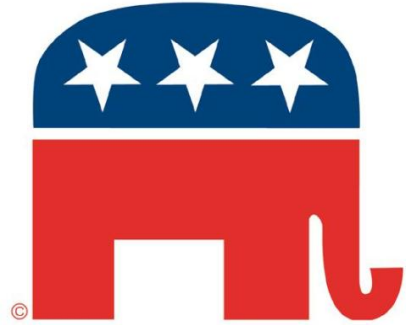
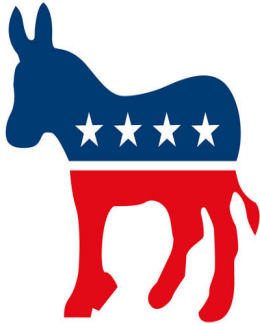


1996 Presidential Election



History Pre-1996 Election

World:

- The Rwandan Genocide – between 6 April 1994 until mid-July 1994 a mass killing of hundreds of thousands of Rwanda's Tutsis and Hutu political moderates occurred. Over the course of approximately 100 days, at least 500,000 people were killed.

United States:

- The 1993 World Trade Center bombing and the Oklahoma City bombing lead to awareness in U.S. of domestic and international terrorism as a potential threat.
- Time of great prosperity in the United States under the Presidency of Bill Clinton. The U.S. economy experienced its longest period of peacetime economic expansion. Personal incomes doubled.
- Enactment of the North American Free Trade Agreement (NAFTA) on 1 January 1994, created a North American free trade zone consisting of Canada, Mexico, and the United States.

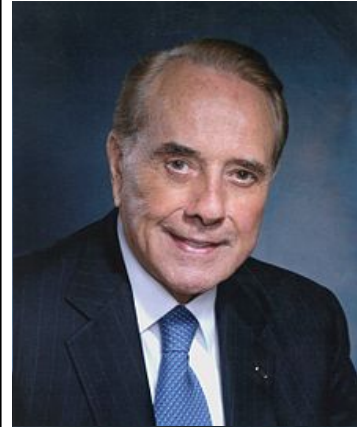


Bill Clinton (Democrat)

- Incumbent
- Vice President: Al Gore
- Served as Attorney General of Arkansas (1979-1981)
- Governor of Arkansas (1983-1992)
- Platform
 - Continue economic policies of first term
 - Equality for all
 - Welfare reform

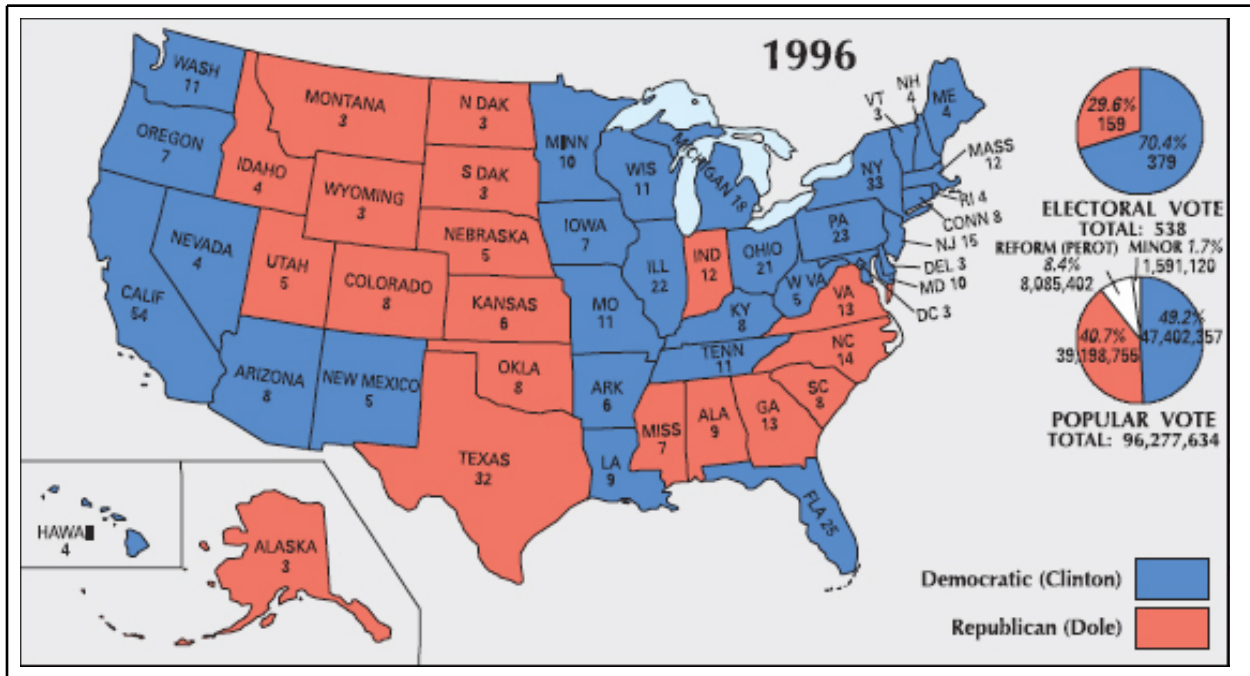
Bob Dole (Republican)

- Challenger
 - Primary Competition
 - Texas Senator Phil Gramm
 - Pennsylvania Senator Arlen Specter
 - Commentator Pat Buchanan
 - Publisher Steve Forbes
- Running Mate: Jack Kemp
- Served as Senate Majority Leader (1985-1987) & Senate Minority Leader (1987-1995)
- In office from 1969-1996
- Platform
 - Tax relief for economic growth
 - Balancing the budget and reducing spending
 - Promoting Trade and International Prosperity



Ross Perot (Reform Party)

- Running Mate: Pat Choate
- Founded Reform Party in 1995
- Received nearly 20% of popular vote in 1992.
 - Entitled to federal campaign funds
- Forced to run as Independent in many states
- Platform
 - Minimize national debt
 - Opponent of NAFTA
- Excluded from presidential debates



Impacts

- Clinton's head start
 - Big soft money boost
 - Dole decimated by primaries
- Age discrepancy
 - "Brooklyn Dodgers"
- Democratic Southern Demise
 - Last time 7 southern states voted Democrat
 - 1996-worst Democratic showing in South (Pre-2000 election)
- Controversy
 - Chinese DNC financing
 - Hsi Lai Temple
- Voting Trends
 - Bill Clinton was the first president to win without the male majority vote
 - 10 Million voter drop off compared to 1992 election. Only 49% of the registered electorate voted, and was down 6% from 1992
 - Increase turnout among African Americans from 8% to 10%