E. Example: 2008 campaign coverage

1. The “horse race”

a. polls

i. hundreds

ii. CNN, Gallup, Maris, USA Today,

Newseek

b. who?

i. gender/class specific polls: “white women” “working class white males with high school education”

ii. types of voters: “for sure” “enthusiastic”

iii. Palin vs Biden for Pres

iv. independents

v. age group

c. conclusions and projections

i. red states/ blue states (Obama making inroads in some red states, McCain needs to shift limited resources.)

ii. electoral votes (if then)

2. candidate strategies

1. Republican attacks

i. inexperience, arrogant, elitist, his minister, celebrity

ii. intelligent, Muslim, paling around with terrorists

b. Democratic attacks

i. Bush 3, economy, “straight talk express,”

ii. how many houses? how dumb is Palin?

c. how successful are the strategies (“see polls”)

3. conventions: television spectaculars

4. campaign trail

a. photo ops

i. Palin and son in military

ii. Obama’s “world tour”

iii. post-election: Palin and turkeys

b. fake town hall meetings

c. interviews

d. appearances on late night shows

e. commercials and effectiveness

6. Not covered:

a. electronic voting and optical scanners:

Diebold, ESS

b. minority neighborhoods

i. voter “challengers”

ii. phone calls

iii. radio adds and flyers with false

info

d. Mass media and stupification of the

American public

e. Accuracy of the polls

f. Issues

7. A democratic media: vital interests

a. economic crisis

b. “big money”, media, and democracy

c. health care system

d. role, function, and funding of education

e. “war on terror”

8. “Uninformed in Alabama”