

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 1 Round: 1 Prepared by: Joe Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appeared in Tweed pro- case leadership</p>	<p>Start off strong base in highest population in state</p>
<p>Arthur Francis visited Sitting-Bull</p>	<p>Moderate in a swing state that could give advantage</p>
<p>Media-ad - pro-labor Union 3-spot prime time Central Counties</p>	<p>Big Union Emphasis on Central Counties to mobilize a base in swing states with high labor unions</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 1 Round: 2 Prepared by:

ACTIVITY OR DECISION	RATIONALE
Fundraiser in young	Solidly Democrat + high family Income + educational level Mobilize base + gain money
Survey Issue Issue by Demographic trait - Deficit, Educational spending is	wanted to take away votes from Republicans, we felt education spending was key issue
John Craig in Aristotle	Swing County + he is high in National polls
Mailing to Humbard ^{more} For Spending on Education	lack of education, By Polls indicated Humbard was 72% for more Education spending. Highly Republican County.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 1 Round: 3- Prepared by: Joe Chris

ACTIVITY OR DECISION	RATIONALE
Survey - Candidate preference by Demographic	Find out our strengths + weaknesses in counties
Media on Eastern Counties pro- exper experience	Ambiguous issue to try to take votes in Republican Counties. Being Diverse in issues
Celebrity visit to Ferraro (Gregory Cross)	Because Ferraro concerned on deficit + is leaning Republican. Attract large independent (really only one left who wasn't Feminist)

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 2 Round: 1 Prepared by: W. Chris Dean / Joe Squires

ACTIVITY OR DECISION	RATIONALE
<p>1) Fundraiser in Tweed</p>	<p>- Even with our contributions at the end of week one, we were low on funds. Holding a Fundraiser in our party base central location, we managed to raise \$300,000 dollars right away. This is useful for the media blitz we needed to perform for response.</p>
<p>2) Surveys - Approval by County</p> <ul style="list-style-type: none"> - Approval by issue of deficit - Union Favor by County 	<p>We wanted to conduct these three polls b/c we could be in the know as to where we stand, county by county. We also wanted a consensus on the deficit, b/c that was the issue Jones pushed at the end of last week. Last, the union vote is important to our base, so we wanted to centralize where we needed to solidify union support.</p>
<p>3) Media Blitz - WZEN & WBOB</p> <ul style="list-style-type: none"> - Union Support WSN - - Experience 	<p>The The western and central counties are strong union areas, and support there is crucial. Since the east is a more Republican stronghold, an ambiguous issue like leadership was cheap, quick, and could detract from an influential amount of votes.</p>
<p>4) Postal - Cronkite, Schlatt Schlatt, Humbard</p> <ul style="list-style-type: none"> - Issue of unemployment - All 	<p>These are marginally poorer areas of the state. Pulling support out of Republican counties on unemployment issues was successful. We are now carrying Humbard with a double-digit lead.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 2 Round: 2 Prepared by: W. Chris Dean / Joe Squiers

ACTIVITY OR DECISION	RATIONALE
<p>1) Surveys - Approval by County - Issues by Deficit by County - Public School Spending by County - Abortion.</p>	<p>Other than the obvious first, the deficit by county was to get another consensus of where our strength was on this key issue. We wanted to push public school spending, b/c that was an issue they had yet to touch on. They were trying to touch on Abortion, but polling showed that except for the base cities in Tweed and Nixon, it's such a toss up that it has become a non-issue.</p>
<p>2) Traveled to Cronkite - Appeared for speech on Public School Spending.</p>	<p>This was an admitted mistake. We looked to the demographic map, but in our haste failed to line that up with the polls. Support for school spending there was remarkably low, and we definitely lost points in Cronkite.</p>
<p>3) Media Blitz I - Postal - Humbard, Zapata, Tweed, Batista - School Spending</p>	<p>All of these counties are in favor of increased school spending. By going county-by-county on this issue, we mobilize people on this issue, but don't polarize the rest of the electorate.</p>
<p>II - Media i - Youth Viger - WZEN - News hour ii - Deficit - WZEN - WDRD - Prime iii - Leadership - WRIP - WRAF - W200 - Primetime.</p>	<p>The general purpose here was simple: our coffers were now bigger, so we were going to outspend and outbrood them on ambiguous issues. Because we both have similar stances on all the sheer math of our greater number of slots</p>

secures us points.

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 2 Round: 3 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Travelled to sitting Bull Appear - Concern with deficit</p>	<p>We were losing popularity with this swing county and wanted to appear on a universal issue that would also affect Aristotle and Thomas, but sitting Bull has higher voter turn out + population</p>
<p>Mailing to Thomas, Sitting Bull, + Aristotle regarding Concern for Deficit to Families with incomes from \$10,000 - \$50,000</p>	<p>This was to continue to enforce our lead in the issue of the deficit, according to polls 67% lead, Especially in these swing counties where concern for deficit is high.</p>
<p>Poll - Defense Spending by County + Favorite network by Dem</p>	<p>It was an issue Republicans have not touched upon, we thought we could use it to support.</p>
<p>Media - Issue on Defense Spending Being Moderate Networks WQUE - 3 times news hour WBOB - 3 times prime time WMAD - 3 times prime time</p>	<p>The Republicans have not touched on this issue + we wanted to take a moderate stand, where the polls showed strong support for moderate ideals by county. The polls also showed which people watched their favorite networks for Defense Spending.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 3 Round: 82 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>1) Survey's Candidate Preference Preference Central America by County Equal Rights Social Security ↓</p>	<p>Poll taken to see where we need to focus for the week. Poll to see what issue is big to try to gain momentum where this + they are free.</p>
<p>2) Travel Tweed Social Security</p>	<p>Tweed showed to have high rates of people who felt this was important. We wanted to keep hold of our base.</p>
<p>3) Mail to Tweed, Key, + Saruccia to the older people 62+ regarding health care social security. being pro spending.</p>	<p>wanted to keep hold of the base in Tweed + also also sway people of Key + Saruccia who showed to regard to social security as an important issue.</p>
<p>4) Media - Unions in WQUE ^{For} Concern with Deficit in WZOO East.</p>	<p>hold base in West with pro-unions broad issue that gained us favorable stats in past Deficit touched in east to overall concern. appeal</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 3 Round: 3 Prepared by: Joe Chris

ACTIVITY OR DECISION	RATIONALE
<p>1) Survey the Candidate by preference</p>	<p>Same Idea, where are we favorable in</p>
<p>2) Fundraise in Nixon</p>	<p>Take away votes in Nixon Tear away at base</p>
<p>3) Mail in Tweed - unemployment Aristotle - Equal rights Armed-Defense spending - Low income < \$16,000 unemployment concern - Union-pro Independents + Democrats</p>	<p>Try to keep our base strong + appeal to the issues the people felt strongly for. sent equal rights mailings to Aristotle - strong issue leaning to moderate.</p>
<p>4) Survey Public School Spending over Counties</p>	<p>Find out how we are doing in individual individual counties in Public Schools to see where we can hit again.</p>
<p>5) media blitz in all 3 Districts liberal stance in Central America Middle + West news hour Concern Deficit East + Middle</p>	<p>Establish a strong position that appeals to the majority. Keep showing concern for issue seen as a hot issue.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 4 Round: 1 Prepared by: Joe Squires

ACTIVITY OR DECISION	RATIONALE
<p>Fundraiser - Paulsen Survey Aid to minorities by homecounty Aid to minorities by income level</p> <p>media to West & Central prime time Prime time on WKIP labor unions WBOB Afternoon on Leadership WZEN - WQUE</p> <p>Mailings to Tweed, Sitting Bull Moderate stand on Aid to Minorities</p>	<p>Fundraise in county with favorable toward candidate with high population</p> <p>Trying to find new issue to establish a base with that issue</p> <p>Trying to build base back up in areas where labor Unions are strong</p> <p>Appeal to new crowd of people on a ambiguous topic such as leadership which was seen as important</p> <p>Tweed and S.B., according to polls, showed to be moderate in spending for aid to minorities Needed to improve base with a new topic.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 4 Round: 2 Prepared by: Joe

ACTIVITY OR DECISION	RATIONALE
<p>Mailings to Cronkite Lemay Big Business</p>	<p>Cronkite + Lemay were strongly in favor of big business + needed to hit them with a new issue to keep ratings from falling</p>
<p>Media WBOB Concern with Deficit.</p>	<p>Haven't hit this issue in a while while the opposition had been</p>
<p>Appear Tweed Labor Unions</p>	<p>another strong issue to defend the base in Tweed.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 4 Round: 3 Prepared by: Joe

ACTIVITY OR DECISION	RATIONALE
Fundraiser Batista	Trying to rally what money was needed to th keep base ^{from} going & smaller growing
<p>Media- Primetime 3 slots WRIP - Labor Unions</p> <p>Experience Mornings WQUE</p> <p>Deficit 3 primetime WMAO WBOB</p>	<p>Trying to respond to the base on the issue the candidate is strong on.</p> <p>Appealing to a new audience on a stronger issue for our candidate</p> <p>Appeal to the people most interested in the issue of the deficit.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 5 Round: 1 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
Appear in Tweed Concern with Deficit	Don't have much money and Tried to close gap Not commit suicide like some how before

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 5 Round: 2 Prepared by: Joe Chris

ACTIVITY OR DECISION	RATIONALE
Appear in Tweed with Labor Unions	Talk on issues they cannot can not counter
Survey - Deficit by County Deficit by Income bracket	Try to see specific groups to send mass mail to.
Media - Concerned with Deficit on WRIP	Not much money but need to get base in Tweed

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 5 Round: 3 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>1) Traveled to Sitting Bull - Appeared on issue & USSR relations - conservative stance</p> <p>2) Surveyed on USSR Relations - by county</p> <p>3) Celebrity Visit by Jane Vaughn in Tweed.</p>	<p>1) - We are focusing the remainder of our campaign on two counties - Tweed & Sitting Bull. Winning is hopeless at this point, but this seems like the best strategy to close the gap</p> <p>2) Issue is untouched - might be able to grab a few numbers</p> <p>3) Last celebrity visit - needed to try and win Tweed back.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 6 Round: 1 Prepared by: Christ Joe

ACTIVITY OR DECISION	RATIONALE
<p>1) Survey - Deficit</p> <p>2) Appearance Tweed - Deficit</p> <p>3) Network - Afternoon on Unions</p>	<p>1) Free survey about key campaign issue - trying to find out where appearance will affect</p> <p>2) Appearance about deficit will help win back support in populous area</p> <p>3) With little money, network spots are expensive few. A union appeal cost little in production and hits big in union-heavy areas like Tweed.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 6 Round: 2 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>1) Fundraiser's Sitting Bull</p> <p>2) Survey on Income & Education</p> <p>3) Media - Union Deficit) West Defense - Middle</p>	<p>1) Took a gamble on our last fundraiser - came out on top with 300k in the bank.</p> <p>2) Wanted to get the best idea on where to send mailings on Education</p> <p>3) The media spots are being re-used to save money. Unions and Deficit are winning issues in the west, where we still have support. We need to prevent them from poaching our issues. They aren't hitting on Defense, so we should take advantage of that.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 6 Round: 3 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Defense spending appearance in Humbard</p>	<p>Hot issue throughout the state</p>
<p>Mailing on Public School spending to Humbard income level up to \$19,999 and by education level</p>	<p>Key issue in county + we didn't have money to send to overall population</p>
<p>Media on Unions in WZEN News hour 2 times + late night</p>	<p>Trying to hit issue they can't counter</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 7 Round: 1 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Tweed - Deficit</p>	<p>Work on base somehow to maybe get votes secured in this central issue</p>
<p>Media WZOO - Deficit Newshour - 2 WRIP - Deficit Newshour - 2 WBOB - Unions Newshour - 2</p>	<p>These spots are inexpensive, we we don't have to spend \$ on producing new spots. It allows us to at least make a presence in the east, where we have pretty much written things off.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 7 Round: 2 Prepared by: Joe + Chris

ACTIVITY OR DECISION

RATIONALE

Appear-Tweed - Social Security

hit new issue we haven't touched yet which is seen as important to Tweed

Media -

2 WDRO - Unions Prime time

2 W.ZOO - Deficit Afternoon

Hit issue hard on time would appear to most people to who have many labor unions
Touched the east with General issue to appeal to most people

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 8 Round: 1 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>1) Appear in Tweed on Leadership</p> <p>2) Media-Experience - WRIP-West - WBOB-Central Deficit - WMAD-East</p>	<p>1) Appearance made in Tweed, as usual, to energize the base more. Their strategy lately has been to poach issues and votes away from Tweed. We have to make sure not to let that happen.</p> <p>2) With paltry funds, we can only run one ad per zone per turn. Issues such as experience, Leadership & the Deficit are broad appealing, and any chance to garner votes is worthwhile.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 8 Round: 2 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>Survey - Environmental spending Issues with USSR</p>	<p>Free polls find - since they are using environmental spending as a core issue, we wanted to know what countries are are strongly on the issues.</p>
<p>Appear - Anthony Environmental spending against.</p>	<p>poach issue, haven't taken stand on to just gain support - they are winning this issue, and we need to garner support on it.</p>
<p>Mailing Humboldt, Zapata Moderate, slightly conservative Slightly liberal, undeclared</p>	<p>hit public school spending to counter their stand in these areas - This used to be an issue we were winning. By targeting specific areas, we can garner support on school spending.</p>
<p>Media Deficit concerned wave - News hour 3 times Union WARE Afternoon 4 times Defense spending WMAD News hour 3 times</p>	<p>Light media rush to force them to spend their coffers.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 8 Round: 3 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Sitting Bull liberal stance on Central America</p> <p>Media Deficit WMAO - 2 News hour WQUE - 2 News hour WARF - 2 Defense spending News</p>	<p>1) We've come to the conclusion that the key to garnering points with this program is to poach the issues away from them. Because we don't have the funds to effectively counter everything, we are trying to use our appearances to get as much attention across as large of an area as possible.</p> <p>2) We countered their media spots in turn - same networks, same stance. It allows us to create confusion in the electorate and at least close the gap as much as we can.</p>

Clark
Jones

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 9 Round: 1 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
Appear Batista - Labor Unions Favorable	County that is pro unions so they couldn't poach
Media - Deficit News hour - 3 WQUE	Get issue out there with spending in the budget
Labor Unions News hour WDR 2 WBOB	large Union issues with in the Central
WMAID News hour 2 Defense spending	important issue within the east with a moderate standpoints

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 9 Round: 3 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Tweed - Involvement in Central America Liberal</p>	<p>Attempt to poach issue with limited Funding</p>
<p>Media - Central America Liberal Central America Liberal WQUE News-2 WMAZ News hour-2</p>	<p>Attack issue important to Liberals with limited Funding & to attempt to hit this issue hard. Polls indicated highest count of Liberals in counties.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 9 Round: 3 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Excess Sitting Bull Equal Rights Amendment</p> <p>Media - Social Security For increased 2 News hour WZEN</p>	<p>1) We surveyed on this untouched issue, and saw moderate stance throughout the majority of the state. Since this has been untouched by the opponent, we thought to steer votes away by getting an issue they haven't. Since we mathematically can't poach all their issues, this is our only shot to gain points.</p> <p>2) Same rationale - SS is not touched by Jones. We wanted to make a spot and hit on this issue on the western front.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 10 Round: 1 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Aristotle - Pro union</p> <p>Pro union</p>	<p>Because of miscalculations as to the amount we could spend per week, we only have \$10,000 to spend this week. We forgot to take in account that we had to have 40k in the bank at the end. This is pretty much the point of concession, so all we are doing is appearing in select base-oriented counties.</p> <p>-Aristotle was a big union area, we thought to extract votes.</p>

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 10 Round: 2 Prepared by: Joe & Chris

ACTIVITY OR DECISION	RATIONALE
<p>Survey - Leadership by Party, Social security</p> <p>Appear Donahy - Deficit Concern</p> <p>Mailing - young - to Fonda, young to people 41+ Moderate to very liberal & undeclared</p>	<p>So, we decided to spend it all anyway, even though it is futile. Why</p> <p>Why These face surveys help us on our issues</p> <p>2)</p>
<p>media</p> <p>WDRO 2 News hour Unions</p> <p>WRIP 2 News hour Deficit</p>	

ON THE CAMPAIGN TRAIL: DAILY ACTIVITY LOG

Simulation #: 2 Party: D Week: 10 Round: 3 Prepared by: Joe + Chris

ACTIVITY OR DECISION	RATIONALE
<p>Appear - Tweed - Deficit</p> <p>Mailing - social security Blacks - under \$19,999 Democrats, - Independent, Rep. to all levels of</p>	<p>Our Goal here was to get to as little money at the end as possible. We did two prime time slots on our main issues - Deficit Deficit spending Defense Spending.</p> <p>We enemized the Black base in Tweed, and tried to narrow it down to spend the whole lotter. At the end, we had \$4.50 left in the bank.</p>
<p>Media - Union West WZEN - prime time</p> <p>Defense spending WMAJ prime time</p> <p>Mailing sitting Bull-Union Members Blacks Blacks Democrats to those under \$19,999 to those likely to vote, age 25 - 50 very liberals, moderates moderates</p>	<p>We lost the election, but not without some semblance of a fight.</p>