

October 16, 2014

Kansas: Who's Who?
Blog Post [4]

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	<u>Greg Orman (Challenger)</u>	<u>Sen. Pat Roberts (Incumbent)</u>
Partisanship	<ul style="list-style-type: none"> Independent (since 2010) Former registered Republican and Democrat 	<ul style="list-style-type: none"> Republican
Ideology	<ul style="list-style-type: none"> "Sensible middle"^[1] Practical/pragmatic Sees himself "as a problem-solver, not a partisan"^[1] "Fiscally responsible and socially tolerant"^[1] 	<ul style="list-style-type: none"> Conservative (enough to be elected and reelected in Kansas, yet not enough to deter a Tea Party primary challenger)
Endorsements	<ul style="list-style-type: none"> AFL-CIO Traditional Republicans for Common Sense Kansas City Star's editorial board Kansas Insurance Commissioner Sandy Praeger (R) 	<ul style="list-style-type: none"> Former Gov. Sarah Palin (R-AK) Sen. John McCain (R-AZ) Former Sen. Bob Dole (R-KS) Former Gov. Jeb Bush (R-FL) U.S. Chamber of Commerce Former Speaker and Mrs. Newt Gingrich (R-GA) David Keene Governor Sam Brownback (R-KS) Rep. Tim Huelskamp (KS-01) Rep. Lynn Jenkins (KS-02) Rep. Kevin Yoder (KS-03) Rep. Mike Pompeo (KS-04) Lt. Governor Jeff Colyer (R-KS) Secretary of State Kris Kobach (R-KS) (<i>yes, that Kris Kobach</i>) Sen. Jerry Moran (R-KS) 32 current state senators 1 former state senator 75 current state representatives 2 former state representatives American Conservative Union Kansans For Life National Right to Life Kansas State Rifle Association Kansas Black Republican Council and their local councils Kansas Farm Bureau Tea Party Express National Federation of Independent Business
Race	<ul style="list-style-type: none"> Caucasian 	<ul style="list-style-type: none"> Caucasian
Gender	<ul style="list-style-type: none"> Male 	<ul style="list-style-type: none"> Male
Candidate background	<ul style="list-style-type: none"> Born and raised in Minnesota Graduated from Princeton University <ul style="list-style-type: none"> Degree in economics Voted for President Obama in 2008 Voted for former Gov. Mitt Romney in 2012 Briefly ran for Democratic senate nomination in 2008 (dropped out before primary) Dissatisfied with both parties Private sector businessman Married 	<ul style="list-style-type: none"> Born in Topeka Graduate of Kansas State University <ul style="list-style-type: none"> B.A. in Journalism Captain in the U.S. Marine Corps Lifelong politician Lifelong Kansan Married with three children Lives in Alexandria, Virginia <ul style="list-style-type: none"> Dodge City "residence" owned by campaign contributors
Occupation	<ul style="list-style-type: none"> Former consultant Founder, Environmental Light Concepts Investor Co-founder, private equity firm Denali Partners LLC Owner, Exemplar Wealth Management^[2] 	<ul style="list-style-type: none"> Politician since the 1960s Former newspaper reporter/editor
Personal appearance	<ul style="list-style-type: none"> Younger 	<ul style="list-style-type: none"> Older
Incumbency	<ul style="list-style-type: none"> Never served in public office. 	<ul style="list-style-type: none"> Served in U.S. House of Representatives from 1981-1997 Served in U.S. Senate since 1997

In the state of Kansas, we see clear evidence of the trends we discussed in class. Ample material was readily available at every turn, filling in the table of typical "information shortcuts". More than anything else, quick identifiers are ubiquitous and powerful. The Orman campaign has been reliant on them in order to paint an appealing picture of a candidate originally known mostly as the candidate to shake things up. Conversely, the Roberts campaign has enjoyed a name recognition advantage, instead using heuristics to put the challenger in a less appealing light.

Naturally, Orman has been building up his private sector success and Princeton degree as a source of valuable economic expertise; at the same time, Roberts has been playing up his half-century of political experience and veritable mountain of endorsements. In particular, former Sen. Bob Dole, favorite son of Kansas, was brought in as part of the GOP effort to link Roberts with beloved party icons. The incumbent has also devoted a great deal of time and money to labeling the challenger as a liberal Democrat disguised as an Independent.

What we are seeing less of, on both sides, is an effort to really emphasize Kansas roots. Roberts tried this for some time, and his official bio still opens with a reference to him cheering on his alma mater to this day; however, the nature of his residence became a larger issue as time went on, and thus his touting of state pride did as well. Orman, on the other hand, despite spending summers with his Kansan father, spent most of his pre-2007 life as a resident of non-Kansas states.

How effective these efforts have been/will be is yet to be determined. What is guaranteed is their persistence. Neither party is liable to miss a chance to capitalize on any potentially less-informed portion of the Kansas electorate.

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