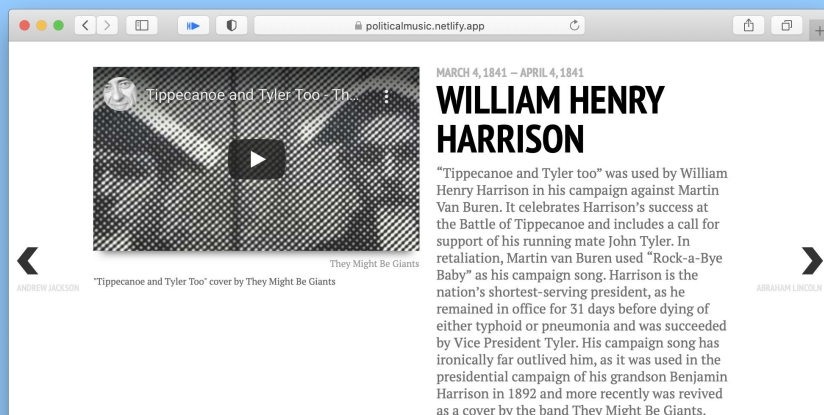


# Music, that's Political

Olivia, Dieter, Casey



# Our Project

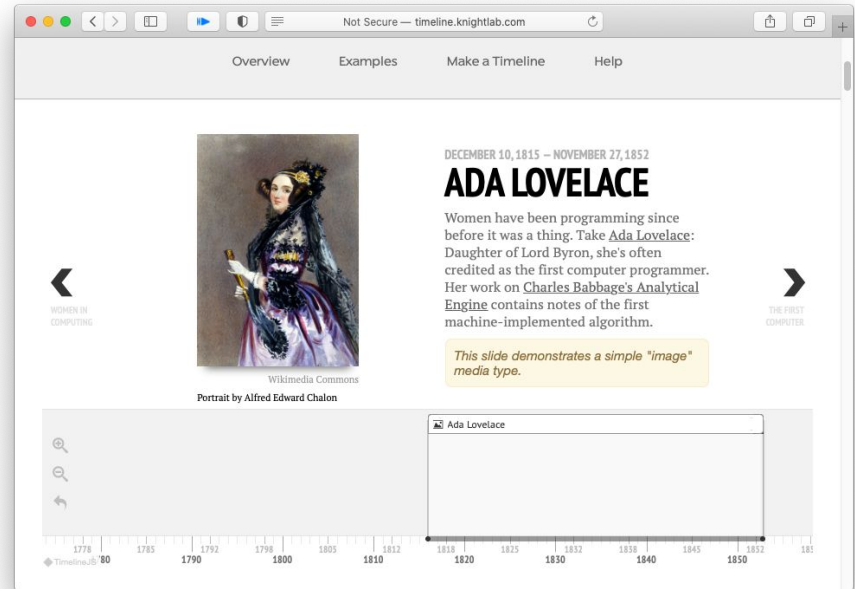
- What's Missing in Political Engagement?
- Who we're looking to reach
- How does the media approach of a politician shape their constituents?

**What's behind the music that makes political campaigns tick?**

Take a look at how music has shaped US campaigns for years

# Ideation Process

- Prior art -- Knightlab Research Team
- Brainstorming and Ideation



# Build Process

```
Emacs@Dieters-MacBook-Pro:local
1: 0 U -;Git:Music-Timeline/index.html Top -main HTML+ Fly WK +
Starting new Ispell process /usr/local/bin/ispell with default dictionary...done

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta http-equiv="X-UA-Compatible" content="ie=edge">
  <title>Music, that's political</title>
  <link rel="stylesheet" href="style.css" lang="css">
  <link rel="stylesheet" href="https://unpkg.com/tachyons@4.12.0/css/tachyons.min.css"/>
  <link href="https://fonts.googleapis.com/css2?family=PT+Sans:ital,wght@0,400;0,700;1,400;1,700&display=swap" rel="stylesheet">
  <!-- Global site tag (gtag.js) - Google Analytics -->
  <script async src="https://www.googletagmanager.com/gtag/js?id=G-V00WRKHJ2D"></script>
  <script>
    window.dataLayer = window.dataLayer || [];
    function gtag(){dataLayer.push(arguments);}
    gtag('js', new Date());

    gtag('config', 'G-V00WRKHJ2D');
  </script>
</head>
<body>
  <article class="vh-100 dt w-100 bg-light-blue">
    <div class="dtc v-mid tc white ph3 ph4-l">
      <h1 class="f6 f2-m f-subheadline-l fw6 tc">What's behind the music that makes political campaigns tick?</h1>
      <h2 class="f2 white lh-title">
        Take a look at how music has shaped US campaigns for years</h2>
      </div>
    </article>

1: 0 U -;Git:Music-Timeline/index.html Top -main HTML+ Fly WK +
Starting new Ispell process /usr/local/bin/ispell with default dictionary...done
```

Year	Month	Day	Time	End Year	End Month	End Day	End Time	Display Date	Headline	Text
1797	3	4		1801	3	4			John Adams	In his reelection campaign against Thomas Jefferson, Adams used the song "Adams and Li first significant political campaign song same as "The Anacreontic Song," the London gentlemen's group, and that I used by Francis Scott Key in "The Star Spangled Banner".
1809	3	4		1813	3	4			James Madison	James Madison used "Huzzah for Mr. Madison" for his successful presidential campaign against Cotesworth Pinckney. The song described a fitting successor to Thomas Jefferson, nation safe from British foes who threatened freedom.
1829	3	4		1837	3	4			Andrew Jackson	Andrew Jackson used "The Hunters Chorus" for his presidential campaign against John C. Calhoun. The song was written in honor of his victory in the Battle of New Orleans in the War of 1812. He used the song again in his reelection in 1835.
1841	3	4		1841	4	4			William Henry Harrison	"Tippecanoe and Tyler too" was used by Harrison in his campaign against Martin Van Buren. It celebrates Harrison's success at the Battle of Tippecanoe and includes a call for support of his vice president, Tyler. In retaliation, Martin van Buren used "The Old Tippecanoe" as his campaign song. Harrison is the nation's shortest-serving president, having remained in office for 31 days before dying of typhoid or pneumonia and was succeeded by Tyler. His campaign song honored him, as it was used in the presidential campaign of his grandson Benjamin Harrison in 1889. It was revived as a cover by the band The Roots.
1861	3	4		1865	3	4			Abraham Lincoln	In the campaign for his first term, Lincoln used the song "Old Tippecanoe" adapted from the "Old Tippecanoe." This song contained name-dropping in presidential campaign in Lincoln's tragically short second term. "Battle Cry of Freedom" in my same song was altered for use by the Union.
1865	3	4		1865	5	4			Abraham Lincoln	Benjamin Harrison used the same song as his grandfather, the 9th President William Harrison, where his late grandfather had been then-defunct Whig party. Interestingly, he defeated incumbent Grover Cleveland in 1889, but he then lost his seat in one term.
1889	3	4		1893	3	4			Benjamin Harrison	Continuing the popular tradition of songs mentioning family members, Cleveland used "The Battle Cry of Freedom" in his campaign against Harrison.

# Deep dives



They Might Be Giants

"Tippecanoe and Tyler Too" cover by They Might Be Giants

MARCH 4, 1889 – MARCH 4, 1893

## BENJAMIN HARRISON

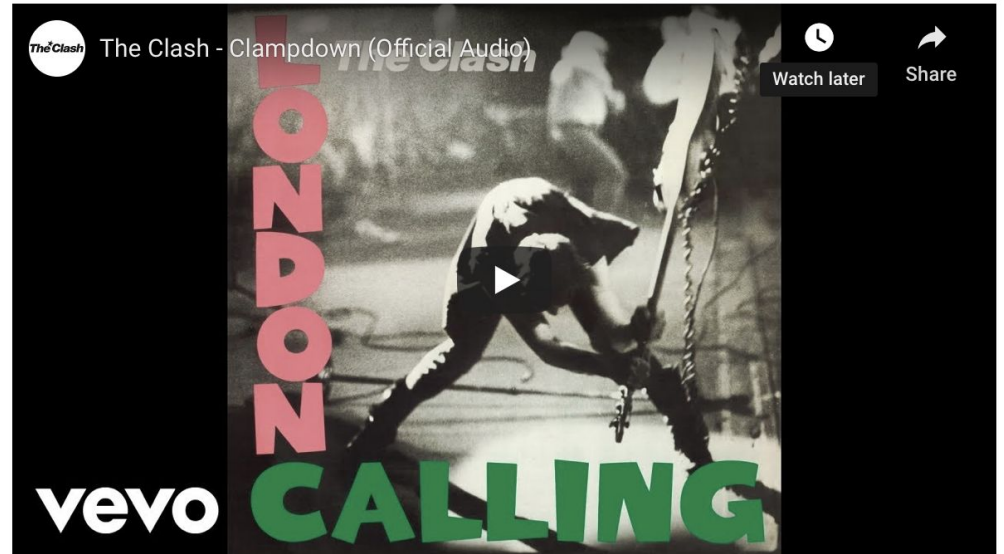
Benjamin Harrison used the same song that his grandfather, the 9th President William Henry Harrison, had used over four decades earlier. Harrison was a Republican where his late grandfather had been a member of the then-defunct Whig party. Interestingly, Benjamin Harrison defeated incumbent Grover Cleveland to win the presidency, but he then lost his seat to Cleveland after only one term.

# Deep dives

JANUARY 20, 2016

## BETO O'ROURKE

Beto O' Rourke used the Clash's "Clampdown" as his campaign song, both as an in-joke to it's meaning in his life, and as an attempt to appear young, hip, and relatable. It also solidified a punk-liberal aspirational image to voters, regardless of his policies.



The Clash's Clampdown

The Clash

# Deep dives



JANUARY 20, 1961 – NOVEMBER 22, 1963

## JOHN F. KENNEDY

John F Kennedy connected beautifully with his voters in his 1960 campaign by utilizing the song "High Hopes" sung by Frank Sinatra and written by Sammy Cahn and Jimmy Van Heusen. Sinatra campaigned for JFK in the 1960 race and was famously friendly with the president (that is, until JFK decided to stay the Holidays at Bing Crosby's instead of Sinatra's in 1962, due to alleged connections to organized crime).

Donal Clonan

# Outreach and Feedback

- Audience of music lovers and young people
- Improving the site based on feedback
  - Contributions
  - Edits

## Give feedback and Contribute to the timeline!

Here's a spot to give us some feedback, and if you have an idea, to suggest an event to add to the wide spanning timeline of how presidential elections have interwoven with music.

What do you think? Do you have any feedback for us?

Your answer

What's the event? (optional)

Your answer



# Results



Google Analytics IP address map

**70** user interactions

**6** survey responses

# Conclusion

- What's next?
- Possible directions and paths
- Writing more content
- Adding events suggested by viewers
- Find a wider audience



# Final Questions

In what ways could we reach a more significant portion of our target audience?

