Politics, Law and the Courts major and a workstudy student in the Government Department office, represented the Government Department during the showcase and provided visiting prospective students with information on the programs offered by the department.
  - ◆ The Sigma Lambda Chapter of the Pi Sigma Alpha National Political Science Honor Society's annual induction ceremony was held on April 27,
- 2006. Forty-seven undergraduate and graduate students were inducted into Pi Sigma Alpha this year. Richard Parker of the Kennedy School of Government at Harvard University spoke at the ceremony. Professor Rachael Cobb serves as the faculty sponsor for the Suffolk chapter.
  - ◆ James Bamford, a Government Department alum, will spend a week on campus as a Distinguished Visitor sometime next year. James has authored several books on US national security, including *Body of Secrets: Anatomy of the Ultra-Secret National Security Agency* and *A Pretext for War: 9/11, Iraq and the Abuse of America's Intelligence Agencies*. For more information or any ideas for his visit please contact Professor Judy Dushku in the Government Department.
  - ◆ The Suffolk University Polling and Research Center, in conjunction with Boston's Channel 7 News, released a poll in May of 2006 regarding the upcoming Massachusetts gubernatorial race. The poll asked 400 registered Massachusetts voters
- about their preferences for Democratic candidates. More information about the poll can be found on Suffolk's official website ([www.suffolk.edu](http://www.suffolk.edu)).
  - ◆ Next year the Government Department will host a visiting scholar from Cheju National University in Korea. Dr. Chang Hoon Ko will spend a year in residence at Suffolk, teaching at least one graduate course and researching relations between Japan and Korea. For more information please contact Professor John Berg.
  - ◆ INTERNSHIP ANNOUNCEMENT: Professor Vann Snyder would like to announce an internship available for an interested undergraduate or graduate student at his Beacon Hill fundraising firm. The internship, which is non-paying, would involve working with Democratic political candidates and organizations on all aspects of political fund-raising; designing and implementing fund-raising and marketing campaigns, high dollar gift programs, events and special events; and coordinating and attending fund-raising events. Applicants must have basic working skills in Microsoft Word and Excel. Interested students should email their resume to: [SnyderCom@aol.com](mailto:SnyderCom@aol.com).
  - ◆ Professor Rachael Cobb, Beth Bower of the Moakley Archive and Charley Eaton of the Office of Advancement have recently been awarded a \$10,000 grant to begin a student poll worker training program here at Suffolk University. Rachel O'Uiginn, Class of 2006, has been hired to serve as director the program. For more information please contact Professor Cobb.



*Professor Rachael Cobb speaks at the Pi Sigma Alpha Honor Society induction ceremony, held in April, 2006.*

## GOVERNMENT DEPARTMENT

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# Getting in Touch with the Government Department

The Government Department Newsletter welcomes submissions, ideas and suggestions, and feedback is always helpful and appreciated. Our next issue will go to print in January of 2007. If there is something you would like to see announced in the newsletter please let us know. Due to our upcoming move we will have a new mailing address. Our updated contact information is as follows.

By post:

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(Please put "Newsletter" in your subject line)

Phone: 617-573-8122

Fax: 617-367-4623 (Attn: Meri Power/Newsletter)

All submissions will be accepted as space and time allow. The deadline for submissions for the Spring 2007 newsletter is January 5, 2007.

Please let us know if you would like any more information regarding any of the events and items listed in this issue, as well.

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The Government Department, in conjunction with Suffolk's Office of Alumni Relations, is also continually updating its contact information for department graduates. If you have an updated mailing ad-

dress, phone number or email address that you would like changed in the university's computer system please let us know by any of the above means.

Thank you so much and hope to hear from you soon.

