I. Untitled introduction: the best of times, the worst of times  
   A. Decline and decay – David Broder  
   B. Adaptation and resurgence  

II. Organizational adjustment and growth  
   A. The rebirth of the Republican National Committee  
      1. Fund-raising  
      2. Organizational improvements  
      3. Candidate recruitment  
      4. Image repair  
   B. The Democratic National Committee plays catch-up  
   C. New technologies of the Information Age  
      1. Radio  
      2. Survey research  
      3. Television  
      4. Direct-mail  
      5. Cable television  
      6. Internet  
   D. Summary  

III. The emergence of legislative campaign committees  
   A. The hill committees  
      1. 1866-1960s  
      2. 1960s-present  
   B. State legislative campaign committees  

IV. Wither the local parties?  
   A. Evidence of local party renewal  
   B. Evidence of local party decline  

V. Revivalists versus declinists  
   A. Party-in-the-electorate is in decline  
   B. Party organization (especially in campaigns) in reviving  

VI. Conclusion