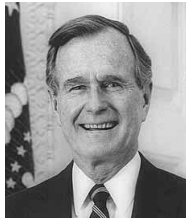


**HANDOUT**

# 1988 ELECTION



**GEORGE BUSH**  
and Dan Quayle

POPULAR VOTE: 47,946,422  
ELECTORAL VOTE: 426

**REPUBLICAN**

Bush was the current **Vice President**.

Ronald Reagan strongly endorsed his Vice President who pledged to continue the **"Reagan Revolution."**

Bush's strenuous opposition to raising taxes, promising "read my lips, **no new taxes,**" would come back to haunt him in the 1992 election.

Bush was criticized for his choice of a boyish looking, inexperienced, and inarticulate running mate, **Dan Quayle**.

Bush campaign manager, **Roger Ailes**, went on to become CEO of Fox News.

Bush campaign operative, Lee Atwater, orchestrated appeals to **working-class white voters** using resentments and fear of African Americans.



**How were issues of race, fear, and crime used to sway voters in 1988?**

Barely half of all eligible voters cast ballots in the 1988 election, which was characterized by negative campaigning on network and cable TV stations.



**MICHAEL DUKAKIS**  
and Lloyd Bentsen

POPULAR VOTE: 41,016,429  
ELECTORAL VOTE: 112

**DEMOCRAT**

Dukakis was **Governor of Massachusetts**.

Dukakis left the Democratic National Convention in July with a **17-point lead** in the polls over Bush.

**Negative TV commercials** attacked Dukakis as soft on crime and weak on defense.

A photo op of Dukakis riding in a tank was intended to bolster his **military image**, but backfired when it came across as staged and silly.

Dukakis' claims about a **"Massachusetts Miracle"** of economic recovery were later shown to be untrue.

**Affordable health care** was stressed by Dukakis.

Dukakis appealed to **working-class voters** to "come home to the Democratic Party."

In October, Bush and Dukakis met for one of two televised debates. CNN anchorman, Bernard Shaw, asked Dukakis the first question: "If Kitty Dukakis were raped and murdered, would you favor an irreversible death penalty for the killer?" Although Shaw was criticized for personalizing and oversimplifying a complex issue, Dukakis' intellectual response confirmed the perception that he was a detached "policy wonk."