I. Untitled introduction
   A. Wholesale (old-style) political campaigning
      1. Door-to-door canvassing
      2. Voter-registration drives
      3. Literature drops
      4. Distributing absentee ballots
      5. Using volunteers as media watchers
      6. Rides to polls
   B. Retail (information-age) politics
      1. Computerized targeting data collection & analysis
      2. Survey research
      3. Issue and position research
      4. Electronic media ads

II. State and local parties in the Information Age
   Box, pp. 206-07
   A. Regulating state parties
      1. Progressive-Era reforms
      2. Civil-Rights-Era reforms
   B. Consequences for the current two-party monopoly
   C. Party structure
      1. Hamiltonian Figure 7.1, p. 208
      2. Jeffersonian Figure 7.2, p. 209
   D. A network of allied party groups
      1. Special-interest groups
      2. Unofficial party organizations
         a. Democratic
            (1) Democratic Leadership Council
            (2) Brookings Foundation
         b. Republican
            (1) Christian Coalition
            (2) Heritage Foundation

III. Who belongs?
   A. Primary voters Table 7.1, p. 215
      1. Partisan
         a. Completely closed (only registered partisans can vote and only in their party’s primary)
         b. Partially open/closed (independents can vote in any one party’s primary) e.g., NC
         c. Open (any voter can vote in any one party’s primary)
         d. Jungle-ballot, blanket-ballot, or free-love (any voter can vote in any or all party primaries)
      2. Nonpartisan or unitary primary
         a. All candidates (regardless of partisan affiliation) appear on a single ballot listed alphabetically by office
         b. Anyone receiving more that 50 percent of the vote is elected to office and does not run in the general election
         c. If no candidate receives more that 50 percent, a runoff election is held between the top two contenders (regardless of their partisan affiliation)
   B. Officials in the party organization
   C. Activists Box, pp. 224-25
   D. Summary
IV. Local political culture  
A. Elazar’s typologies  
   1. Individualistic political cultures  
      a. Businesslike mentality – politics is a necessary evil  
      b. Government should respect property rights  
      c. Middle Atlantic states  
   2. Moralistic political cultures  
      a. Politics is a means for creating a better society  
      b. Government should promote the general welfare  
      c. New England and Upper Midwestern states  
   3. Traditionalistic political cultures  
      a. Politics is a means for protecting the status quo  
      b. As defined and controlled by traditional elites in a hierarchical social structure  
      c. Deep Southern states  

V. What state and local parties do  
A. Manifest party functions  
B. State parties in legislative campaigns  

VI. State and local parties, computers, and the Internet  
A. Desktop tools  
B. Parties on the Internet  

VII. Computers and money to the rescue?