POLITICAL PARTIES & ELECTIONS, FALL 2012

**MANAGING PRESIDENTIAL CAMPAIGNS**

Wayne chapter 7

Friday, October 19

**Wayne chapter 7 terms**: front-porch campaigning, whistle-stop campaigning, why presidential candidates began campaigning actively from 1920 onward; ways that television changed presidential campaigning; basic structure of campaign staffs; why Republican candidates have favored hierarchical models of campaign organization (and examples of this approach); why Democratic candidates have favored looser organizational structures (and examples of this approach); how campaign organization reflects governance style and transitions to governing; key strategic objectives – designing a basic appeal (partisan images, policy positions & priorities) and examples of appeals that work better/worse for Democrats, Republicans; creating a leadership image, with examples of successful/unsuccessful image creation; accentuating positives, highlighting negatives; dealing with incumbency, advantages and disadvantages of incumbency; building a winning geographic coalition, major trends of state/regional support for one party or the other (the base); key tactics of Bush and Kerry in 2004; methods of communicating a campaign’s message, event planning

0. Election summaries! [1932 presidential election](https://homepages.gac.edu/~cgilbert/p215/1932sum.pdf)

[1948 presidential election](https://homepages.gac.edu/~cgilbert/p215/1948sum.pdf)

1. Consider the elements of the basic appeal as presented by Wayne – partisan image, issue positions & priorities, leadership image, Electoral College considerations (pp. 218-30). Which of these elements matters the most in developing a winning presidential campaign? Which of these is not fully in the control of the candidate?

2. Evaluate the different challenges that an incumbent president (not just Obama but definitely include Obama) and a challenging major party nominee (not just Romney but definitely include Romney) face. IN GENERAL, who has the more difficult task and what factors make the task more or less difficult?

3. If you were organizing a presidential campaign, would you make your staff and operating style tight and hierarchical, or looser and more decentralized? Discuss the pros and cons of each with reference to examples from the book.

4. Evaluate how well and/or poorly the 2012 major party candidates are addressing the key points from this chapter (campaign organization, devising the basic appeal, tactics used during the race, communications strategies).

5. Examine the [Electoral College map for 2008](http://www.realclearpolitics.com/epolls/2008/president/2008_elections_electoral_college_map.html) (we’ll also put up the map during class), and think long-range for **both** major parties – what states/regions would you emphasize in trying to build the party to win future presidential elections (beyond 2012, that is), and why?

x. Ask your own question here!...