

OVERVIEW OF THE KIT

THEMATIC LISTING

Throughout this kit there are references to *Connections* (thematic categories) relating to groups of documents that share a similar theme, similar medium, or that can be used to explore a specific issue. There are 14 thematic categories, each containing a listing of specific documents found in this kit that can be used as a group to explore that theme or issue. In most cases there is information given in the Teacher Guide that specifically addresses the thematic connection (e.g., in the background information, additional info) which may help teachers craft lessons around these themes. Teachers may want to reconstruct a new PowerPoint presentation with selected documents (see “How to Re-Order the Slides” in the section on **How to Use These Materials**). There are assessments tied to most of these themes in the **Culminating Assessments** section of the kit.

Media Bias: Documents produced by media sources (not by the campaigns themselves), including newspapers, magazines, news photos, radio and TV news, that can be used to specifically teach about media bias.

Reaching Voters: Documents illustrating ways that different types of media and campaign techniques have been used by candidates to reach voters.

Target Audience: Selected examples of documents targeting particular groups of people.

Race: Documents that present or critique racism, affirmative action, diversity, white people’s fear about race, or people of color as leaders or target groups.

Class/Labor: Documents that include images and/or text that address issues of class conflict, labor, or socialism.

Foreign Policy: Documents that include issues of foreign policy.

Economic Issues: Documents that include eco-

nomie issues, such as jobs or international trade.

Attack: Documents that attack a candidate (not including political cartoons—see separate category).

Fear: Documents using emotional appeals based on voters’ fears for their safety, livelihood, or freedom.

“Hero”: Documents presenting the candidate as a powerful, honored or heroic leader, often in a military context.

“Family Man”: Documents referencing family, spouse or children.

“Commoner”: Documents in which the candidate is constructed to appear like a common man, an “everyday Joe.”

Music: Documents using music, primarily songs on audio CD, but also music from TV spots on video/DVD.

Cartoons: Political cartoons, typically attacking a candidate (not listed under the *Attack* theme).

MEDIA BIAS

All communication has some bias, which may be reflected in what information is chosen to be included and what will be left out, the way quotes are edited or taken out of context, the images that are selected and how they are cropped, etc. The following documents produced by media sources (not by the campaigns themselves), including newspapers, magazines, news photos, radio and TV news, are especially useful for teaching about media bias. A brief description is given after each document explaining the main bias-related issue or questions that could be asked about this document.

- 1800 #3:** *Connecticut Courant* Editorial
(partisan newspapers and editorial positions)
- 1840 #1:** Quote from *Baltimore Republican*
1840 #2: *The Log Cabin* Newspaper Banner
(partisan newspapers created by political parties)
- 1864 #1:** Gettysburg Address
(presidential speeches covered in newspapers, advantage to incumbent)
- 1864 #2:** (a) *Chicago Tribune* on Gettysburg Address
(b) *Harrisburg Patriot & Union* on Gettysburg Address
(c) *Providence Journal* on Gettysburg Address
(d) *Chicago Times* on Gettysburg Address
(comparing positions, partisan coverage)
- 1868 #1:** *Harper's Weekly* Cover, "The First Vote"
(news periodicals and editorial position)
- 1896 #2:** McKinley Front Porch Visitors Photograph
(photo op, inviting the media for personal visit)
- 1904 #3:** Roosevelt Photo and "Teddy's Teeth" Ad
(photo ops, newspaper coverage as editorial choice, advantage to incumbents)
- 1908 #3:** Taft Haying Photograph
(photo op, coverage as editorial choice)
- 1936 #1:** "Fireside Chat" Radio Clip
(radio bias – voice, power of the incumbent to command air time)
- 1944 #2:** FDR "Fala Speech"
1944 #3: Dewey Response to "Fala Speech"
(advantage of the incumbent to command free air time)
- 1960 #1:** Nixon-Kennedy Debate
(image bias of television)

- 1964 #4:** MFDP Televised Testimony
(presidential power to influence the media)
- 1968 #2:** Robert Kennedy with César Chávez
(fact vs. opinion, “objective journalism,” editorial choices of what and how to cover a story)
- 1972 #3:** Photo of Campaign Workers with Brochures
(role of media in reinforcing stereotypes)
- 1984 #1:** *Time* Covers, Reagan “Man of the Year”
(editorial choices by news media to support or critique a candidate)
- 1984 #4:** *Time* Ferraro Interview
(framing/sexism, how the choice of interview questions determines the focus of the article)
- 1988 #1:** *Newsweek* Cover, Jesse Jackson
(gatekeeping/racism, media role in granting legitimacy (or not) to candidates)
- 1988 #3:** Dukakis “Packaging” TV Commercial
(role of the media in questioning false or misleading campaign commercials)
- 1992 #4:** *Time* Cover, Clinton (editorial choices by news media to support or critique a candidate)
- 2000 #3:** (a) Republican Convention Bush’s Entrance
(b) Democratic Convention Gore’s Entrance
(free “air” time for parties, but not all parties)
- 2000 #7:** (a) *Newsweek* Bush with Oprah
(b) *Newsweek* Gore with African American Women
(what and who is covered, how they are covered)
- WEB 2000 #8:** *Newsweek* “But Where’s the Salsa?”
(exposure for certain groups, candidates using the media to target specific audiences)
- WEB 2000 #9:** *Newsweek* “Faith is Busting Out All Over”
(dealing with complex issues in “sound bites,” which perspectives are heard and highlighted)
- 2000 #10:** Gore-Bush 1st Debate
(who is invited to debates and how they are structured)
- 2000 #11:** *Saturday Night Live* Debate Skit
(exaggeration of candidates’ characteristics and flaws)
- 2000 #13:** *Newsweek* Cover, “The Winner Is...”
(attempt by news media to be non-partisan)
- 2004 #1:** Spin/Counter-Spin: Speeches, Articles, Ads & Web Sites
(spinning the story in media reports)
- 2004 #2:** Howard Dean Iowa Speech (exaggeration of candidate’s characteristics)
- 2004 #5:** Photo Ops and Counter Ops
(changing the message with added captions, titles or words)

REACHING VOTERS

Documents illustrating ways that different types of media and campaign techniques have been used by candidates to reach voters.

<u>Document</u>	<u>Type of Media or Campaign Strategy Used</u>
1800 #1: Portrait of Thomas Jefferson	portrait
1800 #3: <i>Connecticut Courant</i> Editorial	partisan newspaper
1800 #6: Jefferson Banner	handmade banner
1828 #1: Jackson on His Way to Washington	stagecoach speech
1828 #3: Coffin Handbill	handbill
1832 #1: "Aristocrat/Workingman" Cartoon	cartoon
1840 #3: Whig Party Parade	parade
1840 #4: "Tippecanoe and Tyler Too" Song	song
1840 #5: Democratic Republican Party Newspaper Ad	campaign biography
1860 #1: Lincoln Douglas Debates Image (1858)	debate
1860 #3: Lincoln/Hamlin Campaign Poster	poster
1864 #1: Gettysburg Address	speech
1868 #1: <i>Harper's Weekly</i> Cover, "The First Vote"	magazine cover
1896 #2: McKinley Front Porch Visitors Photograph	photo-op
1904 #3: Roosevelt Photo and "Teddy's Teeth" Ad	stumping
1908 #2: Commoner vs. Plutocrat Postcard	postcard
1932 #1: "Happy Days Are Here Again" Song	recorded music
1932 #2: "The Girl I Love is a Democrat" Sheet Music	sheet music
1936 #1: "Fireside Chat" Radio Clip	radio speech
1940 #2: Willkie-Roosevelt Button Collage	buttons
1952 #1: Nixon "Checkers" Speech	TV speech
1952 #3: "Eisenhower Answers America" TV Commercial	TV commercial
1956 #1: Republican Comic Book	comic book
1956 #2: Democratic National Convention Program Cover	convention
1960 #1: Nixon-Kennedy Debate	TV debate
1964 #4: MFDP Televised Testimony	TV news
1968 #2: Robert Kennedy with César Chávez	newspaper article
1972 #3: Photo of Campaign Workers with Brochures	leaflet
1984 #4: <i>Time</i> Ferraro Interview	interview
1992 #5: <i>Campaigns & Elections</i> Cover	micro-marketing
2000 #1: (a) Republican Convention Brooks & Dunn Music (b) Democratic Convention Mickey Hart Music	live music on TV
2000 #2: (a) Republican Convention Bush Biographical Film (b) Democratic Convention Gore Biographical Film	film biography
WEB 2000 #3: (a) Republican Convention Bush's Entrance (b) Democratic Convention Gore's Entrance	TV convention coverage
WEB 2000 #5: Bush, Gore and Nader Web Sites	web site
2000 #7a: <i>Newsweek</i> Bush with Oprah	talk show
2000 #12: Gore and Bush Intro to <i>Saturday Night Live</i>	comedy TV
WEB 2000 #14: <i>New York Times</i> Photo of Handmade Signs	handmade sign
2004 #2: Howard Dean Iowa Speech	speech
2004 #3: MoveOn.org "Child's Pay" TV Commercial	TV Commercial
2004 #5: Photo Ops and Counter Ops	photo-op
2004 #8: Bush and Kerry Web Sites	web site

TARGET AUDIENCE

Selected examples of documents targeting particular groups of people.

Document

Target Audience

1832 #1:	"Aristocrat/Workingman" Cartoon	skilled craftspeople
1840 #2:	<i>The Log Cabin</i> Newspaper Banner	frontiersmen
1864 #3:	"Lincoln-Ruin/McClellan-Peace" Poster	racist whites
1868 #2:	"White Man's Government" Nast Cartoon	anti-racists
1872 #2:	Grant "The Working-Man's Banner" Poster	working class
1896 #2:	McKinley Front Porch Visitors Photograph	immigrants
1896 #3:	McKinley "The Real Issue" Poster	white workers
1904 #2:	Debs "Socialist Party" Poster	industrial laborers
1908 #3:	Taft Haying Photograph	farmers
1944 #1:	"Our Friend" Poster	soldiers & workers of all races
1956 #1:	Republican Comic Book	women
1956 #2:	Democratic Convention Program Cover	families
1960 #2:	Kennedy Address to Ministerial Conference	Protestants
1968 #3:	"Nixon's the One" Poster	youth
1968 #6:	Nixon "Law and Order" TV Commercial	"the silent majority"
1968 #7:	Wallace "Law and Order: Busing" TV Commercial	whites opposed to busing
1972 #1:	"Together with McGovern" Poster	supporters of diversity
1984 #2:	Reagan "Morning in America" TV Commercial	middle class whites
1988 #2:	Bush "Revolving Door" TV Commercial	fearful voters
1992 #1:	Clinton "Journey" TV Commercial	rural poor
2000 #1a:	Republican Convention Brooks & Dunn Music	country music fans
2000 #1b:	Democratic Convention Mickey Hart Music	Grateful Dead fans
WEB 2000 #5d:	Pull-Down Lists from Bush and Gore Web Sites	choice of groups
2000 #7:	(a) <i>Newsweek</i> Bush with Oprah (b) <i>Newsweek</i> Gore with African American Women	African Americans
WEB 2000 #8:	<i>Newsweek</i> "But Where's the Salsa?"	Latinos
2000 #10:	Gore-Bush 1st Debate	seniors
2004 #5:	Photo Ops and Counter Ops	micro-marketing groups
2004 #7:	Targeting Latinos TV Commercials	Latinos
2004 #8:	Bush and Kerry Web Sites	religious voters conservative voters

RACE

Documents that present or critique racism, affirmative action, diversity, white people's fear about race, or people of color as leaders or target groups.

1864 #3:	"Lincoln-Ruin/McClellan-Peace" Poster
1868 #1:	<i>Harper's Weekly</i> Cover, "The First Vote"
1868 #2:	"White Man's Government" Nast Cartoon
1904 #4:	Teddy Roosevelt "New Diplomacy" Cartoon

- 1964 #4:** MFDG Televised Testimony
- 1968 #7:** Wallace "Law and Order: Busing" TV Commercial
- 1972 #1:** "Together with McGovern" Poster
- 1988 #1:** *Newsweek* Cover, Jesse Jackson
- 1988 #2:** Bush "Revolving Door" TV Commercial
- 2000 #7** (a) *Newsweek* Gore with African American Women
(b) *Newsweek* Bush with Oprah
- WEB 2000 #8:** *Newsweek* "But Where's the Salsa?"
- 2004 #7:** Targeting Latinos TV Commercials

CLASS/LABOR

Documents that include images and/or text that address issues of class conflict, labor, or socialism. Although class and labor references appear from 1800 (anti-Jefferson) to 2000 (Nader), most are concentrated between 1896 and 1908.

- 1800 #3:** *Connecticut Courant* Editorial
- 1832 #1:** "Aristocrat/Workingman" Cartoon
- 1872 #2:** Grant "The Working-Man's Banner"
- 1896 #1:** Bryan "Cross of Gold" Poster
- 1896 #3:** McKinley "The Real Issue" Poster
- 1900 #1:** Bryan "The Issue – 1900" Poster
- 1900 #3:** "McKinley and Millionaire Advisor" Cartoon
- 1904 #2:** Debs "Socialist Party" Poster
- 1908 #2:** Commoner vs. Plutocrat Postcard
- 1936 #3:** "An Attack on the New Deal" Cartoon
- 1940 #2:** Willkie-Roosevelt Button Collage
- 1944 #2:** FDR "Fala Speech"
- 1984 #3:** Mondale "Trade Deficit" TV Commercial
- 2000 #4c:** Nader "Priceless" TV Commercial
- WEB 2000 #5c:** Nader 2000 Web Site Home Page

FOREIGN POLICY

Documents that include issues of foreign policy.

- 1800 #3:** *Connecticut Courant* Editorial
- 1800 #5:** "The Providential Detection" Cartoon
- 1896 #1:** Bryan "Cross of Gold" Poster
- 1900 #1:** Bryan "The Issue – 1900" Poster
- 1900 #2:** McKinley/Roosevelt "Promises" Poster
- 1904 #1:** Parker "Jeffersonian Principles" Poster
- 1904 #4:** Teddy Roosevelt "New Diplomacy" Cartoon
- 1960 #1:** Nixon-Kennedy Debate
- 1960 #3:** Race Against Communism Broadside
- 1964 #1:** Goldwater "We Will Bury You" TV Commercial
- 1964 #2:** Johnson "Daisy Girl" TV Commercial
- 1968 #1:** LBJ and Vietnam Poster

- 1972 #2:** (a) McGovern “Does a President Know...” TV Commercial
(b) Nixon “McGovern Defense” TV Commercial
- 1984 #5:** Reagan “Bear in the Woods” TV Commercial
- 1988 #4b:** Bush “Dukakis Tank Ride” TV Commercial
- 1992 #2:** Bush “What I am Fighting For” TV Commercial
- 2000 #4a:** Bush “Dangerous World” TV Commercial
- 2004 #1:** Spin/Counter-Spin: Speeches, Articles, Ads & Web Sites

ECONOMIC ISSUES

Documents that include economic issues, such as jobs or international trade.

- 1896 #3:** McKinley “The Real Issue” Poster
- 1900 #1:** Bryan “The Issue – 1900” Poster
- 1900 #2:** McKinley/Roosevelt “Promises” Poster
- 1936 #3:** “An Attack on the New Deal” Cartoon
- 1952 #3:** “Eisenhower Answers America” TV Commercial
- 1960 #1:** Nixon-Kennedy Debate
- 1984 #2:** Reagan “Morning in America” TV Commercial
- 1984 #3:** Mondale “Trade Deficit” TV Commercial
- 1992 #2:** Bush “What I am Fighting For” TV Commercial
- 1992 #3:** (a) Bush “Arkansas 2” TV Commercial
(b) Clinton “Steady” TV Commercial
- 2000 #4c:** Nader “Priceless” TV Commercial
- WEB 2000 #5:** (b) Bush-Cheney Web Site Home Page
(c) Nader 2000 Web Site Home Page
- 2000 #10:** Gore-Bush 1st Debate
- 2004 #1:** Spin/Counter-Spin: Speeches, Articles, Ads & Web Sites
- 2004 #3:** MoveOn.org “Child’s Pay” TV Commercial

ATTACK

Documents that attack a candidate (not including political cartoon—see separate category).

- 1800 #3:** *Connecticut Courant* Editorial
- 1800 #4:** Letter from Alexander Hamilton
- 1828 #3:** Coffin Handbill
- 1832 #2:** King Andrew Handbill
- 1840 #1:** Quote from *Baltimore Republican*
- 1860 #2:** Lincoln Douglas Debate Headline
- 1864 #2b:** (b) *Harrisburg Patriot & Union* on Gettysburg Address
(d) *Chicago Times* on Gettysburg Address
- 1864 #3:** “Lincoln-Ruin/McClellan-Peace” Poster
- 1868 #2:** “White Man’s Government” Nast Cartoon
- 1900 #2:** McKinley/Roosevelt “Promises” Poster
- 1940 #2:** Willkie-Roosevelt Button Collage
- 1944 #2:** FDR “Fala Speech”
- 1944 #3:** Dewey Response to “Fala Speech”
- 1952 #5:** Stevenson Photo and Buttons from ‘56

- 1964 #1: Goldwater "We Will Bury You" TV Commercial
- 1964 #2: Johnson "Daisy Girl" TV Commercial
- 1964 #3: Campaign Button Collage
- 1968 #1: LBJ and Vietnam Poster
- 1972 #2: (a) McGovern "Does a President Know..." TV Commercial
(b) Nixon "McGovern Defense" TV Commercial
- 1984 #3: Mondale "Trade Deficit" TV Commercial
- 1988 #2b: Bush "Revolving Door" TV Commercial
- 1988 #3b: Dukakis "Packaging" TV Commercial
- 1988 #4b: Bush "Dukakis Tank Ride" TV Commercial
- 1992 #3a: Bush "Arkansas 2" TV Commercial
- 1992 #4: *Time* Cover, Clinton
- 2000 #4c: Nader "Priceless" TV Commercial
- WEB 2000 #5a: Bush-Cheney Web Site Home Page
Nader 2000 Web Site Home Page
- 2000 #10: Gore-Bush 1st Debate
- 2000 #11: *Saturday Night Live* Debate Skit
- 2000 #12: Gore and Bush Intro to *Saturday Night Live*
- 2004 #1: Spin/Counter-Spin: Speeches, Articles, Ads & Web Sites
- 2004 #2: Howard Dean Iowa Speech
- 2004 #3: MoveOn.org "Child's Pay" TV Commercial
- 2004 #4: Swift Boat Veterans for Truth TV Commercial
- 2004 #5: Photo Ops and Counter Ops

FEAR

Documents using emotional appeals based on voters' fears for their safety, livelihood, or freedom.

- 1828 #4: "Little Wat Ye Wha's A-Comin' " Song
- 1864 #3: "Lincoln-Ruin/McClellan-Peace" Poster
- 1868 #2: "White Man's Government" Nast Cartoon
- 1900 #2: McKinley/Roosevelt "Promises" Poster
- 1964 #1: Goldwater "We Will Bury You" TV Commercial
- 1964 #2: Johnson "Daisy Girl" TV Commercial
- 1964 #3: Campaign Button Collage
- 1968 #6: Nixon "Law and Order" TV Commercial
- 1968 #7: Wallace "Law and Order: Busing" TV Commercial
- 1984 #5: Reagan "Bear in the Woods" TV Commercial
- 1988 #2: Bush "Revolving Door" TV Commercial
- 2000 #4a: Bush "Dangerous World" TV Commercial

"HERO"

Documents presenting the candidate as a powerful, honored or heroic leader, often in a military context.

- 1828 #2: "The Hunters of Kentucky" Song
- 1840 #3: Whig Party Parade
- 1840 #5: Democratic Republican Party Newspaper Ad

- 1868 #4:** Grant "Let Us Have Peace" Emblem
- 1896 #3:** McKinley "The Real Issue" Poster
- 1904 #3:** Roosevelt Photo and "Teddy's Teeth" Ad
- 1944 #1:** "Our Friend" Poster
- 1956 #1:** Republican Comic Book
- 1984 #1:** *Time* Cover, Reagan "Man of the Year"
- 2000 #2:** (a) Republican Convention Bush Biographical Film
(b) Democratic Convention Gore Biographical Film
- WEB 2000 #3:** (a) Republican Convention Bush's Entrance
(b) Democratic Convention Gore's Entrance
- 2004 #5:** Photo Ops and Counter Ops

"FAMILY MAN"

Documents presenting the candidate as someone with strong family ties and/or caring about families, spouse or children.

- 1896 #1:** Bryan "Cross of Gold" Poster
- 1944 #1:** "Our Friend" Poster
- 1952 #1:** Nixon "Checkers" Speech
- 1952 #2:** Nixon Postcard
- 1952 #3:** "Eisenhower Answers America" TV Commercial
- 1956 #1:** Republican Comic Book
- 1956 #2:** Democratic Convention Program Cover
- 1964 #1:** Goldwater "We Will Bury You" TV Commercial
- 1964 #2:** Johnson "Daisy Girl" TV Commercial
- 1984 #2:** Reagan "Morning in America" TV Commercial
- 1984 #4:** *Time* Ferraro Interview
- 1992 #1:** Clinton "Journey" TV Commercial
- 2000 #2:** (a) Republican Convention Bush Biographical Film
(b) Democratic Convention Gore Biographical Film
- 2000 #4b:** Gore "Happy Thanksgiving" TV Commercial

"COMMONER"

Documents in which the candidate is constructed to appear like a common man, an "everyday Joe."

- 1828 #2:** "The Hunters of Kentucky" Song
- 1840 #2:** *The Log Cabin* Newspaper Banner
- 1872 #2:** Grant "The Working-Man's Banner"
- 1908 #2:** Commoner vs. Plutocrat Postcard
- 1908 #3:** Taft Haying Photograph
- 1952 #1:** Nixon "Checkers" Speech
- 1952 #2:** Nixon Postcard
- 1952 #5:** Stevenson Photo and Buttons from '56
- 1972 #1:** "Together with McGovern" Poster
- 1992 #1:** Clinton "Journey" TV Commercial

- 2000 #2:** (a) Republican Convention Bush Biographical Film
(b) Democratic Convention Gore Biographical Film
- 2000 #4b:** Gore "Happy Thanksgiving" TV Commercial
- 2000 #12:** Gore and Bush Intro to *Saturday Night Live*
- 2004 #5:** Photo Ops and Counter Ops

MUSIC

Documents using music, primarily songs on audio CD, but also music from TV spots on video/DVD.

- 1828 #2:** "The Hunters of Kentucky" Song
- 1828 #4:** "Little Wat Ye Wha's A-Comin' " Song
- 1840 #4:** "Tippecanoe and Tyler Too" Song
- 1840 #6:** "Rock-a-bye Baby, Daddy's a Whig" Song
- 1932 #1:** "Happy Days Are Here Again" Song
- 1952 #4:** "Vote Stevenson" TV Commercial
- 2000 #1:** (a) Republican Convention Brooks & Dunn Music
(b) Democratic Convention Mickey Hart Music

CARTOONS

Political cartoons, typically attacking a candidate (not listed under the *Attack* theme).

- 1800 #5:** "The Providential Detection" Cartoon
- 1832 #1:** "Aristocrat/Workingman" Cartoon
- 1860 #4:** Douglas "Taking the Stump" Cartoon
- 1868 #2:** "White Man's Government" Nast Cartoon
- 1872 #1:** "Greeley and Tweed" Nast Cartoon
- 1900 #3:** "McKinley and Millionaire Advisor" Cartoon
- 1904 #4:** Teddy Roosevelt "New Diplomacy" Cartoon
- 1936 #2:** "Makers of History" Cartoon
- 1936 #3:** "An Attack on the New Deal" Cartoon
- 1972 #4:** "Landslide" Cartoon
- 2004 #6:** "Doonesbury" and "Boondocks" Comic Strips