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# Connecticut Election Project

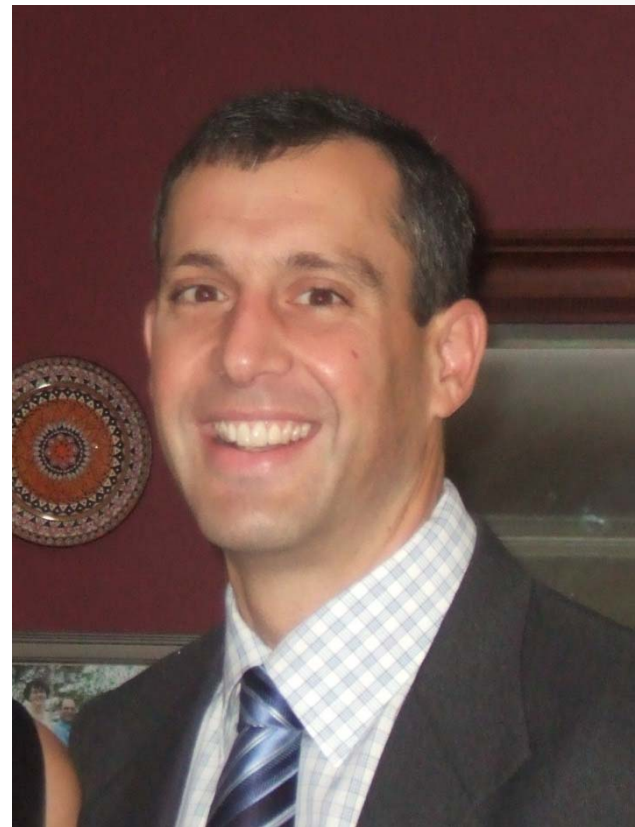
Election Literacy Webinar  
July 17, 2012

# 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
  - Political Movies
  - Political Television
- Larry Rifkin: Role of Talk Radio
- *Break for Q & A*
- Next steps





# Press Coverage: Whistle Stop Tour

1896 – 1924: Newspaper coverage leads to the introduction of campaign press secretaries, public relations and photo opportunities.

<http://www.freedomforum.org/templates/document.asp?documentID=6502>

"Gerald Ford campaigns in Michigan in 1976." Image. Gerald Ford Library. American Government. ABC-CLIO, 2012. Web. 3 July 2012.

# Press Coverage: Radio

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

<http://www.freedomforum.org/templates/document.asp?documentID=6502>



*"Edward R. Murrow." Image. Library of Congress. American Government. ABC-CLIO, 2012. Web. 3 July 2012.*

# Press Coverage: Television



*"Kennedy and Nixon debate in 1960." Image. AP/Wide World Photos. American History. ABC-CLIO, 2012. Web. 12 July 2012.*

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."

<http://www.freedomforum.org/templates/document.asp?documentID=6502>



# 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

	1996	2000	2004	2008
	%	%	%	%
Among all adults	4	18	29	44
Among internet users	22	33	52	60

Source: Pew Internet & American Life Project and Pew Research Center for the People and the Press Post-Election Surveys.

# Press Coverage: 24 Hour News Cycle by Demographics

## Online political news consumption by different demographic groups

The % within each category who get political news online

	% of internet users who go online for political news	% of all adults who go online for political news
<b>Total</b>	60%	44%
<b>Gender</b>		
Male	64	49
Female	56	40
<b>Age</b>		
18-29	64	58
30-49	66	56
50-64	56	40
65+	32	12
<b>Race/Ethnicity</b>		
White, non-Hispanic	61	46
Black, non-Hispanic	51	29
Hispanic	62	48
<b>Education</b>		
Less than high school	**	13
High school grad	47	31
Some college	63	54
College grad	75	70
<b>Annual Household Income</b>		
Less than \$30,000	43	23
\$30,000-\$49,999	55	45
\$50,000-\$74,999	64	59
\$75,000 or more	75	72
<b>Party Affiliation</b>		
Republican	64	54
Democrat	61	43
Independent	59	44

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008. Margin of error is +/-3% based on internet users (n=1,591) 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 JOHNSON vs. GOLDWATER



<http://www.livingroomcandidate.org/commercials/1964/peace-little-girl-daisy>

# Campaign Ads: *Never Had it so Good*

## 1952 EISENHOWER vs. STEVENSON

Never Had It So Good (Eisenhower, 1952) ★

**EISENHOWER**  
*answers*  
**AMERICA**

A POLITICAL ANNOUNCEMENT  
PAID FOR BY CITIZENS FOR EISENHOWER

0:01/0:19 CREDITS TRANSCRIPT SHARE SAVE

RELATED COMMERCIALS RELATED PLAYLISTS

# Campaign Ads: *Ike for President*

## 1952 EISENHOWER vs. STEVENSON

Ike for President (Eisenhower, 1952)

A  
PAID  
POLITICAL ANNOUNCEMENT  
•  
PAID FOR BY  
•  
Citizens for Eisenhower

0:00 / 1:01 CREDITS TRANSCRIPT SHARE SAVE

RELATED COMMERCIALS ▾ RELATED PLAYLISTS ▾

# Campaign Ads: *Unite*

1968 NIXON vs. HUMPHREY vs. WALLACE

Unite (Nixon, 1968)



**A POLITICAL BROADCAST**

0:01 / 1:00 CREDITS TRANSCRIPT SHARE SAVE

RELATED COMMERCIALS RELATED PLAYLISTS

# Campaign Ads: *Prouder, Stronger, Better*

1984 REAGAN vs. MONDALE

Prouder, Stronger, Better (Reagan, 1984) ★



0:02 / 1:00

CREDITS TRANSCRIPT SHARE SAVE

RELATED COMMERCIALS ▼ RELATED PLAYLISTS ▼

The video player displays a night scene of a city skyline, likely San Francisco, with a boat in the foreground. The player interface includes a progress bar at 0:02 / 1:00, a volume icon, and buttons for CREDITS, TRANSCRIPT, SHARE, and SAVE. Below the player are two dropdown menus for RELATED COMMERCIALS and RELATED PLAYLISTS.



# Campaign Ads: *Tank Ride*

1988 BUSH vs. DUKAKIS

Tank Ride (Bush, 1988) ★



0:00/0:30 CREDITS TRANSCRIPT SHARE SAVE

RELATED COMMERCIALS ▾ RELATED PLAYLISTS ▾



# Hollywood Movies: *The Candidate*

YouTube

Robert Redford 『The Candidate』

Annie7676  57 videos ▾



0:08 / 3:09

49,781

Uploaded by Annie7676 on Jun 7, 2007

This Video is a Trailer of 『The Candidate』(1972)

56 likes, 3 dislikes

<http://www.youtube.com/watch?v=9K78U6XsHsg>

# Hollywood Movies: *Bob Roberts*

The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. To its right is a search bar with a magnifying glass icon. Further right are the words "Browse" and "Movies". Below the search bar, the video title "Trailer: 'Bob Roberts'" is displayed. Underneath the title, there is a channel name "ucofilmsociety", a "Subscribe" button with a plus icon, and a dropdown menu showing "3 videos". The main video area is a black rectangle with the white text "America is a mess" centered in it. Below the video is a playback control bar with a progress slider, play/pause, volume, and other icons. The video has 52,454 views, as indicated by the view count icon. Below the video player, there are buttons for "Like", "Dislike", "Share", and "Flag". The video was uploaded by "ucofilmsociety" on Jan 30, 2008. The description reads: "The theatrical trailer for Tim Robbins' political mocumentary, 'Bob Roberts.'" It also shows 59 likes and 4 dislikes.

# Hollywood Movies: *Primary Colors*

YouTube   Browse | Movies

## Primary Colors (1998) trailer

2parse  Subscribe 60 videos ▾



Like  Share

25,217

Uploaded by [2parse](#) on Apr 20, 2008

The trailer for the 1998 film based on the novel of the same name by Anonymous (Joe Klein).

19 likes, 1 dislike



# Hollywood Movies: *The American President*

YouTube   Browse Movies

## The American President - Theatrical Trailer

moviecarsJDE  Subscribe 7 videos ▾



JDEPRODUCTIONS 2007

0:16 / 3:02

Like    88,743

Uploaded by moviecarsJDE on Nov 25, 2007

The American President - Theatrical Trailer

87 likes, 3 dislikes

<http://www.youtube.com/watch?v=Lnb4UWXL8KA>



# Hollywood Movies: *Mr. Smith Goes to Washington*

YouTube   Browse | Movies

**MR. SMITH GOES TO WASHINGTON TRAILER 1939 FRANK CAPRA**

captbijou  Subscribe 832 videos



0:05 / 1:54

2,238

# Selected Television Shows

- *West Wing*
- *VEEP*
- *The Simpsons*
- *The Colbert Report*
- *The Daily Show*
- *The Newsroom*
- *Murphy Brown*
- *Tanner '88*



# Permanent Campaign



"CNN newsroom." Image. AP/Wide World Photos. American Government. ABC-CLIO, 2012. Web. 3 July 2012.



"Rush Limbaugh." Image. AP/Wide World Photos. American Government. ABC-CLIO, 2012. Web. 3 July 2012.





# What next?

- Visit [www.ct.gov/sots](http://www.ct.gov/sots) for supplemental materials
  - Lesson plans
  - Resources
  - Helpful links
- Participate in upcoming teacher webinars:
  - Elementary level                      Tues. 7/31/12 @ 10:30 a.m.
  - Election Math                              To be Determined
- Email [CTelectionproject@ct.gov](mailto:CTelectionproject@ct.gov)
- Call 860.509.6212



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