

HIST 494/594 Great Idaho Campaigns

October 1-3, 2009

Instructor: Chris Blanchard, M.A.H.R.

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Thursday - History of Campaigning

4:00 pm - 5:15 pm

- Syllabus review
- History of Campaigns (focused on media and how politicians historically reached voters – Chris)
- *O' Brother Where art Thou* clip showing campaigning on the radio
- David Halberstam's *The Fifties* tape 2: the impact of television on the Nixon/Eisenhower campaign
- Walk to Rose Room

5:30 pm - 6:30 pm

- Fettuccine Forum with Gary Eller - Political Songs

6:45 pm - 8:00 pm

- Jenna Strong, MBA, owner of Valice Creative: Using social media (Facebook, e-mail, Twitter, and Tweetups on the [Don't tax my beer](#) campaign
- Chris wrap up and reminders for tomorrow

Friday – Campaigns and the Media

4:00 pm - 5:00 pm

- Meet with Thanh Tan, host of *Idaho Reports* at IPTV studios for tour and Q & A.

5:00 pm - 6:00 pm

Discussion w/ two media and campaign experts

- Mike Tracy, former Communication Director, Senator Larry Craig, Principal, Tracy Communications
- John Foster, Special Assistant to Rep. Walt Minnick and former Editor of the Idaho Business Review

6:00 pm - 8:00 pm

- Group discussion

Saturday - Running a Campaign

9:00 am - 12:00 pm

Campaign School with Dave Bieter campaign veteran Matt Compton, M.A.

12:00 - 1:00

Lunch

1:00 pm - 2:00 pm

Case studies:

- Andrus v. Samuelson 1970 Campaign for Governor (Readings from *To the White Clouds* and chapter from *Politics in the American States* about issue salience)





- Boise City Council campaigns in 1983, and 1985 (Idaho Statesman articles)

2:00 - 4:00

- Exercise: Design a campaign (in groups)
- Exercise 2: Design studio 2 with new input.

Assignment due the following Friday by 5:00 pm:

5 page paper: Using what you have learned about the history, technology, and social (psychological, sociological, economic, political, etc.) factors of campaigning, write a five page paper analyzing one of the following campaigns:

Walt Minnick vs. Bill Sali, Idaho's First Congressional District, 2008 campaign.

George H. W. Bush vs. Bill Clinton, U.S. Presidential Campaign, 1992.

Frank Church vs. Steve Symms, U.S. Senate, 1980

Kennedy vs. Nixon, U.S. President, 1960

Papers should cite appropriate sources such as the *Idaho Statesman*, *New York Times* (or the national newspapers database available at library.boisestate.edu). Papers should be submitted in Microsoft Word, 12 pt font, and double spaced. Papers in .doc, or .docx formats will be accepted. Papers should include the name of the campaign, and student name in the header; no title page is needed. Page numbers should appear in the footer. A bibliography with all sources listed in an appropriate format (Chicago, Turabian, APA) should accompany the paper. Graduate students *must* include as part of the assignment a theoretical basis for their findings and should cite a major academic journal from their field of study (*American Historical Review*, *American Political Science Review*, etc.). The papers should identify the major issue in the campaign, and other social and strategic factors influencing the outcome of the campaign. Papers should be submitted electronically, via e-mail to the instructor.

Example Paper Idea: If I were looking at the Bush v. Gore campaign of 2000 (discounting the contested outcome) I would discuss the Clinton impeachment, the successful tying of Gore to Clinton though Gore protested "I'm my own man." I would talk about Gore's poor performances in several debates, performances that made him look pedantic, disconnected, and finally, desperate. I'd also talk about the rise of conservatism during that time and cite a scholarly article about the historic ebbs and flows of U.S. political sentiment.

Sources used in developing this course:

Benjamin, Louise M. "Broadcast Campaign Precedents from the 1924 Presidential Election." *Journal of Broadcasting & Electronic Media* 31, no. 4 (Fall 1987): 449-460.

Carroll, Raymond L. "Harry S Truman's 1948 Election: The Inadvertent Broadcast Campaign." *Journal of Broadcasting & Electronic Media* 31, no. 2 (Spring 1987): 119-132.

Coen, Ethan, and Joel Coen. *O Brother, Where Art Thou?* DVD. Touchstone, 2001.

Fuchs, Douglas A. "ELECTION-DAY RADIO-TELEVISION AND WESTERN VOTING." *Public Opinion Quarterly* 30, no. 2 (Summer 1966): 226-236.

Geer, John G., and James H. Geer. "Remembering Attack Ads: An Experimental Investigation of Radio." *Political Behavior* 25, no. 1 (March 2003): 69-95.

Gray, Virginia. *Politics in the American states: a comparative analysis*. 8th ed. Washington D.C.: CQ Press, 2004.

Halberstam, David, and History Channel. *David Halberstam's the fifties*. New York: History Channel; A&E Home Video, 1997.

Jacobson, Gary C. "The Impact of Broadcast Campaigning on Electoral Outcomes." *Journal of Politics* 37, no. 3 (1975): 769.

Neil, J.M. *To the white clouds: Idaho's conservation saga, 1900-1970*. Pullman, WA: Washington State University Press, 2005.

Weatherby, James. *Governing Idaho: politics, people, and power*. 1st ed. Caldwell Idaho: Caxton Press, 2005.