I. Untitled introduction: the great change in campaign style & technology
   A. Old (pre-‘60s): “retail politics” — grass-roots organization
   B. New: “wholesale politics” — costly and professional polling, media ads, & computerized direct-mail

II. Elections: the rules affect the results
   A. The secret ballot
      1. Origin
      2. Earlier alternatives
   B. The format of the ballot
      1. The order of candidates’ names
      2. Long ballot
   C. Voting systems
      1. Position of party
      2. Straight-ticket option
   D. Legislative redistricting
      1. Malapportionment: ignore population changes & refuse to redistrict
      2. Gerrymandering
         a. Goals: “pack or crack”
            (1) Bunch and dilute
            (2) Divide and dilute
         b. Extreme examples
            (1) Texas Republicans
            (2) California Democrats
      3. Federal involvement in redistricting
         a. Basis
            (1) 14th amendment
            (2) Voting Rights Act of 1982
            (3) Computer technology
         b. Do parties still gain from Gerrymandering?
            (1) Minorities
            (2) Republican party

III. Campaign strategy
   A. Only general rule: there is no general rule
   B. Factors
      1. Safe- or open-seat
      2. Inter-party competitiveness
      3. Candidate/staff skills
      4. Size of district
      5. Type of office
      6. Nature of electoral system
      7. Resources: money and workers
      8. Nature of electorate

IV. How campaigning has changed
   A. Professional consultants
      1. Organization
      2. Media
      3. Fund-raising
4. Survey research
5. Legal/accounting

B. Sources of information
1. Computers
2. Polls
   a. Focus groups
   b. Tracking polls
   c. Push polls

C. Methods of persuasion: the air war
1. Television
2. Internet

D. The ground war: under the radar
1. Direct mail
2. E-mail
3. Canvassing and phone banks

E. Negative campaigning
F. The 2002 and 2004 campaigns

V. Do campaigns make a difference? [Box, p. 210]
   A. The argument that campaigns matter
      1. Old-style campaigning
      2. New-style campaigning
   B. The argument that they don’t
      1. Selective exposure/perceptual screening
         a. Mobilization v. conversion or persuasion
         b. Lazarsfeld, Berelson, Gaudet, *The People’s Choice* (1940 election)
      2. The dominance of short-term impressions
         a. Open v. safe-seats
         b. “Attack” or “negative” advertisements
      3. The impact of television
         a. Balance v. bias in news media coverage
         b. Priming through agenda-setting
   C. Some tentative answers [Box, p. 214]

VI. Candidate-centered or party-centered campaigns?
   A. Party influence in competitive campaigns
   B. The continuing struggle between candidates and party organizations