

1896-1908: The Modern Campaign



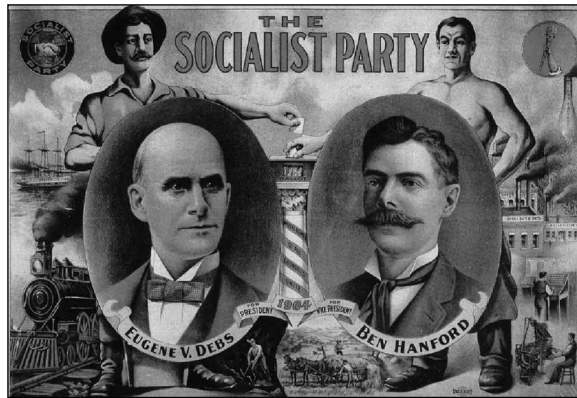
1896: McKinley Front Porch Campaign Visitors



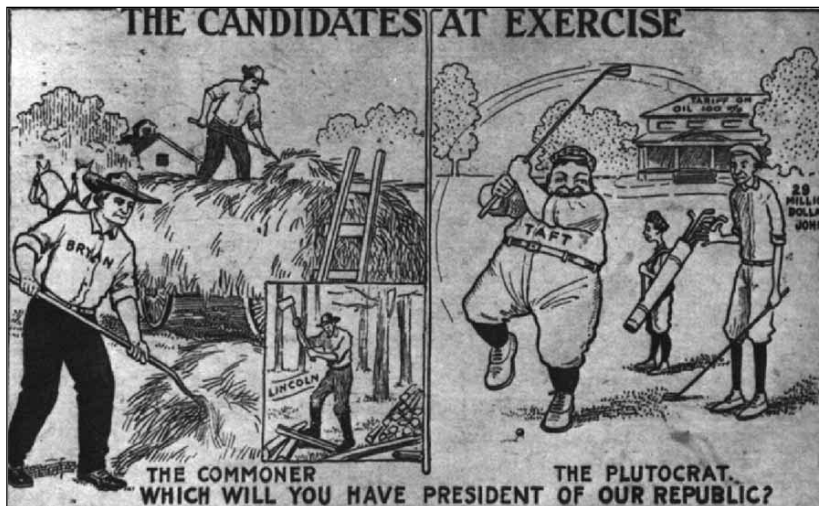
1908: William Howard Taft Haying Photo



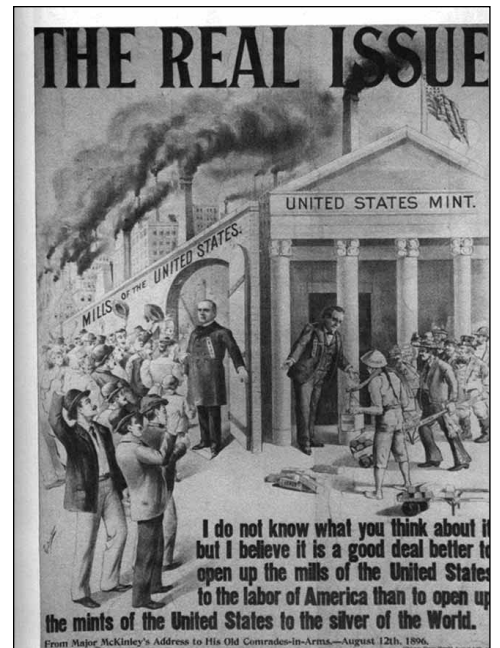
1908: "Taft-evelt - My Policies" Poster



1904: Debs Socialist Party Poster



1908: Bryan Campaign Postcard



1896: McKinley "The Real Issue" Poster

Essay Question:

Name three different media techniques used by presidential campaigns at the turn of the last century and discuss how those techniques were used to target specific voting groups. Use at least three of the above documents as examples.

NAME:**Date:**

List at least three forms of media that were used during the 1908 campaign.

List at least three different voting groups that were targeted by candidates during the campaigns of 1896-1908.

Describe two different techniques Bryan used to craft his image as a commoner and workingman in this 1908 postcard.

Name the voters that Taft was targeting in this hayfield photo-op from his 1908 campaign?

Explain how the McKinley campaign was able to highlight the candidate's connection to special voting groups in 1896?
