

- I. The noncompetitive phase of the nomination campaign
  - A. Image repair
  - B. Repositioning and re-prioritizing the issues
  - C. Healing Partisan discord
  - D. The prelude to the conventions
- II. The national nominating conventions
  - A. The tradition Table 5-1, p. 166
    - 1. Types
      - a. Up through 1968: brokered, decision-making bodies, sometimes with multiple ballots required
      - b. Since 1972, non-brokered, pep-rally assemblies with 1<sup>st</sup>-ballot ratification of primary results
    - 2. Causes
      - a. Delegate-selection rules changes
      - b. Delegate-composition rules changes
      - c. Increased number of delegates
      - d. Divisions between delegates: issue-activists ('amateurs') v. party pragmatists ('pols')
      - e. Broadcast media
  - B. The official proceedings
    - 1. Speeches
    - 2. Committee reports
    - 3. Presidential and vice presidential nominations
    - 4. Acceptance addresses
  - C. Intra- and inter-party disputes
    - 1. Credentials
      - a. Republican fights: 1912 & 1952
      - b. Democratic fights: 1968 & 1972
    - 2. Rules
      - a. Republican fights: 1976 and vice-presidential selection
      - b. Democratic fights: 1968 and unit rule; 1980 and unbinding pledged votes
    - 3. Platform Box 5-1, pp. 173-74
      - a. Since 1988, Democrats have moved to middle
      - b. Since 1964, Republicans have moved to right
  - D. Conventional strategies and tactics
- III. The mediated convention: theater and news
  - A. Theater: public relations and entertainment staged by parties
  - B. News: 'infotainment' and hard-news reported by press Box 5-2, pp. 178-79
  - C. Assessing the convention's impact
    - 1. Unity impacts electoral success
    - 2. Short-term popularity boost Table 5-2, p. 181

#### IV. Characteristics of the nominees

##### A. Formal criteria

1. Age
2. Residency
3. Citizenship

##### B. Informal criteria

###### 1. Prior experience in public office

###### a. Executive experience

- (1) President
- (2) Vice-president
- (3) Cabinet secretary
- (4) State governor
- (5) Big-city mayor
- (6) Military officer

###### b. Legislative experience

- (1) Senate
- (2) House

###### 2. Ideological position

###### 3. Socio-demographic characteristics Table 5-3, p. 184

###### a. Race/ethnicity

###### b. Gender

###### c. Religion

###### d. Place of residence

- (1) Region
- (2) Urban/rural

###### e. Health

- (1) Physical
- (2) Mental

###### f. Family ties

###### g. Marital status

###### h. Personal "character"/moral ethics

##### C. "Balancing the ticket" with the vice-presidential nominee

1. Goals
2. Methods
3. Problems

#### V. Summary