

Chapter 6: Organization, Strategy, and Tactics

- I. Introduction: campaign “firsts”
 - A. Election paraphernalia
 - B. Character attacks (dirty politics)
 - C. Active participation by candidates
 - 1. Challengers: William Henry Harrison (1840)
 - 2. Incumbents: Hoover (1932)
 - 3. Speeches
 - a. Stump
 - (1) Front porch-campaign: Garfield (1880), B. Harrison (1888), McKinley (1896), Taft (1912), Harding was last (1920)
 - (2) Home state: W. H. Harrison (1840)
 - (3) Multi-state: Douglas (1860), Blaine (1884), Bryan (1896), T. Roosevelt & Wilson (1912)
 - b. Whistle-stop speeches: FDR originated because of his physical disabilities (1932) & Truman perfected (1948)
 - c. Radio: Harding (1920) first
 - d. Television:
 - (1) Use
 - (a) Eisenhower & Stevenson (1952) first to give speeches
 - (b) Television commercials: Eisenhower (1952) first
 - (c) Debates: Kennedy-Nixon (1960) first, Carter-Ford (1976) next
 - (2) Impact
 - (a) Shift in mix of mass appeals
 - (b) Scripting
 - (c) Candidate characteristics
- II. Organization
 - A. Running the campaign: functions
 - 1. Advance work & field operations
 - 2. Issue research
 - 3. Speech writing
 - 4. Polling
 - 5. Media advertising
 - 6. Finance
 - 7. Party & interest group liaison
 - B. Structure Figure 6-1, p. 199 & Figure 6-2, p. 200
 - C. Transitioning to government
- III. Strategic objectives (long-range game plans)
 - A. Designing the basic appeal
 - 1. Partisan images
 - a. When emphasized: majority v. minority party
 - b. Group appeals
 - (1) Old v. new Democrats
 - (2) Old v. new Republicans
 - 2. Salient issue positions: centrist v. radical
 - a. Domestic policy (prosperity & opportunity)
 - (1) Economic: welfare, jobs, taxes, & budget deficits
 - (2) Social: crime, race, sex, health care, education, social security
 - b. Foreign policy (peace & security)
 - c. Combined: globalization & homeland defense
 - B. Creating a leadership image
 - 1. Accentuating the positive
 - a. Competence: decisiveness, knowledge, skill, & experience
 - b. Trustworthiness
 - c. Empathy
 - 2. Highlighting the negative
 - a. “Negatives” bench mark
 - b. Handling attacks

C. Dealing with incumbency Box 6-1, pp. 209-10

1. Advantages
 - a. Visibility
 - b. Esteem
 - c. Influence
 - d. Can meet need for security
2. Disadvantages
 - a. For vice-presidents
 - (1) Hard to claim responsibility for predecessor's achievements
 - (2) Hard to avoid responsibility for predecessor's shortcomings
 - b. For presidents
 - (1) Limitations imposed by U.S. structure of government
 - (2) Limitations imposed by U.S. party system
 - (3) Adversarial media
 - (4) Cynical electorate
3. Net results since 1900
 - a. Incumbent winners
 - b. Incumbent losers

D. Building a winning geographic coalition

1. Objective: electoral college majority
2. Methods: 3/2's power rule for resource distribution, footnote 30, pp. 222-23
 - a. Large-state battlegrounds: the big 11 (with > 15 electoral votes) -- 272 total
 - (1) California (55)
 - (2) New York (31)
 - (3) Texas^{Rep.} (34)
 - (4) Florida^{Rep.} (27)
 - (5) Pennsylvania (21)
 - (6) Illinois (21)
 - (7) Ohio (20)
 - (8) Michigan (18)
 - (9) Georgia (15)
 - (10) New Jersey (15)
 - (11) North Carolina^{Rep.} (15)
 - b. Middle-tier states: next 10 (with 10 to 13 electoral votes) -- 99 total
 - (1) Virginia^{Rep.} (13)
 - (2) Massachusetts (12)
 - (3) Missouri (11)
 - (4) Tennessee (11)
 - (5) Washington (11)
 - (6) Indiana^{Rep.} (11)
 - (7) Arizona (10)
 - (8) Wisconsin (10)
 - (9) Maryland (10)
 - (10) Minnesota^{Dem.} (10)
 - c. Safe states, 1980-2000 See handout & web sites cited in last chapter
 - d. Regional bases
 - (1) Democratic: NE & Pacific coast states
 - (2) Republican: Rocky-Mountain/high-plains & Southern states
 - (3) Competitive: Midwestern states
 - e. 2000 electoral vote division Appendix C, p. 340

IV. Tactical considerations (day-to-day responses to changing circumstances)

- A. Reaching voters
 1. Door-to-door canvassing: Kennedy '60
 2. Direct mail: Goldwater '64
 3. Electronic media: FDR '36, Eisenhower '52, Perot '92
- B. Orchestrating the campaign
- C. Targeting messages: media market ranked by persuadable voters weighted by electoral votes
- D. Timing appeals
- E. Turning out voters

V. Summary