

TEACHER GUIDE

1992 DOC. #5: *Campaigns & Elections Cover*

BACKGROUND INFORMATION

With the rise of new media and technologies in the 1980s and '90s, the techniques of marketing candidates changed dramatically. Mass marketing strategies began to be used in conjunction with newer micromarketing tactics. In mass marketing, campaign managers are able to reach huge numbers of potential voters across the country quickly and efficiently through television and magazines. With micro-marketing, campaign managers target certain voters in particular areas where a handful of votes could sway a "key" district in a "battleground" state and thus win a close election.

Micro-marketing through cable TV allowed campaigns to appeal to specific audiences such as "soccer moms" or "NASCAR dads." Such precise targeting of specific blocks of voters in particular counties in Michigan and Florida may have determined the results of the 2000 and 2004 Presidential election.

The next document you will see is a 1990 cover of a magazine designed for campaign specialists called *Campaigns and Elections*. The image compares new and old campaign methods.

> **Project the document.**

QUESTION **What are some of the "old ways" of campaigning that are shown in the top frame? Are these tools for appealing to individual voters, to large masses of voters, or to special target populations?**

SUGGESTED ANSWER The "old ways" include yard signs, personal letter appeals, and hand counting potential votes. They are examples of tools to appeal to individuals.

QUESTION **What are some of the "new ways" of campaigning that are shown in the bottom frame? Are these tools for appeals to individual voters, to large masses of voters, or to special target populations?**

SUGGESTED ANSWER The "new ways" include computer modeling, computer polling, and precinct targeting. They are examples of tools to appeal to both mass populations and special target populations.

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***Campaigns & Elections* Cover**

PowerPoint Slide

QUESTION **Which types of campaigning does the cartoonist consider more efficient and useful? Give evidence to support your answer.**

SUGGESTED ANSWER The new ways shown on the bottom are portrayed as more effective.

EVIDENCE a manager in the top frame has his eyes closed, another has his tongue hanging out, and a third is looking eagerly towards the bottom frame; the new managers in the bottom frame are focused as a team, smiling, and seem more productive

QUESTION **Judging from this image, from what demographic groups are campaign managers likely to come? Give evidence to support your answer.**

SUGGESTED ANSWER Campaign managers are likely to be white upper-middle class men and women.

EVIDENCE of the seven managers shown, all appear to be white and middle class with suits and ties

FURTHER QUESTIONS

Discuss the advantages and disadvantages of a campaign run by experts in media and marketing.

If a small number of voters control election outcomes, do we really have a representative democracy?

How have new technologies in media and communications aided the process of mass marketing and micromarketing? How has this impacted voter turnout?

CONNECTIONS

(see thematic listing)

Reaching Voters (micro-marketing)