Presenters

Steve Armstrong

Eliot Waxman
Agenda

• Introduction
• Covering the Elections
• Av Harris: Election results
• Break for Q & A
• Analyzing Political Television Commercials
• Break for Q & A
• Hollywood’s Approach
  o Political Movies
  o Political Television
• Larry Rifkin: Role of Talk Radio
• Break for Q & A
• Next steps
1896 – 1924: Newspaper coverage leads to the introduction of campaign press secretaries, public relations and photo opportunities.


Press Coverage: Radio

1928 – 1948: Radio’s immediacy changed campaign coverage, although the Press was reluctant to tackle issues like FDR’s disability.


Press Coverage: Television

1952 – 1976: New York Times columnist Russell Baker wrote that after the televised debate between Richard Nixon and John F. Kennedy, "television replaced newspapers as the most important communications medium in American politics."


Press Coverage: 24 Hour News Cycle

The growing audience for online political news

The % of adults who go online for news or information about politics or the election

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Among all adults</td>
<td>4</td>
<td>18</td>
<td>29</td>
<td>44</td>
</tr>
<tr>
<td>Among internet users</td>
<td>22</td>
<td>33</td>
<td>52</td>
<td>60</td>
</tr>
</tbody>
</table>

Press Coverage: 24 Hour News Cycle by Demographics

<table>
<thead>
<tr>
<th>Online political news consumption by different demographic groups</th>
<th>% of internet users who go online for political news</th>
<th>% of all adults who go online for political news</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>64</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>55</td>
<td>40</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>64</td>
<td>56</td>
</tr>
<tr>
<td>30-49</td>
<td>66</td>
<td>56</td>
</tr>
<tr>
<td>50-64</td>
<td>56</td>
<td>40</td>
</tr>
<tr>
<td>65+</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>61</td>
<td>46</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>51</td>
<td>29</td>
</tr>
<tr>
<td>Hispanic</td>
<td>62</td>
<td>48</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than high school</td>
<td><strong>[2]</strong></td>
<td>13</td>
</tr>
<tr>
<td>High school grad</td>
<td>47</td>
<td>31</td>
</tr>
<tr>
<td>Some college</td>
<td>53</td>
<td>54</td>
</tr>
<tr>
<td>College grad</td>
<td>75</td>
<td>70</td>
</tr>
<tr>
<td><strong>Annual Household Income</strong></td>
<td></td>
<td></td>
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<tr>
<td>Less than $50,000</td>
<td>43</td>
<td>23</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>64</td>
<td>59</td>
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<tr>
<td>$75,000 or more</td>
<td>75</td>
<td>72</td>
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<tr>
<td><strong>Party Affiliation</strong></td>
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<td></td>
</tr>
<tr>
<td>Republican</td>
<td>64</td>
<td>54</td>
</tr>
<tr>
<td>Democrat</td>
<td>61</td>
<td>43</td>
</tr>
<tr>
<td>Independent</td>
<td>59</td>
<td>44</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008. Margin of error is ±3% based on internet users (n=1,551) and ±2% based on all adults (n=2,254). Margins for error within subgroups are smaller. **Sample size is too small to analyze.**
Campaign Ads: Daisy

1964 JOHNSTON vs. GOLDWATER

Peace Little Girl (Daisy) (Johnson, 1964)

Campaign Ads: Never Had it so Good

1952 EISENHOWER vs. STEVENSON

http://www.livingroomcandidate.org/commercials/1952/never-had-it-so-good
Campaign Ads: Ike for President

1952 EISENHOWER vs. STEVENSON

Ike for President (Eisenhower, 1952)

A PAID POLITICAL ANNOUNCEMENT

PAID FOR BY
Citizens for Eisenhower

http://www.livingroomcandidate.org/commercials/1952/ike-for-president
Campaign Ads: Unite

1968 NIXON vs. HUMPHREY vs. WALLACE

Unite (Nixon, 1968)

http://www.livingroomcandidate.org/commercials/1968/unite
Campaign Ads: Prouder, Stronger, Better

http://www.livingroomcandidate.org/commercials/1984/prouder-stronger-better
Campaign Ads: *Tank Ride*

[Link to video](http://www.livingroomcandidate.org/commercials/1988/tank-ride)
Hollywood Movies: The Candidate

http://www.youtube.com/watch?v=9K78U6XsHsg
Hollywood Movies: Bob Roberts

http://www.youtube.com/watch?v=g2uWcukaSpg
Hollywood Movies: **Primary Colors**

http://www.youtube.com/watch?v=WCltnouR_r4Y
Hollywood Movies: The American President

http://www.youtube.com/watch?v=Lnb4UWXL8KA
Hollywood Movies: Mr. Smith Goes to Washington

http://www.youtube.com/watch?v=thmxB3-LOgc
Selected Television Shows

- West Wing
- VEEP
- The Simpsons
- The Colbert Report
- The Daily Show
- The Newsroom
- Murphy Brown
- Tanner ‘88
Permanent Campaign


What next?

• Visit www.ct.gov/sots for supplemental materials
  o Lesson plans
  o Resources
  o Helpful links

• Participate in upcoming teacher webinars:
  o Elementary level Tues. 7/31/12 @ 10:30 a.m.
  o Election Math To be Determined

• Email CTelectionproject@ct.gov
• Call 860.509.6212