

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 1 Round: 1 Prepared by: Liz DITTONSON

ACTIVITY OR DECISION

RATIONALE

Traveled to Tweed County

Held fundraiser, raised \$300,000

Conducted poll Favorite Network by home Counties

- Tweed is the largest county, has the most democrats, and has the largest percent Dem. effort by far. We wanted to do 2 fundraisers to start so we had funds to work with so we traveled to Tweed, the county with the largest Dem. base.

- To most effectively use our media spots we wanted to know which networks each county preferred.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem. Week: 1 Round: 2 Prepared by: Liz Ditlewson

ACTIVITY OR DECISION

RATIONALE

Traveled to Sitting Bull
~~Conducted poll~~ Ran
 Media spot on ~~deficit~~ 8
 times on WBOB during
 News Slot
 Made appearance on
 experience appeal

- 3rd largest county with large amount of democrats as well as a large amount independent voters
- Targoon citizens are concerned with the deficit, so that is the first issue we are focusing on. We ran the spot on WBOB which has 12% of the state's viewership, it also has 48% of sitting Bull's viewership, 2 county we are focusing on because of the size and the party affiliation.
- Made appearance on experience because we need name recognition and opponents are running experience ads in sitting Bull.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 1 Round: 3 Prepared by: Liz Ditlewson

ACTIVITY OR DECISION

RATIONALE

Traveled to Nixon county

Ran media spot on Aid for Minorities (taking liberal stance) on WMAD during prime time 4 times.

Made appearance on experience.

- ~~Nixon~~ Nixon is a large county with high numbers on independent voters.
- Ran media spot on WMAD which has 13% of the total viewership and targets counties that have large minority populations, including Nixon county.
- Opponent is pushing this issue, and it is also a good issue to gain name recognition with.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 2 Round: 1 Prepared by: Mark Gordon

ACTIVITY OR DECISION	RATIONALE
<p>Travel to Kirkpatrick</p> <p>Mailing to Zapata, Anthony, and Young, Tweed and Nixon and Golda - concerning Liberal Aid to minorities - only targeted Hispanics and Blacks</p> <p>Poll: issue pos. by demographic trait on Central America by Party Affiliation</p> <p>Appearance Appearance regarding Deficit Spending - concerned</p>	<ul style="list-style-type: none"> - Big city with solid Democrat base, but also has fairly high number of Independents. - Aid to Minorities is one of our main issues. We targeted areas that have large concentrations of minorities. We targeted only those minorities to try and get their votes. Nixon and Golda were added also on the aspect of high voter turnout. - we want to focus on Central America, but needed to feel out the appropriate stance to take on the issue. The poll proved useful in gaining hopeful Independent - There was no reason not to do an appearance. Deficit spending is our main issue, so we wanted to pound that in, in an attempt to hold on to Democratic votes and appeal to the independants.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 2 Round: 2 Prepared by: Mark Gordon

ACTIVITY OR DECISION	RATIONALE
<p>Travel: Morris</p> <p>Appearance: Experience</p> <p>Poll: Positions on Labor Unions by Home counties</p> <p>Media: Deficit Concern on WAVE News hour 5 times</p> <p>Liberal on Central America News hour WRIP 6 times</p>	<ul style="list-style-type: none"> - Our candidate is from Morris county and there is a fairly solid Independant vote. - We want to do a mailing about unions to Blue Collar workers, but target counties that support Unions. This poll will tell us where to Mail. - Deficit spending is our main topic and would appeal to people who watch the news. WAVE, based on a previous poll, hits most of the right places. 5 was an arbitrary Number. - We chose a liberal stance based on the poll of last round, it seemed to appeal to the most Democrats and independants. WRIP seemed to hit a lot of the right counties.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 2 Round: 3 Prepared by: Mark Gordon

ACTIVITY OR DECISION	RATIONALE
<p>Move: Key</p> <p>Appearance: Experience Deficit</p> <p>Postal: Unions (favorable) to Anthony, Humbard, Cronkite, Mantle, Lemay, Batista, Donahay, Fonda, Morris, Jenrette, Gantry, Golda, to Blue Collar Workers</p> <p>Poll: Station preference by Party</p>	<ul style="list-style-type: none"> - Key seemed like a reasonable place to go. - The Republicans just spoke about Experience, so we did our secondary one, the Deficit. - Based on our polls, we targeted the counties that were liberal on unions, and only sent to Blue Collar workers, assuming they would be more likely to join unions. - We thought that this would be useful in the future to find out which media stations in the future

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 3 Round: 1 Prepared by: Aaron Reytal

ACTIVITY OR DECISION	RATIONALE
<p>Travel Nixon - Fundraiser - 300,000 raised</p>	<p>Interested in doing a lot of polling and running several media ads.</p>
<p>Poll Issue Pos. by Dem. Trait Positions on Pub. Pub. Schools Spending by Home Counties</p>	<p>Interested if we should focus on public school spending because Repub group is focusing on it.</p>
<p>Poll Preferred candidate by Issue Position</p>	<p>We were interested in whether or not we were advocating issues successfully. more more people say experience not important than important</p>
<p>Mailing Deficit Spending Concerned about deficit Dems, Ind, Undecided in Young, Tweed, Anthony, Fonda Counties of of Young, Tweed, Anthony and Fonda. (lots of scribbles because we couldn't afford to send to all people of the four counties).</p>	<p>Polls showed strong support for deficit spending (concerned about it). We targeted major counties most most concerned and excluded republicans as polls showed they were not concerned with it.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 3 Round: 2 Prepared by: Aaron Reytal

ACTIVITY OR DECISION	RATIONALE
<p>Travel Coors</p> <p>Guest Appearance Arthur Francis</p>	<p>We travelled to Coors and had a guest appearance by Arthur Francis because we wanted to gain support he has of moderate voters. Coors is heavily independent.</p>
<p>Mailing to Kling, Lemay, Young, Paulsen, Anthony, Aristotle, Zapata. Topic of Central Amer.</p>	<p>Wanted to target those from smaller counties that also had strong support for our liberal position on Central America.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 3 Round: 3 Prepared by: Aaron Reytdal

ACTIVITY OR DECISION	RATIONALE
<p>Golda - Appearance - Unions Saved our Money</p>	<p>Polls showed people of Golda strongly supported Unions. We are attempting to cater to smaller counties with strong opinions (favorable) of our issues. Media is being targeted to major population areas on greater consensus issues (deficit).</p>
<p><u>Conclusions</u></p> <p>Mailings were very successful and we saw our favorship rise to 59.5% to 40.5%.</p>	<p>Central America, Unions and deficit spending all appear to be great issues. We are on track for success. Next week we plan more media ads.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: Party: Dem Week: 4 Round: 1 Prepared by: Holly Davis

ACTIVITY OR DECISION	RATIONALE
<p>Travel to Thomas Appear about deficit Spending-concern</p>	<p>target smaller democratic county, very concerned about deficit, high voter turnout</p>
<p>media spot - WMAD - 6 spots in primetime concern about deficit</p>	<p>WMAD has high viewership, target the east, fairly democratic</p>
<p>poll - positions on aid for minorities by home county</p>	<p>want to know how counties feel about aid to minorities</p>
<p>poll - Positions on Deficit by party affiliations</p>	<p>make sure dems are concerned about deficit, gauge of independent view</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: Party: Dem Week: 4 Round: 2 Prepared by: Holly Davis

ACTIVITY OR DECISION	RATIONALE
<p>Travel - Cronkite appear Favorable Labor Unions</p> <p>mail to all black + hispanics about favorable aid to minorities \$137,000</p>	<p>small, democratic county w/ large number of independent voters, very favorable view of unions</p> <p>all black + hispanic voters are for aid to minorities</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: Party: Dem Week: 4 Round: 3 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Travel-
Sitting Bull
appear - Liberal
Central America

Guest Appearance
John Craig in
Tweed

Sitting Bull polls liberal
in Cent. America involvement
popular issue, large population

- Craig has broad
appeal to Dems,
Tweed is large
county, lots of Dems

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 5 Round: 1 Prepared by: Aaron Reykdal

ACTIVITY OR DECISION

RATIONALE

Travel : Young
Appearance - Deficit

Lots of democrats in
Young and they vote a lot.
Polls showed they were
very concerned about the
deficit (over 70%).

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG



Simulation #: 3 Party: Dem Week: 5 Round: 2 Prepared by: Aaron Ryttdal

ACTIVITY OR DECISION	RATIONALE
<p>Travel : Sitting Bull Fundraiser</p> <p>Ran 2 Media</p> <p>WRIP + WRBOB</p> <p>Deficit</p>	<p>Raised \$300,000 saw that most people in Sitting Bull vote democratically and that they are in ^{the} medium income bracket.</p>
	<p>We chose these media stations because they were in the West and Central markets and democrats watched these stations the most.</p> <p>The issue of "concerned about the deficit" was chosen because this issue has had the greatest broadcast or overall support.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 5 Round: 3 Prepared by: Aaron Reykda

ACTIVITY OR DECISION

RATIONALE

Travel: Paulsen
Appear: Central America

- Lots of democrats in Paulsen.
- They had a lot of supporters of a liberal approach toward Central America.

Poll candidate preference by home county.

We did these polls to attempt to locate independents and undecided voters.

Demographic by Dem. Trait.

Party Affil. by Home County

Mailing

Sarducy

Key

Nixon

Anthony

Craft

Deficit

Humbard - Unions

chose to mail to these counties because we were losing in them or it was close. We determined what issues were most important to the most people in these counties. Mailings seem to have worked best for us, as we can target a minority issue position w/ the negative effects.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: dem Week: 6 Round: 1 Prepared by: Liz D

ACTIVITY OR DECISION

RATIONALE

Traveled to Kirkpatrick

Fundraised \$200,000

Media Spots on deficit during news hours.

WZEN - 5

WQUE - 5

WARF - 5

WSIN - 5

We traveled to Kirkpatrick because it is a large county with a strong democratic base

Deficit is a key issue with high favorability. We ran the spots on networks we hadn't targeted.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: ~~dem~~ Week: 6 Round: 2 Prepared by: Liz D.

ACTIVITY OR DECISION	RATIONALE
<p>Traveled to Keys</p> <p>Appeared on deficit</p> <p>Sent mailing on public school spending and took favorable stance. Sent to Tweed, Sitting Bull, Humbard, Nixon, Batista, Donzhey, Morris, Zapata, Craft, Klinger, Key, Young, Jenevette. Sent to democrats and independents. Cost \$254,000.00</p>	<p>A poll we did last week showed that Key was a count we were in ⁱⁿ. It is a moderate sized county.</p> <p>We appeared on deficit because that is an issue Key residents are strong on.</p> <p>We chose public school spending because it is a traditionally liberal issue that our opponents took a liberal stance on. We took the same stance and sent a mailing to the democrats and independents in counties that the majority of citizens felt favorably about increased school spending.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: dems. Week: 6 Round: 3 Prepared by: Liz D

ACTIVITY OR DECISION

RATIONALE

Traveled to Klinger
 Appeared on deficit

We conducted a poll on candidate preference on the issue of deficit.

We conducted a poll on central America by home country.

Sent mailing on Central America taking liberal, ~~very liberal~~ position to people who are concerned about CA (very liberal, liberal, & slightly liberal) in Batista, Kirkpatrick, Anthony, & Donahue.

We traveled to Klinger because it is a battleground (split) county.

We appeared on deficit because it is a key issue that Klinger residents feel favorably about.

We wanted to see if their focus on deficit had helped them.

We were very much favored by citizens who preferred the deficit.

We wanted to send a mailing and wanted to see which counties would be best to send it to.

We sent it to ppl who took stances that are great with us in counties we were not winning in.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 7 Round: 1 Prepared by: Aaron Reykda

ACTIVITY OR DECISION	RATIONALE
<p>Tweed Appearance Deficit concerned</p> <p>Poll Big business by Home County</p>	<p>Wanted to return to major counties (lots of voters) and appear on an issue with a lot of support.</p> <hr/> <p>Wanted to determine if big business was an issue we wanted to pursue. Decided against it as polls showed a neutral opinion would be our best bet. We assumed that a neutral position was not in our best interests (some liberals against big business but moderates more neutral/favorable).</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 7 Round: 2 Prepared by: Aaron Reynolds

ACTIVITY OR DECISION	RATIONALE
<p>Fundraiser Donahay \$200,000</p>	<p>Wanted to hit a country where there were a lot of people and a lot of democrats. It <u>paid off!</u></p>
<p>Media Concerned about Deficit WRIP, WMAD, WARF, WZOO, WSIN. Morning 6 slots Prime time 10 slots (All networks)</p>	<p>We decided to target daytime viewers as we'd hit newshour viewers most frequently. We chose prime time because this was an issue with a lot of support and prime time had the most viewers.</p> <p>Deficit spending has become the issue we've decided to focus on more as our "numbers" slid down a bit. However, since both groups are focusing on it we're going to add some new issues.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 7 Round: 3 Prepared by: Aaron Reynolds

ACTIVITY OR DECISION

RATIONALE

Appear : Nixon
Deficit

Again a large city
and same reasoning for
choosing the deficit.

Mail :

Union Membership (Favorable)

Cronkite, Jenret, Gantry
Golda, Lemay, Gantry,
Mantle.

Mailed to union members in
counties w/ favorable view
of unions. Again we wanted
to make sure to keep our
union support,

Central America (liberal)

Tweed, S. Bull, Paulsen,
Anthony, Humbar, Klinger
and Thomas.

People in these counties
with ^{very} liberal to slightly
liberal ideologies.

Mailed to those with
very liberal to slightly liberal
viewpoints in counties that
have liberal viewpoints on
C.A. Want to keep our
liberal support with regard
to C.A.

F.Y.I.

It seems that we haven't
changed any of our issues
or spending habits and the
day the Republican group
started talking about the deficit
our overall support went
down.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 8 Round: 1 Prepared by: Mark Gordon

ACTIVITY OR DECISION	RATIONALE
Sitting Bull Deficit	we wanted to resolidify our base votes in sitting Bull by talking about our main issue.
Poll: Candidate preference by Favorite Network	This was to find out which networks we wanted to find out where Republicans could be targeted.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 8 Round: 2 Prepared by: Mark Gordon

ACTIVITY OR DECISION	RATIONALE
<p>Traveled to Lemay to talk about Unions</p> <p>Media: WDRO 12 Newshour Deficit</p> <p>WARF } WSIN } 6 Newshour Deficit WZOD }</p>	<p>Lemay is very concerned about unions, and once again we wanted to seperate ourselves.</p> <p>To try and win back some of our lost Republican votes, we targeted Republican networks to show them we are concerned about the same issue as their Republican candidate.</p>

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ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #:  Party: Dem Week: 8 Round: 3 Prepared by: Mark Gordon

ACTIVITY OR DECISION

RATIONALE

Aristotle Appeared about Central America.

We wanted to separate ourselves from the competition by not talking about the deficit, and Aristotle is concerned about Central America

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 9 Round: 1 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Paulsen

Fundraiser

\$200,000

- we want \$\$!

Media spots ~

All networks

6 spots

primetime

→ want to get our
name/issue out on
all networks
media blitz!

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 9 Round: 2 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Senrette
Appears - ~~wins~~
aid to minorities

• We haven't been there yet,
and they feel strongly
about aid to minorities

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 10th Round: Prepared by:

ACTIVITY OR DECISION

RATIONALE

Martel
Appear: Unions

-We haven't paid much attention to Martel, and they favor unions

results - 58.2%

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 10 Round: 1 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Batista fundraiser = 200,000
 Media -
 All networks
 3 morning
 3 afternoon
 6 news

\$\$\$!

media blitz!

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 10 Round: 2 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Aristotle -
Appear on Central America
↳ liberal

We haven't focused on
Aristotle, + they
are strongly liberal about
Central America

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 3 Party: Dem Week: 10 Round: 3 Prepared by: Holly Davis

ACTIVITY OR DECISION

RATIONALE

Tweed
appear on deficit

they have a very good
democratic turnout

media blitz -
all networks, all slots
on deficit

spend the rest of
our money ~~on~~