POLITICAL PARTIES & ELECTIONS, FALL 2012

**WINNING A MAJOR PARTY PRESIDENTIAL NOMINATION**

Wayne chapter 5

Monday, October 15

**Wayne chapter 5 terms**: eight basic strategic guidelines (134-146) including some examples of candidates who did well or poorly within each guideline; within these eight strategic guidelines – the role played by Iowa and New Hampshire, invisible primary, importance of free media, use of focus groups, bandwagon effect; front-runner strategies and examples (GW Bush 2004, Kerry 2004, H. Clinton 2008); non-front-runner strategy and examples (Carter 1976, Dean 2004, Obama 2008, McCain 2000 versus 2008, Romney 2008), pulpit candidates, what John McCain learned from 2000 race that helped in 2008

0. Election summaries! [1860 presidential election](https://homepages.gac.edu/~cgilbert/p215/1860sum.pdf)

[1876 presidential election](https://homepages.gac.edu/~cgilbert/p215/1876sum.pdf)

1. The opening section of this chapter (pp. 134-146) discusses the eight strategic guidelines that potential nominees must consider. KNOW the eight, and discuss which of the eight seem most and least important (specific examples will be helpful). Can you connect some of these eight (positively and negatively) to the outcome of the 2008 Democratic and 2012 Republican nomination races? Put another way, what did Obama (2008) and Romney (2012) do effectively to win their parties’ nomination battle?

1. plan far ahead
2. concentrate efforts in the early contests
3. raise and spend big bucks early
4. gain media attention
5. develop a deep and wide organization and policy message
6. monitor public opinion
7. design and target a distinctive personal image and policy message
8. make effective use of communication technologies

2. The second part of chapter 5 discusses nomination strategies: non-front runner, stepping stones to prominence; and front runner, amass delegates, deliver knockout blow. What are the advantages and disadvantages of becoming the front runner? Again, examples will be helpful.

3. It is 2016 and there is no incumbent running for President. HOW would you start your campaign for the nomination? WHEN would you start your campaign? Which strategic guideline is most important to emphasize? **Consider this question from the point of view of the Democrats AND the Republicans**.

X. Pose your own question here!