

Campaigns on the Cutting Edge

Fourth Edition

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FOR INFORMATION:

CQ Press

An imprint of SAGE Publications, Inc.

2455 Teller Road

Thousand Oaks, California 91320

E-mail: order@sagepub.com

SAGE Publications Ltd.

1 Oliver's Yard

55 City Road

London, EC1Y 1SP

United Kingdom

SAGE Publications India Pvt. Ltd.

B 1/1 Mohan Cooperative Industrial Area

Mathura Road, New Delhi 110 044

India

SAGE Publications Asia-Pacific Pte. Ltd.

18 Cross Street #10-10/11/12

China Square Central

Singapore 048423

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Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Names: Semiatin, Richard J., editor.

Title: Campaigns on the cutting edge / editor, Richard J Semiatin.

Description: Fourth edition. | Washington, D.C. : CQ Press, a division of SAGE, [2021] | Includes bibliographical references.

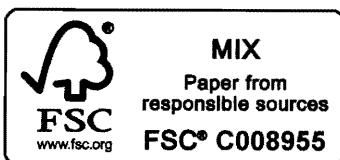
Identifiers: LCCN 2019051099 | ISBN 9781544390215 (paperback) | ISBN 9781544391069 (epub) | ISBN 9781544391076 (epub) | ISBN 9781544391045 (ebook)

Subjects: LCSH: Political campaigns—United States—History—21st century. | Elections—United States—History—21st century. | United States—Politics and government—21st century.

Classification: LCC JK2281 .C37 2021 | DDC 324.70973—dc23

LC record available at <https://lcn.loc.gov/2019051099>

This book is printed on acid-free paper.



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PART I THE NEW POLITICAL CAMPAIGN

Richard J. Semiatin

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Campaigns must adapt or fail. They must prepare for the unexpected: they “are similar to the rest of the world—acquiring knowledge is an instantaneous proposition. That means parries and thrusts by campaigns, which were the products of deliberate thinking over hours or days or even months in the past, are now decided in minutes or even seconds.”

Robert G. Boatright

Chapter 2 Fundraising: Toward Donor-Centered Politics?	11
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“Money matters more than ever, but candidates no longer are the dominant players in financing campaigns. A candidate can establish his or her viability by using tried-and-true fundraising techniques, but elections are driven in large part by forces outside of candidates’ control.” That activity is centered on the donors.

Thomas A. (Tad) Devine

Chapter 3 Paid Media in Campaigns: Now and in the Future	28
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“Political advertising is changing almost as fast as the weather in New England. After decades of stability and standard approaches, advertising is shifting in terms of its content and especially its delivery. As new forums for delivery become available in this age of instantaneous online communication, campaigns are finding new ways to talk to and persuade voters.”

Michael Turk

**Chapter 4 Social and New Media Campaigns:
Advantage or Source of Disinformation? 46**

“The 2016 election cycle saw the internet and online platforms become a weapon in a much larger war, and the target of that weapon was the American electorate.”

Candice J. Nelson

**Chapter 5 Survey Research and Campaigns:
Challenges and Opportunities 65**

“The 2016 presidential election raised questions about the entire accuracy of surveys. . . . Polling has changed rapidly in this century as campaigns try to reach audiences through cell phones and other modalities, such as online. The opportunities show that reaching a more mobile audience, while more challenging than in the past, is still possible.”

Richard J. Semiatin

**Chapter 6 Voter Mobilization: An Unexpected
Future 80**

“The [unexpected] results from 2016 point out that the key to any get-out-the-vote (GOTV) program relies on getting your base out to the polls and voters who match the profile of support for your candidate but who may not be thought of as traditional base voters.”

**PART II THE EVOLVING CAMPAIGN:
ADAPTATION BY POLITICAL
INSTITUTIONS AND GROUPS**

Tari Renner

**Chapter 7 Political Parties: In the Age of
Populism and Reform 103**

“Political parties are facing a crossroads in the age of populism: either be reformed or serve as a proxy for the party’s leader.”

**Nina Therese Kasniunas, Mark J. Rozell, and
Charles N. W. Keckler**

**Chapter 8 Interest Groups, Super PACs, and
Independent Expenditures: Driven by Ideology** 119

“It is clear that outside groups are having a larger and more pervasive influence on campaigns than ever before. Formally independent entities organized to support a candidate, most notably one or more Super PACs, are now a de rigueur accompaniment for any serious federal campaign.”

Richard J. Semiatin and Jeremy D. Mayer

**Chapter 9 Campaign Press Coverage:
Fake News Versus Traditional News** 137

“The discussion of fake news versus traditional news reveals how a crisis of confidence now exists in what citizens believe they see, hear, and read regarding politicians and campaigns.”

Peter L. Francia, Wesley Joe, and Clyde Wilcox

**Chapter 10 Campaign Finance: The Rise of
Dark Money in the Roberts Court Era** 155

As a result of the Supreme Court’s deregulation of campaign finance, “for all practical purposes, spending limits are gone, public financing is irrelevant to national campaigns, and a sizable (but unknowable) portion of activity is not transparent to voters.”

Jeffrey Crouch

**Chapter 11 Voter Identification Laws and
Ballot Access Measures** 176

“Ballot access has become a crucial front in the ongoing war between polarized U.S. political parties. Among the most controversial of a new generation of alleged ballot barriers are voter identification laws and ‘voter suppression’ measures in general.”

Susan A. MacManus and Amy N. Benner

**Chapter 12 Women and Campaigns:
Generational Change, Growing Activism** 190

The 2016 election and the emergence of the #MeToo movement have transformed both how women candidates run for office and how that impacts how generations of women voters are successfully targeted by campaigns.

Atiya Kai Stokes-Brown

**Chapter 13 Minority Candidates and
the New Landscape of Campaigns in the
Twenty-First Century**

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“The increasing population of racial and ethnic minorities, particularly Latinos and Asian Americans, is transforming America’s political landscape in a dramatic way. Furthermore, the elections of a new wave of minority candidates including Kamala Harris, Alexandria Ocasio-Cortez, Antonio Delgado, and Mandela Barnes highlight how candidates of color are gaining increased access to positions of political power.”

Dick Simpson

**Chapter 14 Political Campaigns and
Democracy**

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Democracy is at risk when laws and processes lack transparency. The potential consequences are alarming.

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