POLITICAL PARTIES & ELECTIONS, FALL 2012

# POST-PRIMARY POSITIONING

Wayne chapter 6

Wednesday, October 17

**Wayne chapter 6 terms**: areas of focus for the party nominees in this ‘interregnum’ noncompetitive phase – repairing damage from primary phase, repositioning and reprioritizing issues, healing partisan discord, planning convention and choosing vice presidential nominee; typical four-night convention schedule; factors affecting choice of vice presidential nominee; importance of party platform drafting; news media coverage of conventions today, compared with the past; convention “bounce,” examples of large and small bounces in past elections; controversies about nominee characteristics

0. Election summaries! [1896 presidential election](https://homepages.gac.edu/~cgilbert/p215/1896sum.pdf)

[1912 presidential election](https://homepages.gac.edu/~cgilbert/p215/1912sum.pdf)

1. Wayne identifies four distinct tasks of a nominee during the time period from wrapping up the nomination through the beginning of the party convention: repairing damage from the primary phase of the campaign, repositioning and reprioritizing issues, healing discord within the party in order to unite, and choosing a vice presidential nominee.

1A. What kinds of ‘damage’ are likely to occur during the nomination phase, and how do nominees go about repairing such damage? Discussion of this question can include ways that nominees address intra-party discord.

1B. What risks do nominees face as they reposition and reprioritize? Considering those risks, why do this at all?

1C. What criteria should a nominee use in selecting a vice president? List and discuss as many criteria as possible. Then evaluate 2008 vice presidential nominees Joe Biden and Sarah Palin, AND 2012 Republican nominee Paul Ryan by comparing them to the list of criteria – in what ways do Biden, Palin, and Ryan fit the ‘textbook’ criteria, and in what ways do they deviate from the ‘textbook’ criteria?

2. Considering the numerous goals of a party’s convention, what are the most important things a party wishes to generate through its convention? Consider this in general, and from the perspective of the party that goes first, and from the perspective of the party holding its convention last.

3. Considering Table 6.3 (pp. 197-8), what factors seem likely to increase, or decrease, the convention ‘bounce’ in the polls that a nominee may receive?

X. Ask questions about anything in these chapters!