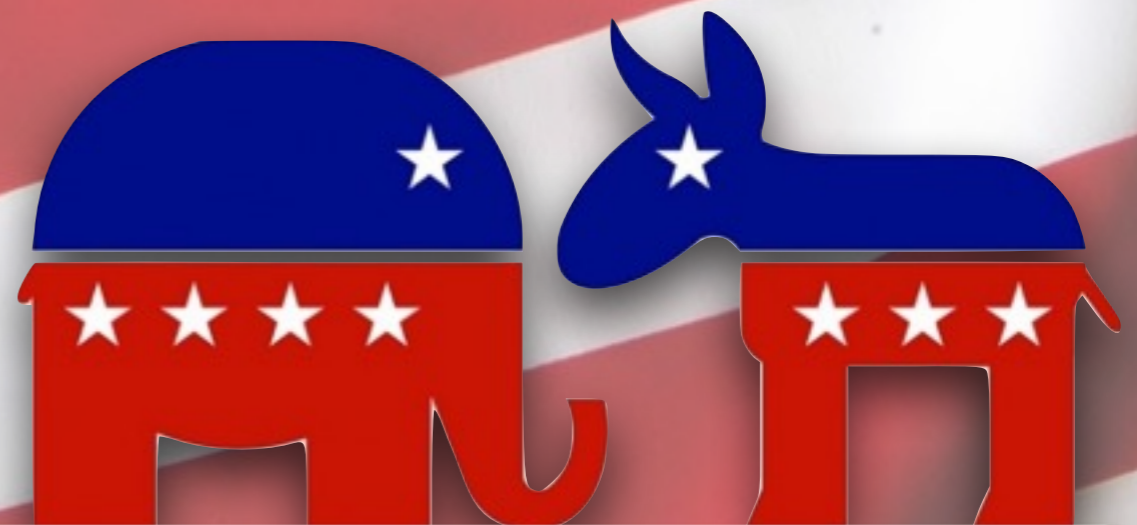


The U.S. Presidential Elections



Miloš Gregor / POL364 / March 8, 2016

POTUS

GOP

Presidential oath



“I do solemnly swear (or affirm) that I will faithfully execute the office of the President of the United States, and will to the best of my ability, preserve, protect and defend the Constitution of the United States.”

The Constitution of the United States, article II, section 1, as modified by the twelfth amendment (1804).

200 year of experience:
From George Washington to Barack Obama

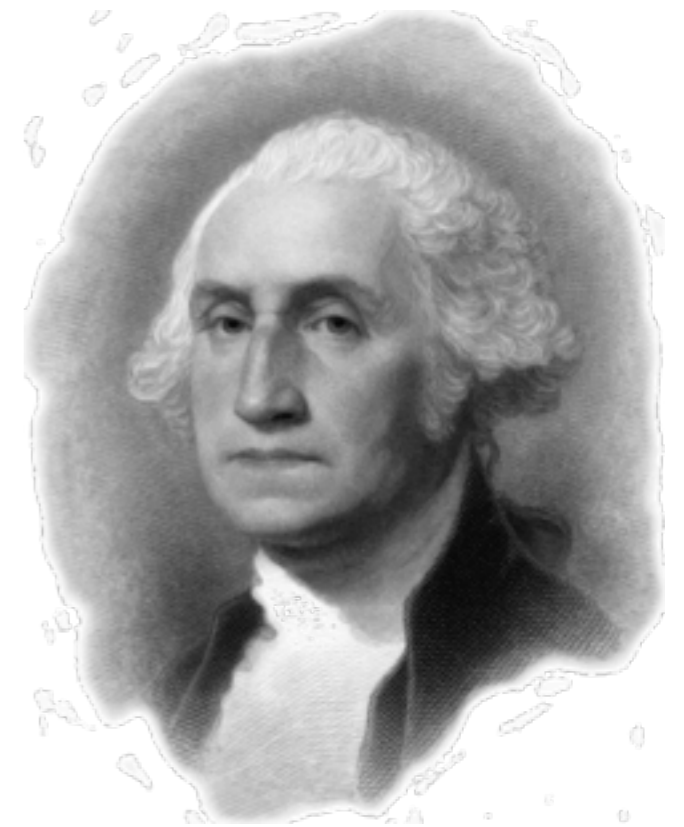
Historical overview

- ▶ the active campaigning style developed slowly
- ▶ negative roots



Historical overview

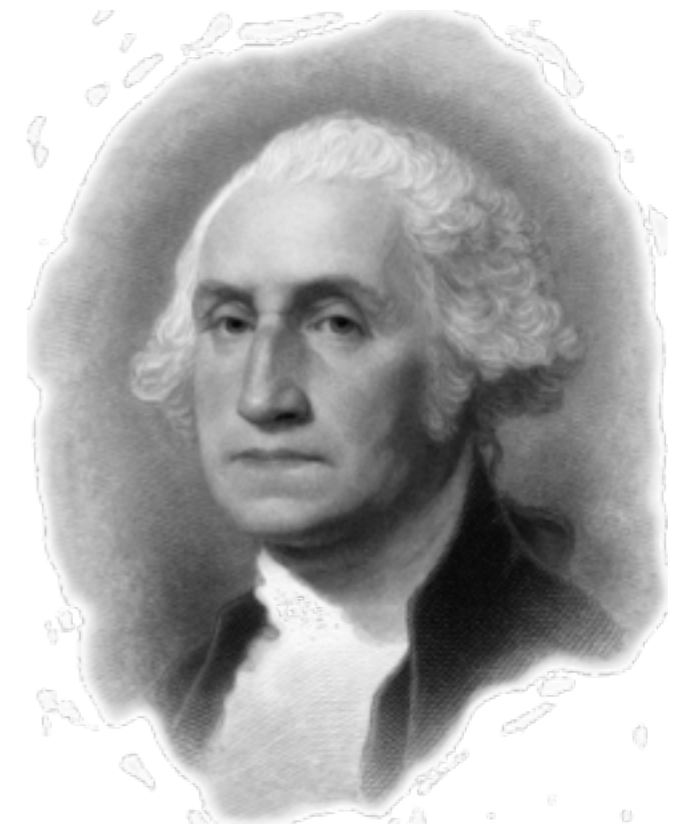
- ▶ Washington – dignified manners, republicans' dream
- ▶ individual liberty
- ▶ popular democracy
- ▶ sacrifice
- ▶ campaigns dangerous



Historical overview

- ▶ Washington – dignified manners, republicans' dream
- ▶ individual liberty
- ▶ popular democracy
- ▶ sacrifice
- ▶ campaigns dangerous

But!



18th century dream will soon give up

Historical overview: The 1800 Elections

- ▶ 1789: 1st president George Washington
- ▶ 1800: Thomas Jefferson on his farm
- ▶ Republicans: posters, handbills etc.
- ▶ Republicans vs. Federalists
- ▶ Jefferson as a rapist?



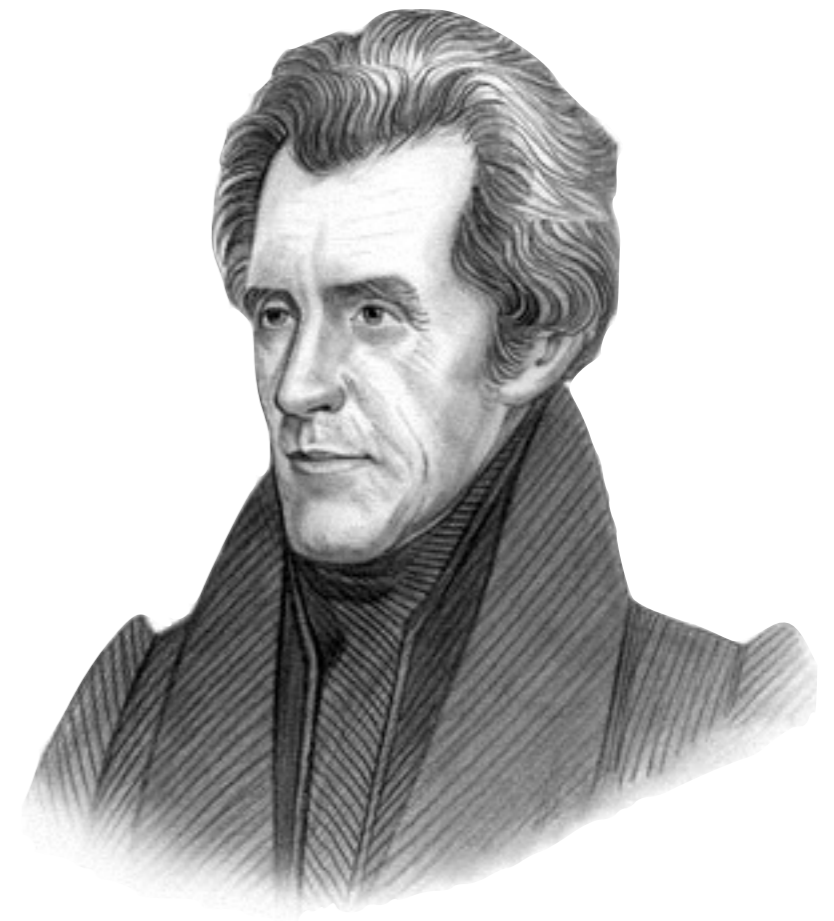
Historical overview: The 1800 Elections

- ▶ Partisan attacks, but not national campaigns
- ▶ Only for white men owning property
- ▶ 1825



Historical overview: 1828 – 1852, Years of Change

- ▶ Jacksonian era
- ▶ many democratic changes
- ▶ Jackson elected by more popular votes
- ▶ Jackson to abolish Electoral College



Democrats vs. Whigs

Historical overview: The 1840 Elections

- ▶ the first truly popular presidential election campaign
- ▶ William H. Harrison (Whig) vs. Martin van Buren (Dem.)
- ▶ increase in right to vote
- ▶ “penny press”
 - ▶ 1830: 906 / 100
 - ▶ 1840: 1577 / 200
- ▶ campaign topics
- ▶ elections for the people



Historical overview: 2nd half of 19th Century

- ▶ 1861 – 1865: Abraham Lincoln
- ▶ Republican Party became a strong national organization
- ▶ behind the scene player
- ▶ unpopular at the beginning



Historical overview: 2nd half of 19th Century

- ▶ 1896
- ▶ campaigns
- ▶ William McKinley
- ▶ William Jennings Bryan



Historical overview: 2nd half of 19th Century

- ▶ 1896
- ▶ campaigns
- ▶ William McKinley
- ▶ William Jennings Bryan



modern but...

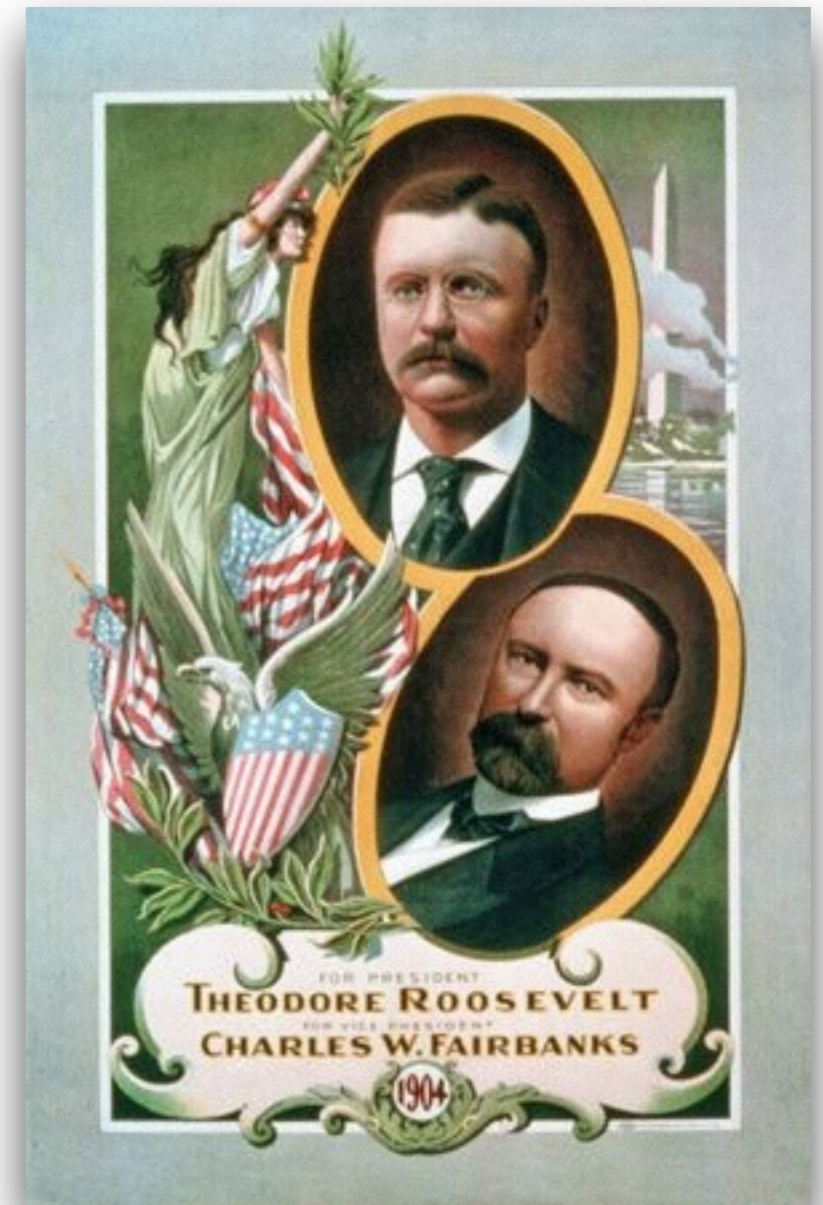
- ▶ mix of merchandising and education
- ▶ better speeches, tailor made

“Campaigning is only a political name for advertising.”

The
New York
Times

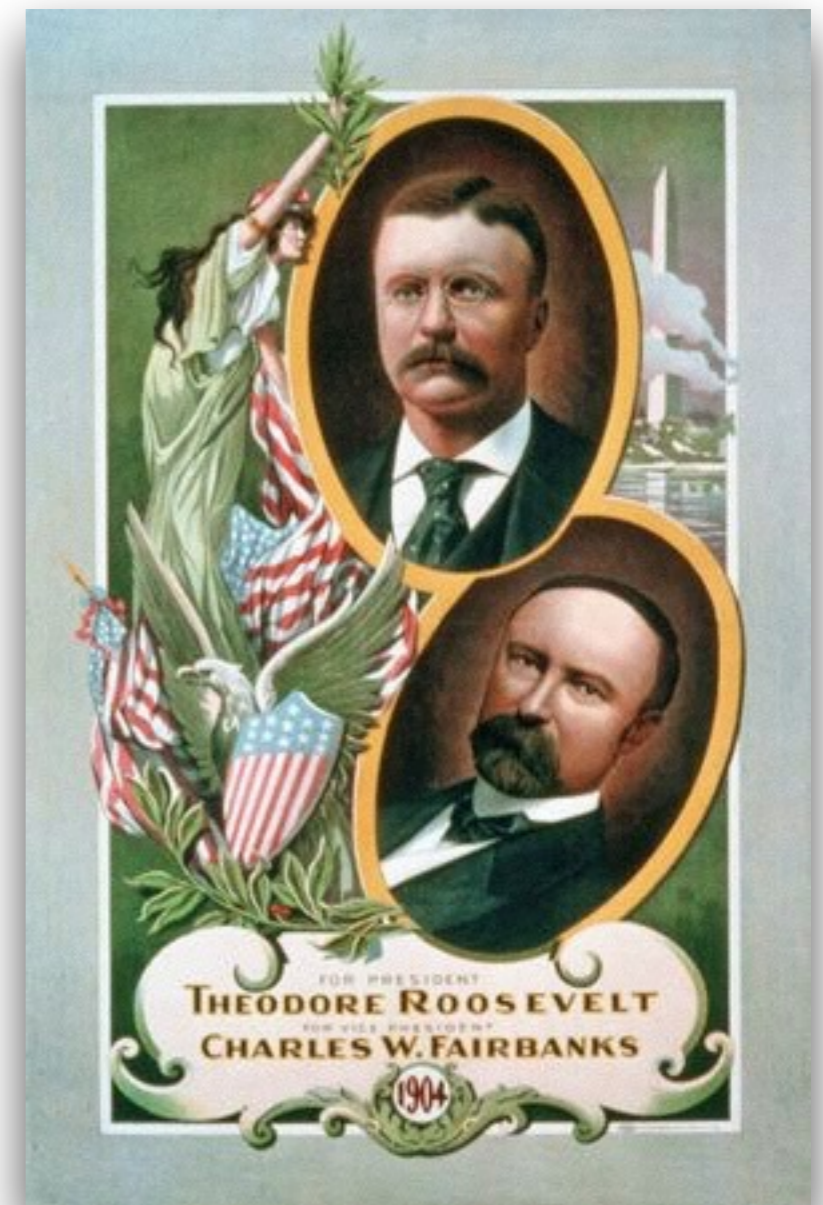
Historical overview: 1st half of 20th Century

- ▶ Roosevelt, Theodore (1901 – 1909)
- ▶ Taft, William, H. (1909 – 1913)
- ▶ Wilson, Woodrow (1913 – 1921)
- ▶ Harding, Warren (1921 – 1923)
- ▶ Coolidge, Calvin (1923 – 1929)
- ▶ Hoover, Herbert (1929 – 1933)
- ▶ Roosevelt, Franklin D. (1933 – 1945)



Historical overview: 1st half of 20th Century

- ▶ campaigns were traditional
- ▶ labour intensive
- ▶ partisan
- ▶ conventions, rallies, printed materials
- ▶ ads in cinema
- ▶ speeches



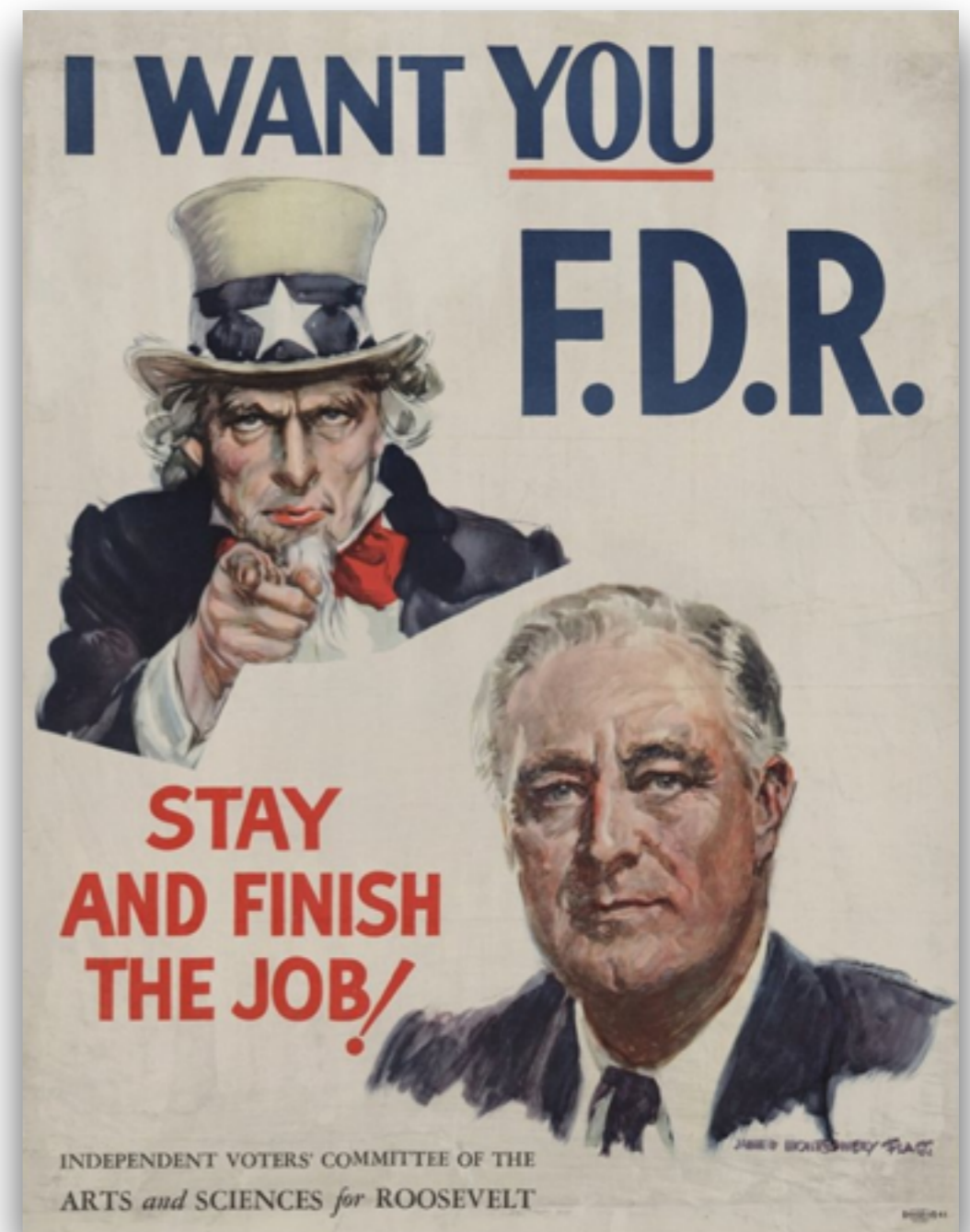
Historical overview: 1st half of 20th Century

“The only thing we have to fear is fear itself.”

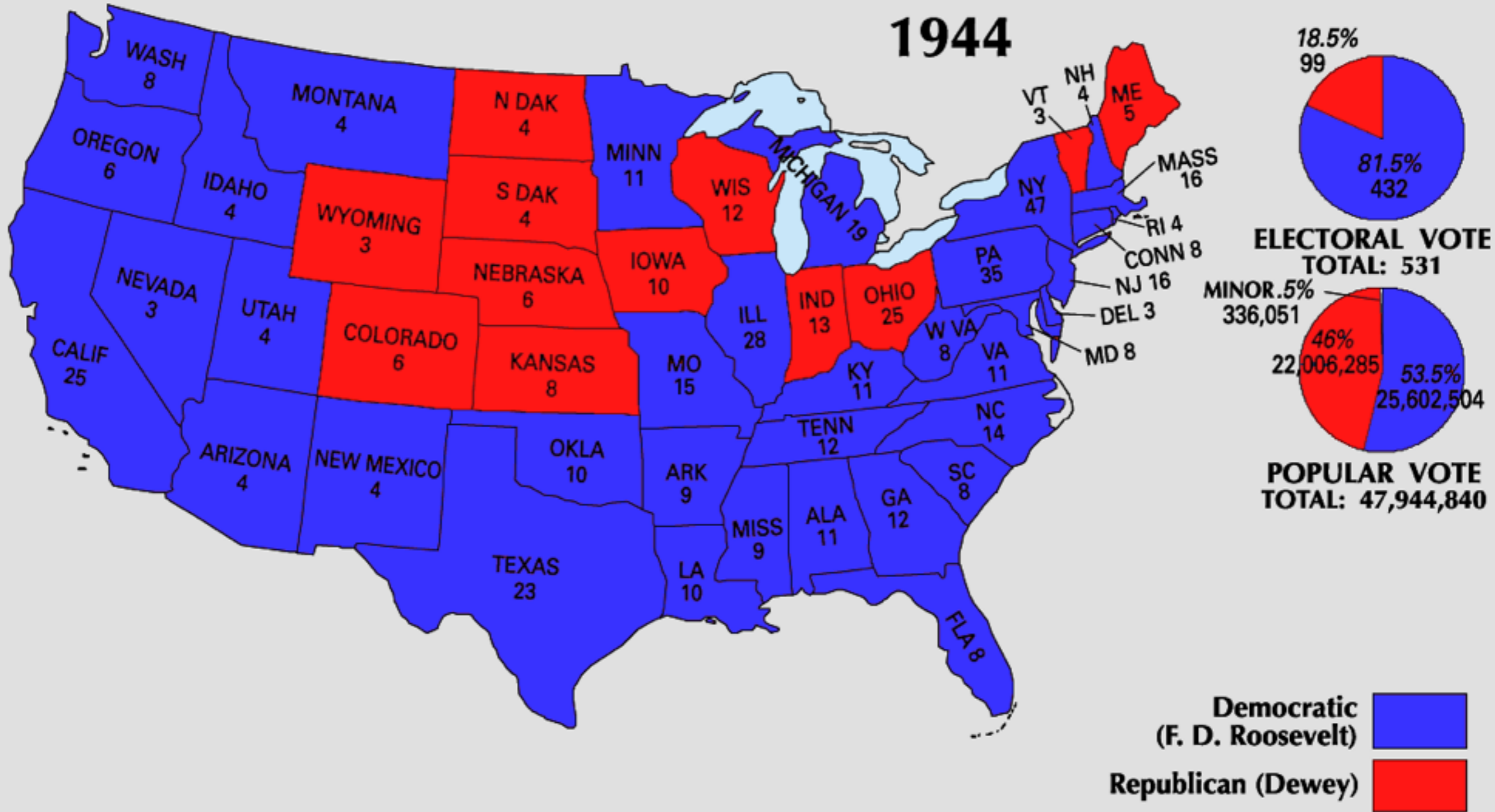


Historical overview: 1st half of 20th Century

- ▶ Pearl Harbor
- ▶ April 12, 1945 FDR died suddenly
- ▶ Harry Truman became the President



Historical overview: 1st half of 20th Century



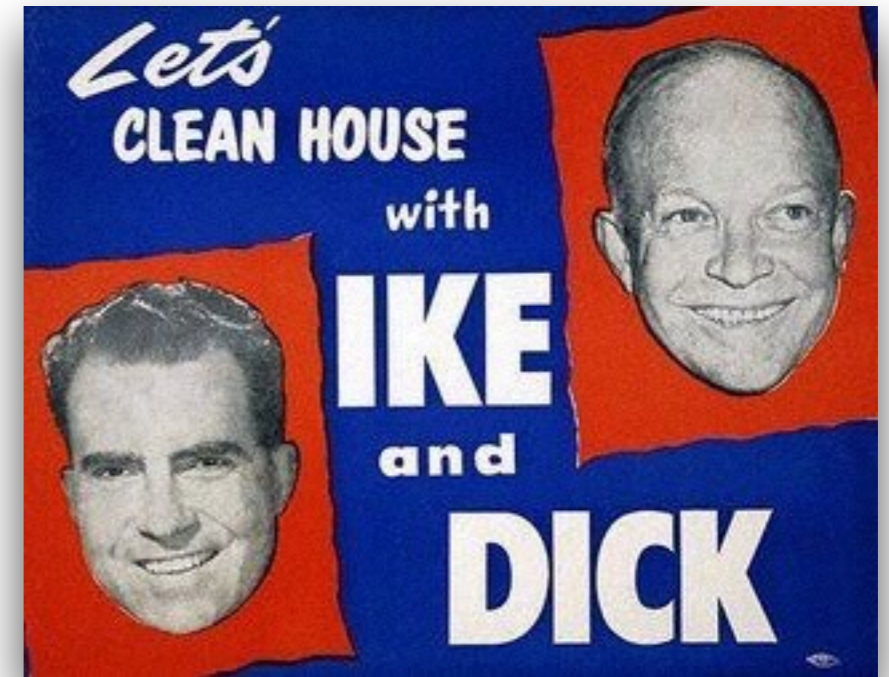
Historical overview: I Like Ike

- ▶ Dwight D. Eisenhower (1953 – 1961)
- ▶ changes in campaigning style
- ▶ BBDO
- ▶ I Like Ike
- ▶ Eisenhower Answers America
- ▶ TV in 40 per cent of households



Historical overview: I Like Ike

- ▶ 1956
- ▶ running mate: Richard Nixon
- ▶ end of Korean war
- ▶ conflicts in Hungary, Israel, France Suez Canal
- ▶ attacks on Nixon
- ▶ Football / Peace



KENNEDY-JOHNSON

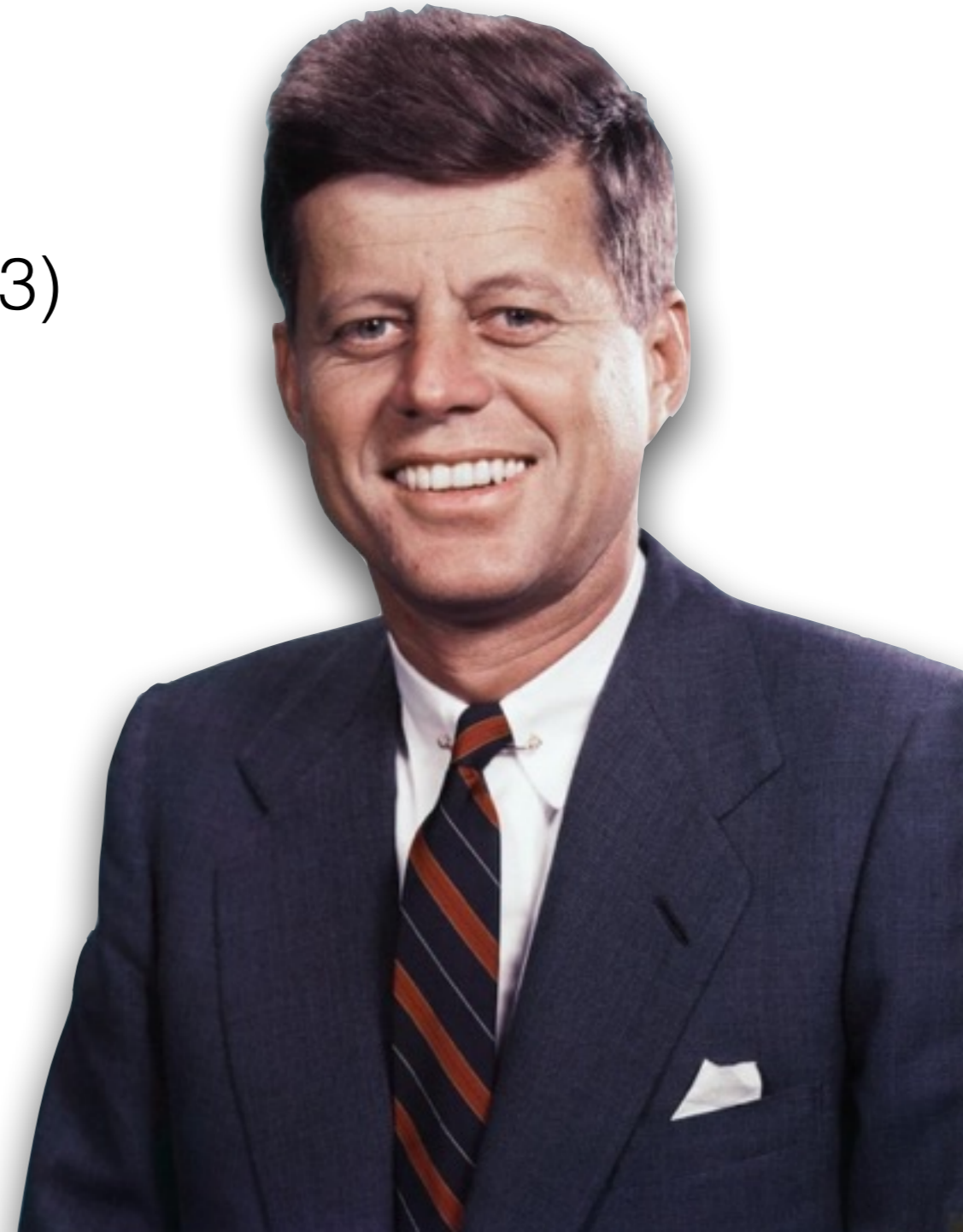
two great Democrats



DEMOCRATIC NATIONAL COMMITTEE, WASHINGTON 6, D. C.

Historical overview: JFK

- ▶ John Fitzgerald Kennedy (1961 – 1963)
- ▶ media training
- ▶ positive image
- ▶ family











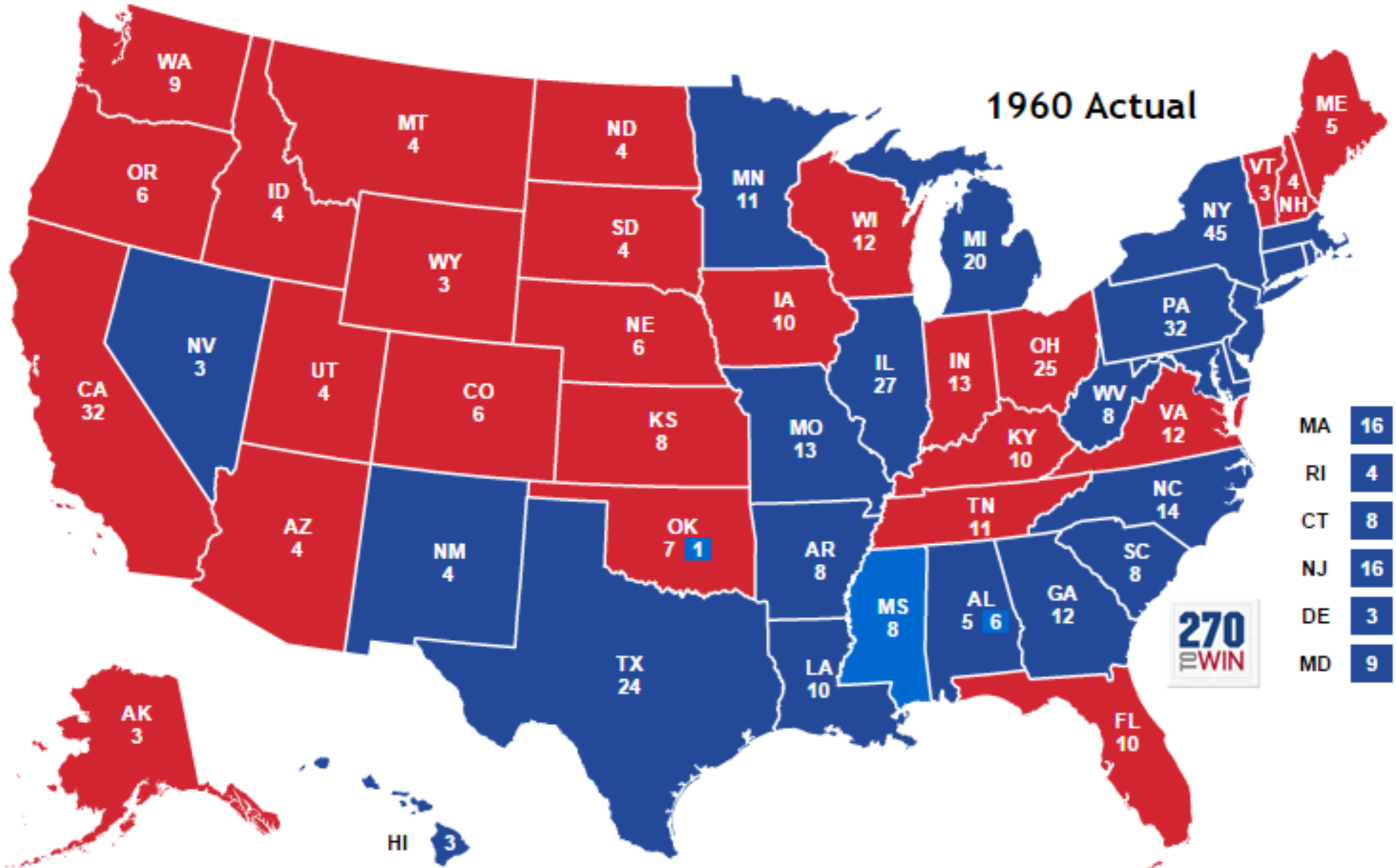


Historical overview: JFK vs. Nixon

- ▶ the very first TV debate ever
- ▶ changing politics into the image fight
- ▶ viewer vs. listeners
- ▶ three debates all together
- ▶ Nixon underestimated the first debate
- ▶ Kennedy was facing the camera
- ▶ team of supporters for answering the questions



Historical overview: JFK vs. Nixon



Historical overview: Going Dirty

- ▶ 1964 overshadowed by JFK assassination
- ▶ Johnson vs. Goldwater
- ▶ raise of negative marketing
- ▶ Daisy



Historical overview: 2nd half of 20th & 21st Century

- ▶ Nixon, Richard (1969 – 1974)
- ▶ Ford, Gerald (1974 – 1977)
- ▶ Carter, Jimmy (1977 – 1981)
- ▶ Reagan, Ronald (1981 – 1989)
- ▶ Bush, George H. W. (1989 – 1993)
- ▶ Clinton, Bill (1993 – 2001)
- ▶ Bush, George W. (2001 – 2009)
- ▶ Obama, Barack (2009 – now)



Historical overview: Let's Play Sax

- ▶ Bill Clinton / Al Gore
- ▶ George H. W. Bush / Dan Quayle
- ▶ Ross Perrot
- ▶ Larry King, Oprah, Phil Donahue etc.



Historical overview: Let's Play Sax

“It's the economy, stupid!”

Historical overview: Let's Play Sax



Historical overview: Bush No. 2

- ▶ George W. Bush
- ▶ no excitement during the campaign
- ▶ son of former President
- ▶ social security, Medicare, education
- ▶ a unitor, not a divider



Historical overview: Bush No. 2, 2004 Edition

- ▶ George W. Bush / Dick Cheney vs. John Kerry / John Edwards
- ▶ war on terror
- ▶ Iraq, Afghanistan
- ▶ “selling the war” (Hollywood goes to war)
- ▶ Usama bin Laden - marketing the war

9/11



Historical overview: Hope

744 985 625



Historical overview: Hope

- ▶ Barack Obama / Joe Biden vs. John McCain / Sarah Palin
- ▶ change
- ▶ extremely well executed campaign
- ▶ fundraising
- ▶ grassroots campaigning
- ▶ strong story
- ▶ “Yes we can”



Historical overview: Hope





OBAMA'08
WWW.BARACKOBAMA.COM

A NIGHT AT THE APOLLO

SENATOR
BARACK
OBAMA

THURSDAY
NOVEMBER 29
DOORS OPEN AT 7:00PM

THE APOLLO THEATER
253 W 125TH STREET
NEW YORK, NY

PURCHASE TICKETS

For security reasons, do not bring bags. No signs or banners permitted.

If you cannot attend the event but would like to support our campaign, make a donation now:

DONATE

Paid for by Obama for America

This email was sent to: am2966@columbia.edu

To unsubscribe, go to: <http://my.barackobama.com/unsubscribe>

Historical overview: Hope

- ▶ unexperienced
- ▶ racial issue

X

- ▶ John McCain:
 - ▶ experienced
 - ▶ war hero
 - ▶ always against Bush

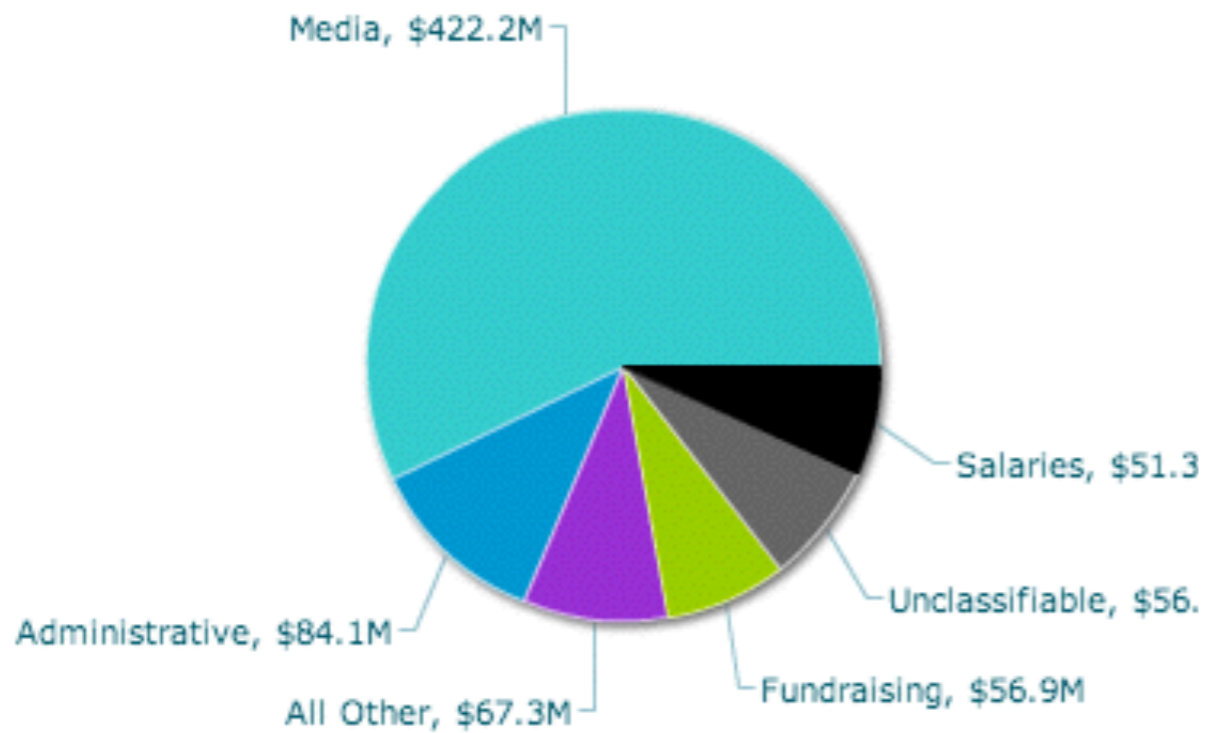


Historical overview: Hope

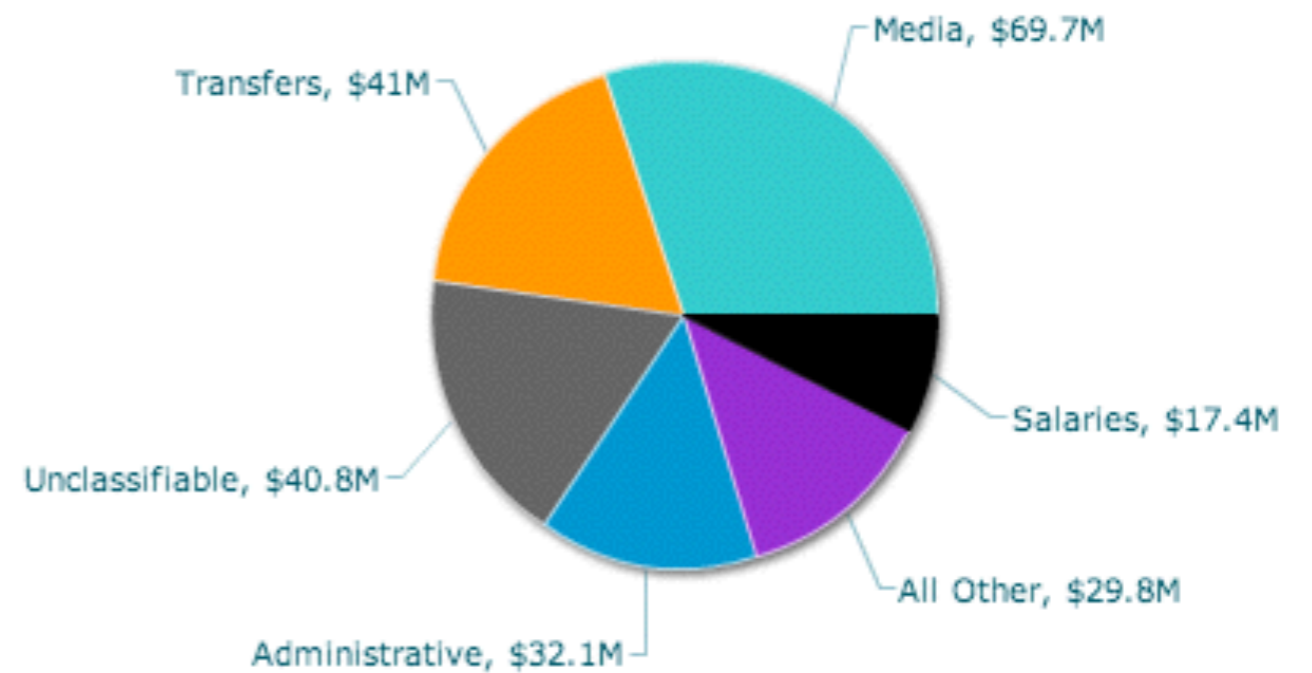
- ▶ Yes We Can
- ▶ We Are The Ones

Historical overview: Hope

Obama - \$745M



McCain - \$368M



source: www.opensecrets.org

Historical overview: Hope

Obama was expected to win easily

E.V.		Obama	McCain	% Rpt.
55	Calif.	61%	37%	100%
7	Conn.	61%	38%	100%
3	Del.	62%	37%	100%
3	D.C.	93%	7%	100%
4	Hawaii	72%	27%	100%
21	Ill.	62%	37%	100%
4	Me.	58%	41%	100%
10	Md.	62%	37%	100%
12	Mass.	62%	36%	100%
17	Mich.	57%	41%	100%
15	N.J.	57%	42%	99%
31	N.Y.	62%	37%	99%
7	Ore.	57%	41%	97%
4	R.I.	63%	35%	100%
3	Vt.	68%	31%	100%
11	Wash.	57%	41%	93%

Obama was expected to win narrowly

E.V.		Obama	McCain	% Rpt.
9	Colo.	54%	45%	100%
7	Iowa	54%	45%	100%
10	Minn.	54%	44%	100%
5	Nev.	55%	43%	100%
4	N.H.	54%	45%	100%
5	N.M.	57%	42%	100%
21	Pa.	55%	44%	100%
13	Va.	53%	46%	100%
10	Wis.	56%	42%	100%

Battleground states

E.V.		Obama	McCain	% Rpt.
27	Fla.	51%	48%	100%
11	Ind.	50%	49%	99%
11	Mo.	49%	49%	100%
15	N.C.	50%	50%	100%
20	Ohio	51%	47%	100%

McCain was expected to win narrowly

E.V.		Obama	McCain	% Rpt.
15	Ga.	47%	52%	99%
3	Mont.	47%	50%	100%
3	N.D.	45%	53%	100%
5	W.Va.	43%	56%	100%

McCain was expected to win easily

E.V.		Obama	McCain	% Rpt.
9	Ala.	39%	60%	99%
3	Alaska	38%	60%	100%
10	Ariz.	45%	54%	100%
6	Ark.	39%	59%	100%
4	Idaho	36%	62%	100%
6	Kan.	41%	57%	100%
8	Ky.	41%	57%	100%
9	La.	40%	59%	100%
6	Miss.	43%	56%	100%
5*	Neb.	42%	57%	100%
7	Okla.	34%	66%	100%
8	S.C.	45%	54%	100%
3	S.D.	45%	53%	100%
11	Tenn.	42%	57%	100%
34	Tex.	44%	56%	100%
5	Utah	35%	62%	100%
3	Wyo.	33%	65%	100%

Historical overview: Restoring The Hope



Historical overview: Restoring The Hope

- ▶ Mitt Romney
- ▶ Ron Paul
- ▶ Newt Gingrich
- ▶ Rick Santorum
- ▶ Buddy Roemer
- ▶ Rick Perry
- ▶ Jon Huntsman
- ▶ Michele Bachmann
- ▶ Gary Johnson
- ▶ Herman Cain
- ▶ Thaddeus McCotter
- ▶ Tim Pawlenty

Historical overview: Restoring The Hope



Republican National Convention: August 27-30, 2012

Democratic National Convention: September 3-6, 2012

Historical overview: Restoring The Hope



- ▶ The Choice
- ▶ The Facts

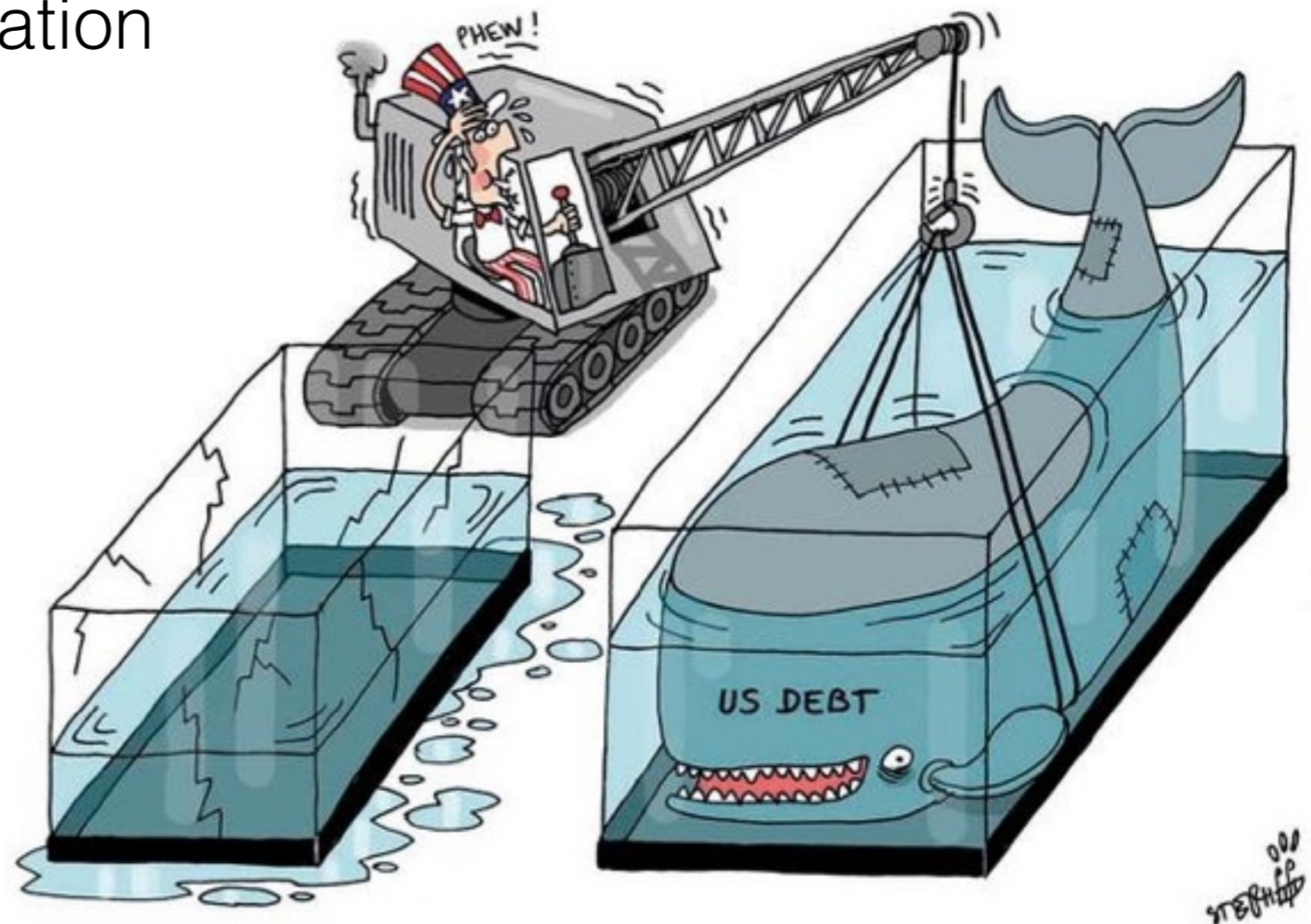
Historical overview: Restoring The Hope

- ▶ No, I Can't
- ▶ The Promise of America



Historical overview: Restoring The Hope

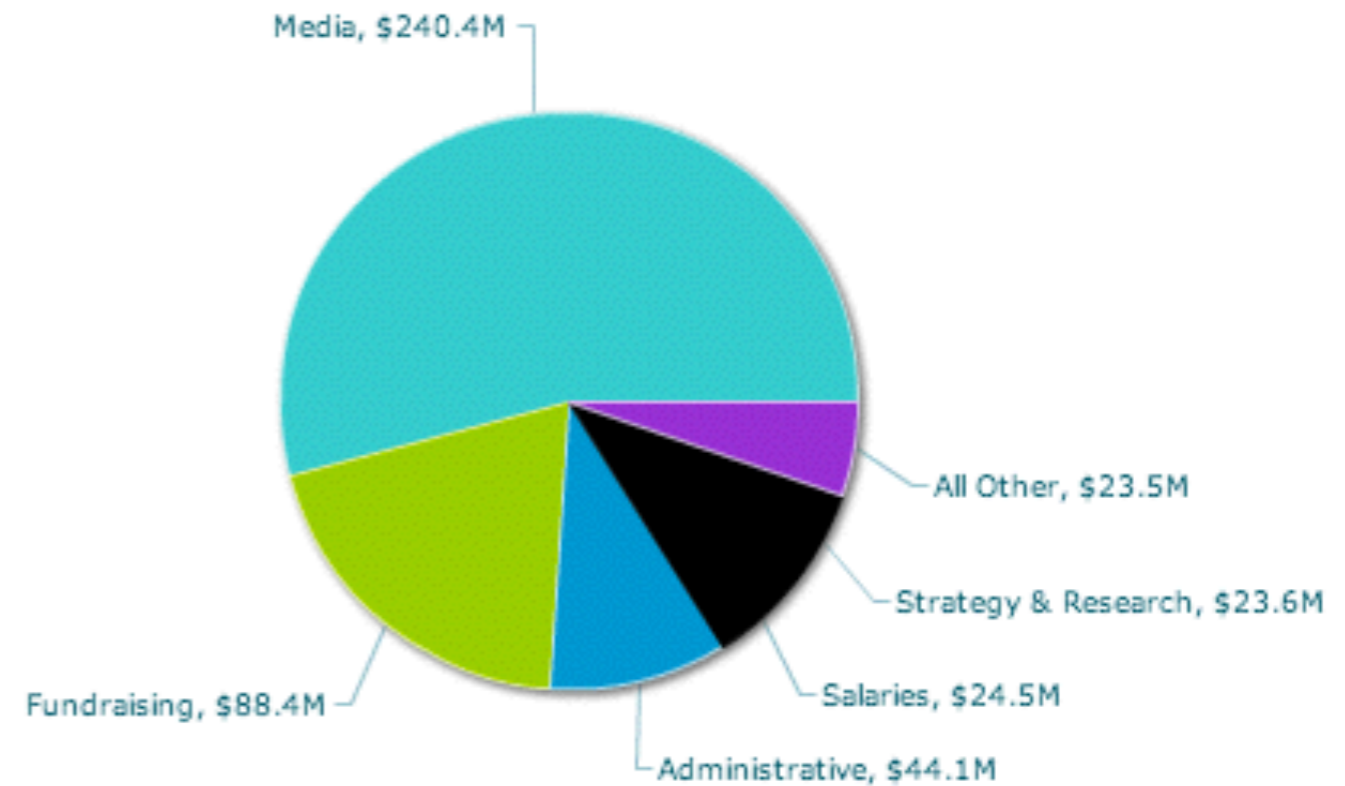
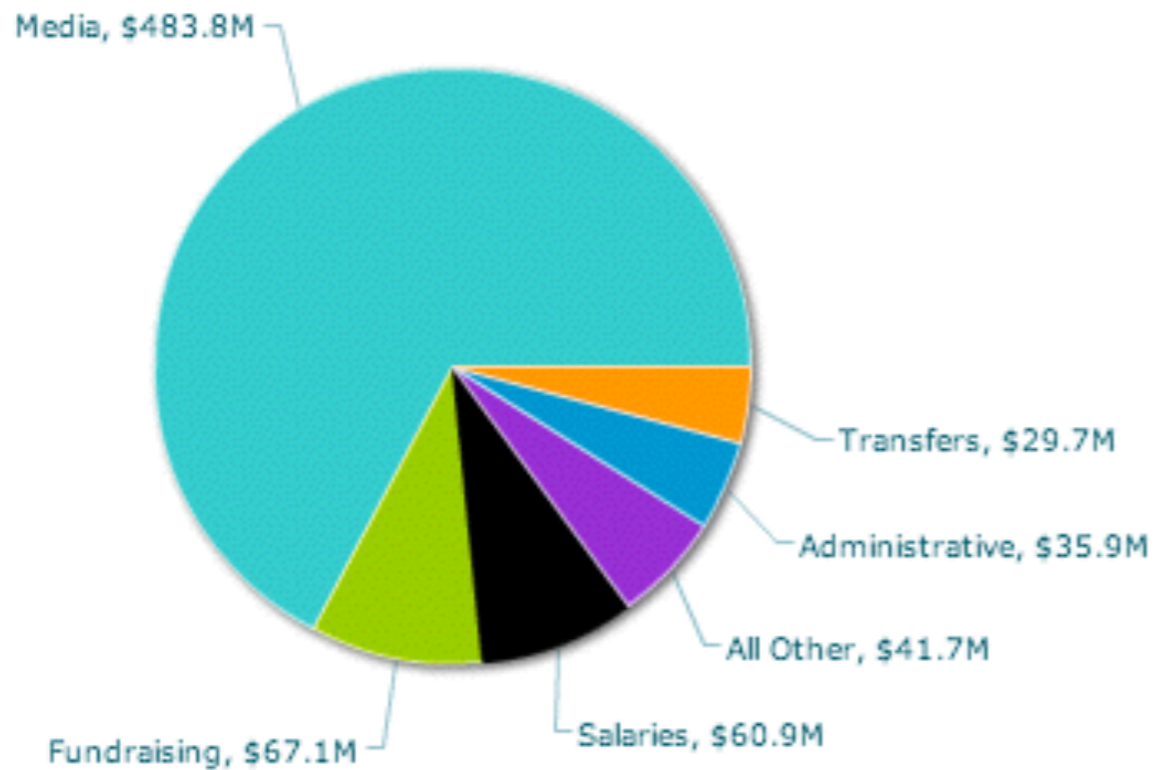
- ▶ Great Recession - economy recovery
- job creation
- ▶ long-term federal budget
- ▶ social insurance program
- ▶ 'Obama care'



Historical overview: Restoring The Hope

Obama - \$1.107M

Romney - \$1.238M

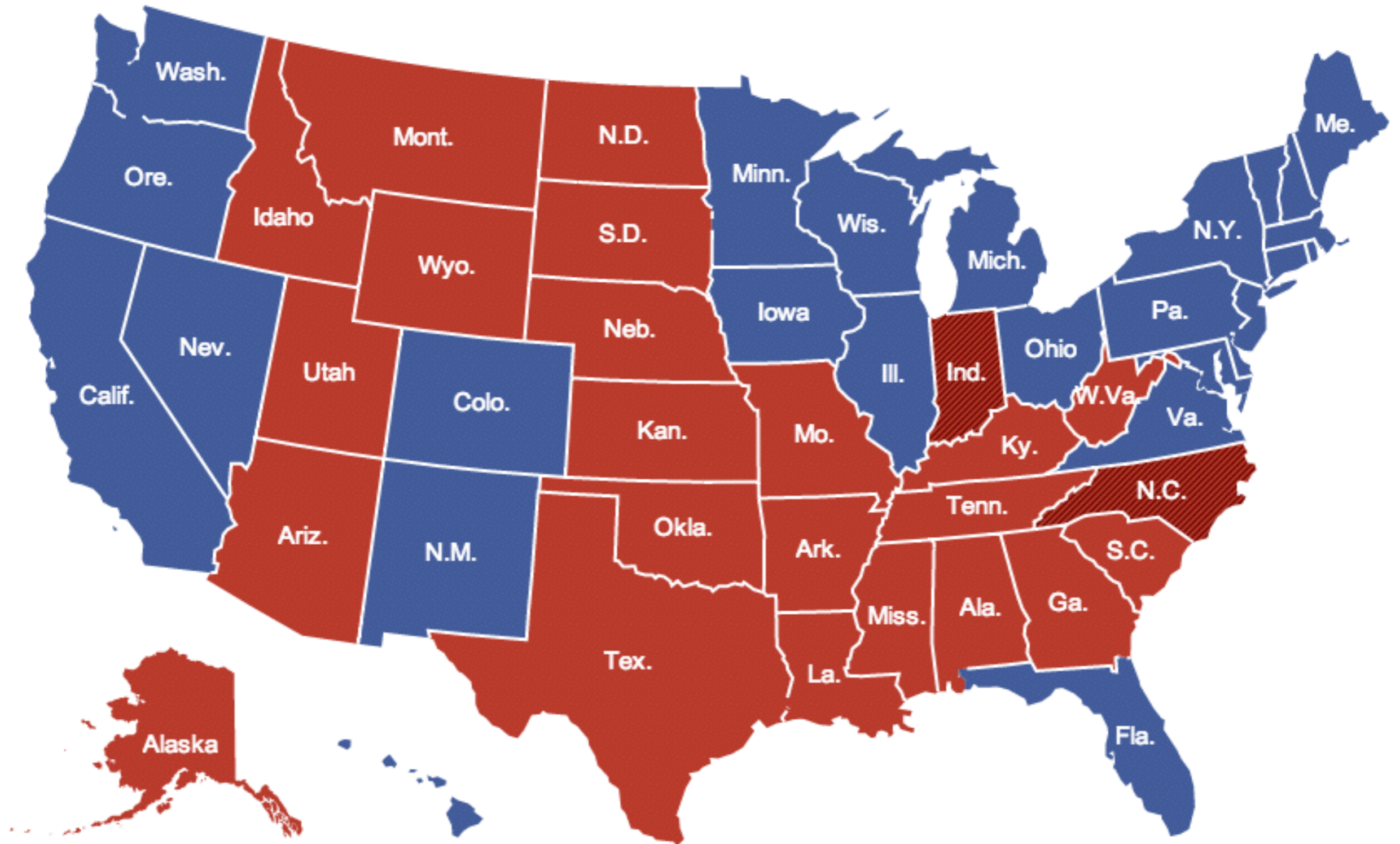


source: www.opensecrets.org

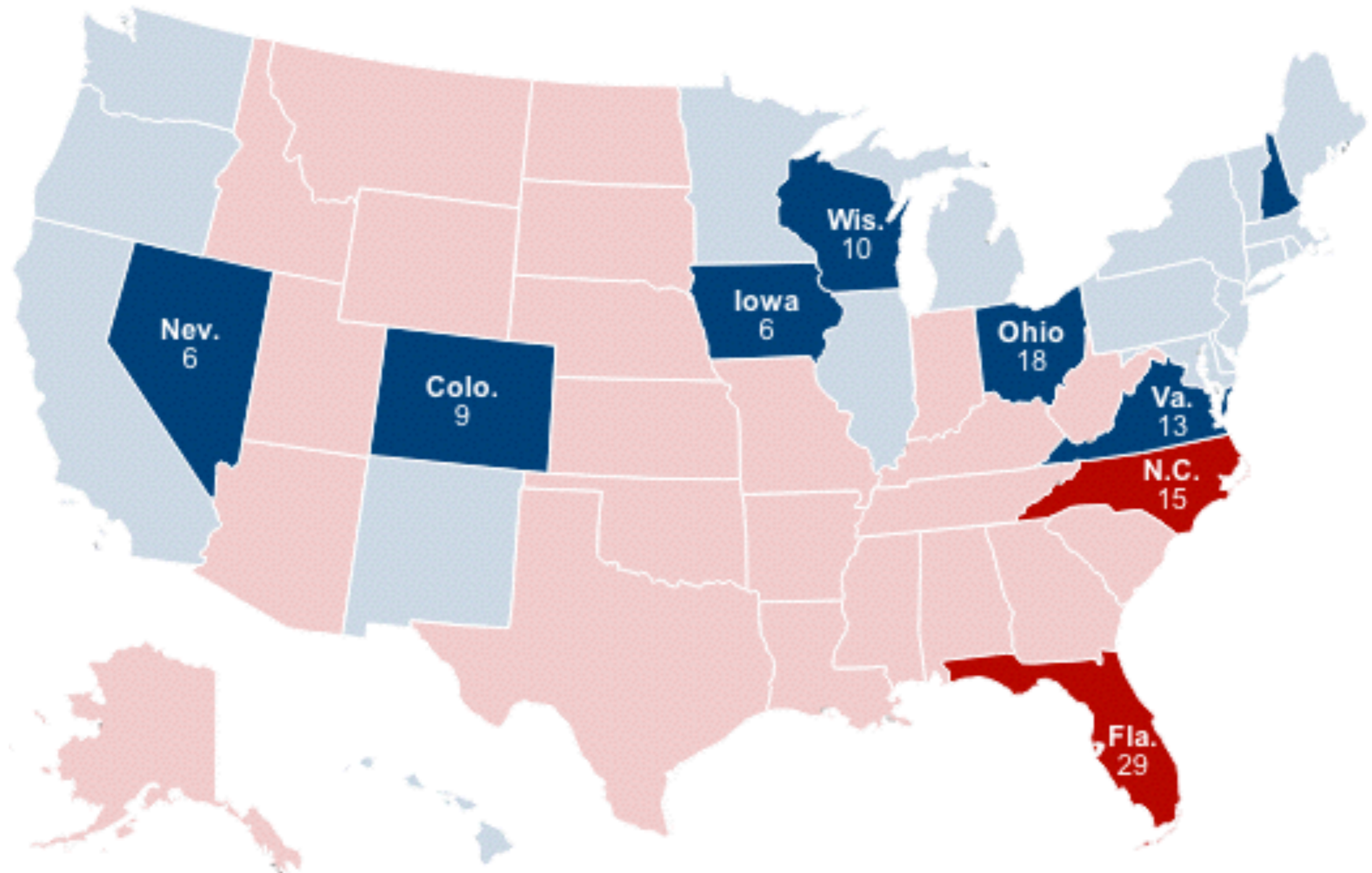
Historical overview: Restoring The Hope



Historical overview: Restoring The Hope



Historical overview: Restoring The Hope



2016?

Thank for your attention.