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Draw a half-circle, divided into wedges. Place those who most support your campaign on the left side of the spectrum; Use your maps and sticky papers, placing each target and stakeholder in a wedge according to their level of support for... Active allies: supportive and motivated to achieve your ...

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Bringing to bear both academic and professional experience, they cover all aspects of present-day political campaigns from understanding the context of a particular campaign (national trends, the media market, demographic research, etc.) to strategic thinking (developing an overall theme and strategy), and to specific voter contact techniques (the tactical use of fundraising, paid media, free media--including the Internet--and get-out-the-vote drives).

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In practice, however, the terms "tactics" and "techniques" are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

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The go-to source on campaign management for nearly two decades is now updated to cover the latest in contemporary campaign expertise from general strategy to voter contact to the future of political campaigns. • Updates readers on rapidly evolving campaign strategy and tactics • Offers the ideal balance between practical perspectives and scholarly literature • Includes fresh information on political polarization, strategic technologies, and online tools, along with coverage of the debate between advocates of ballot access and voter integrity • Examines non-candidate players such as Super PACs and educational non-profits

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A comprehensive guide to and analysis of modern political campaign communication.

A lively, comprehensive exploration of modern political campaign management in the Internet age, based on real-world practices and results of the 2006 and 2008 campaigns. • A complete chronology details the evolution of modern campaign management • Illustrations throughout the text help bring topics to life • Clear concept maps clarify various targeting techniques • A bibliography of sources further the reader's study of political campaigning

A comprehensive guide to the analysis of modern political campaign communication, which covers issues such as the context of a particular campaign, strategic thinking and specific voter contact techniques. Examples from national and state level campaigns are provided.

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Examining political campaigns and political advertising through the analytical lens of media literacy, this well-illustrated and timely handbook guides readers through the maze of blandishments and spin that is the hallmark of the modern political campaign. It dissects the persuasive strategies embedded in the political messages we encounter every day in the media and demonstrates the importance of critical thinking in evaluating media stories. Key concepts of media literacy are applied to political advertising in traditional media (newspapers, television, radio) and on the Internet, the new frontier of the political advertising wars. Dealing with blogs, social networking, user-generated Web sites, and other electronic formats familiar to young voters, this lively introduction to the new world of political messaging appeals to readers' affinity for visual learning as well as their ability to discern messages in text. Unique in applying media literacy concepts to the political context while directly addressing students and general readers, this book not only explains but graphically demonstrates both established techniques of political framing and the new avenues of persuasion being pioneered in digital media. It will also interest viewers who like their political news in traditional media but unconventional formats.

Professor Stonecash combines his twenty years of polling experience with academic theory to show how and why polling is done and how information can be used to help win elections.

How to Raise Money for Political Office will teach you how to gain a significant financial advantage over your opponent by letting you in on the secrets most paid political consultants don't want you to know. Developing a campaign narrative, budgeting, prospecting for donors, building a finance committee, and organizing your campaign office are all crucial to your success. Learn how to build a war chest with outstanding events, compelling letters, and engaging online fundraising. It's all inside.

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