

# **C** PARTY CAMPAIGNING IN THE **1980s**

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Have the national parties made a comeback  
as key players in congressional elections?

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**PAUL S. HERRNSON**

# Party Campaigning In The 1980s

**Marian Currinder**



## **Party Campaigning In The 1980s:**

*Party Campaigning in the 1980s* Paul S. Herrnson, 1988 Are American political parties on the way out Political action committees PACs currently compete with parties for influence over candidates and voters persuading a more independent and volatile electorate requires new tactics technological innovations afford more sophisticated means to appeal for support Many political observers express doubts about the ability of political parties to adapt to these changes and to survive but Paul Herrnson instead suggests their survival and resurgence in this balanced assessment of party activities in congressional elections Drawing on extensive interviews and survey data collected from nearly five hundred recent House and Senate candidates campaign advisers party officials PAC executives and journalists Herrnson evaluates the roles of the national parties He finds that from the perspective of party executives they provide important campaign services and function as the key brokers between candidates PACs and other campaigners For PAC officials the national parties serve as important sources of strategic campaign information and cues for decision making For the candidates themselves their parties function as appendages and accessories to their own campaign organizations Herrnson provides rich detail on party development and party campaign activity to predict the future of congressional elections and of the party in government and the party in the electorate Political practitioners as well as scholars will welcome this fresh new contribution to a significant political controversy

*Legislative Party Campaign Committees in the American States* Anthony Gierzynski, 2021-03-17 In a time of increasing campaign costs and decreasing state political party activity legislative party campaign committees have grown to play a major role in the politics of elections in a large number of American states Anthony Gierzynski's book focuses on these committees In this first multi state analysis Gierzynski explores the nature and practices of the committees through interviews with legislative leaders and staff and through statistical analyses of campaign finance data from ten representative states In addition to direct cash contributions legislative caucus campaign committees provide candidates with a multitude of support and services and usually target their resources on close races where they will have the greatest impact Leadership PACs the campaign committees of individual legislators also allocate their resources strategically The existence of such committees and the fact that the caucus campaign committees resemble political parties in both structure and behavior leads Gierzynski to pose interesting normative and practical questions The answers to such questions have major implications for political parties and legislative politics

*Comparative Political Finance in the 1980s* Herbert E. Alexander, Joel Federman, 1989-08-25 Investigates the problems common to democracies seeking to regulate uses of money in election campaigns and to a lesser extent considers the role of public funding

*Campaign And Party Finance In North America And Western Europe* Arthur B. Gunlicks, 2019-04-08 This book provides information about how policies and practices regarding public financing abroad focusing on North America and several Western European countries can help Americans develop their own ideas about reform possibilities

*Handbook of Party Politics* Richard S Katz, William J Crotty, 2006-01-05 This

thoughtful and wide ranging review of parties and party research contains contributions from many of the foremost party scholars and is a must for all library shelves Richard Luther Keele University The study of political parties has never been livelier and this genuinely international Handbook theoretically rich comparatively informed and focused on important questions defines the field This volume is both an indispensable summary of what we know and the starting point for future research R K Carty University of British Columbia Political parties are ubiquitous but their forms and functions vary greatly from regime to regime from continent to continent and from era to era The Handbook of Party Politics captures this variation and richness in impressive ways The editors have assembled an excellent team and the scope of the volume is vast and intriguing Kaare Strom University of California San Diego Political parties are indispensable to democracy and a central subject of research and study in political science around the world This major new handbook is the first to comprehensively map the state of the art in contemporary party politics scholarship The Handbook is designed to provide an invaluable survey of the major theories and approaches in this dynamic area of study and research give students and researchers a concise road map to the core literatures in all the sub fields of party related theorizing and research identify the theories approaches and topics that define the current cutting edge of the field The Handbook is comparative in overall approach but also addresses some topics to be addressed in nationally or regionally specific ways The resulting collaboration has brought together the world s leading party theorists to provide an unrivalled resource on the role of parties in the pressing contemporary problems of institutional design and democratic governance today

**Presidential Campaigns in Latin America** Taylor C. Boas, 2016-03-04 Taylor C Boas argues that new democracies are likely to develop nationally specific approaches to electioneering through success contagion The theory of success contagion holds that the first elected president to complete a successful term in office establishes a national model of campaign strategy that other candidates will adopt in future

**Campaigning for President in America, 1788-2016** Scott John Hammond, Robert North Roberts, Valerie A. Sulfaro, 2016-04-25 What does it take to get elected president of the United States leader of the free world This book gives readers insight into the major issues and events surrounding American presidential elections across more than two centuries from the earliest years of the Republic through the campaigns of the 21st century The race for the presidency encapsulates the broader changes in American democratic culture This book provides insight into the major issues and events surrounding American presidential elections across more than two centuries from the earliest years of the Republic through the campaigns of the 21st century Readers will be able to see and understand how presidential campaigns have evolved over time and how and why the current state of campaigning for president came into being

**Congressional Elections** Paul S. Herrnson, Costas Panagopoulos, Kendall L. Bailey, 2019-11-28 It is the gold standard for texts on congressional campaigns and elections Bruce A Larson Gettysburg College In Congressional Elections Campaigning at Home and in Washington authors Paul Herrnson and Costas Panagopoulos combine top notch research with real world politics as

they argues that successful candidates run two campaigns one for votes the other for resources Using campaign finance data original survey research and hundreds of interviews with candidates and political insiders Herrnson and Panagopoulos look at how this dual strategy affects who wins and how it ultimately shapes the entire electoral system The Eighth Edition considers the impact of the Internet and social media on campaigning in the 2018 elections the growing influence of interest groups and the influence of new voting methods on candidate party and voter mobilization tactics

**The Power of Money in Congressional Campaigns, 1880-2006** David C. W. Parker, 2014-10-22 A new understanding of what really matters in our elections Prevailing wisdom holds that the pivot of American political campaigns has shifted over the past century from the parties to the candidate David C W Parker challenges this conventional notion arguing that campaigns center on neither orientation but are more simply resource dependent The Power of Money in Congressional Campaigns examines the historical development of party interest group and candidate power in the American congressional election process Parker takes a broad view of the electoral terrain considering both primary and general elections and discerns distinct patterns emerging during the twentieth century He proposes a new theoretical model based on the need for candidates to accumulate enough financing and reputation to compete successfully showing the importance of the rules governing this process Analyzing case studies of elections over more than a century Parker argues that campaign behavior boils down to the determination to gather the resources needed to win He shows that changes in electoral rules over time have affected the strategies candidates and parties use to accumulate campaign resources He also suggests how the Bipartisan Campaign Finance Reform Act of 2002 may influence the relationships among political actors and affect the quality of democratic discourse Unlike many studies of the election process this book provides a broad understanding of why candidates parties and interest groups pursue particular strategies The Power of Money in Congressional Campaigns is a corrective analysis of how candidates campaign and how Americans choose their leaders

**Record** ,1981 Money In the House Marian Currinder, 2018-05-04 Money in the House provides a compelling look at how the drive to raise campaign money has come to dominate congressional party politics Author Marian Currinder examines the rise of member to member and member to party giving as part of a broader process that encourages ambitious House members to compete for power by raising money for the party and its candidates As the margin between parties in the House has narrowed the political environment has become fiercely competitive Because electoral success is largely equated with fundraising success the party that raises the most money is at a distinct advantage In addition to relying on outside interests and individuals for campaign contributions the congressional parties increasingly call on their own members to give for the good of the whole As a result lawmakers must devote ever increasing amounts of time to fundraising The fundraising expectations for members who wish to advance in the chamber are even higher By requiring their members to raise and redistribute tremendous amounts of money in order to gain power in the chamber the parties benefit from their members ambitious pursuits Currinder argues that the new rule of

money is fundamentally altering the way House members pursue power and the way congressional parties define and reward loyalty

**FEC Reports on Financial Activity, 1979-1980** United States. Federal Election Commission, 1982

**Praeger Handbook of Political Campaigning in the United States** William L. Benoit, 2016-02-22 This work peels back the curtain on how political campaigns influence America covering everything from social media to getting to the Oval Office This comprehensive handbook reveals essentially everything the American public wants to know about political campaigns The two volume set begins with a historical overview then goes on to investigate campaigns from a variety of perspectives that shed light on how they work and why Readers will discover how campaigns are run how they're covered by the media how they influence government and how various interest groups and demographics play a part in the system The contributors who include academics elected officials journalists and campaign professionals offer new data interviews and analysis in a style that will prove fresh accessible and engaging for everyone from college students to political junkies They offer the inside scoop on types of campaign media for example TV spots debates and social media and on message variables such as language humor and evidence Groups of voters like women and youth are examined and the work also discusses theories of campaigning such as agenda setting issue ownership the Elaboration Likelihood Model and the Theory of Reasoned Action

Scandal in American political campaigns always a subject of interest is addressed as well

*The Losing Parties* Philip A. Klinkner, 1994-11-30 How do Democratic and Republican party leaders react after their party has lost a presidential election Is there a pattern of response to defeat that reflects the distinctive cultures of the two parties This book answers these questions by examining how the two national party organizations have responded to presidential election defeats between 1956 and 1993 Drawing on party documents interviews with party officials and contemporary accounts Philip Klinkner provides detailed case studies of opposition party politics He shows that Republican national committees have reacted to losses by making organizational changes to improve campaign technology and fundraising and that losing Democrats have sought to refine or make more democratic their internal procedures for selecting delegates to the national convention or for choosing presidential candidates Klinkner suggests that the reasons for these reactions stem from the historical development of the parties The organizational response of the Republican party is the result of its long term relationship with business its homogeneity and hierarchical structure and its minority party experience The Democrats emphasis on participation and representation for its constituent elements is based on its characteristic composition of social and economic out groups its heterogeneity and decentralization and its tradition as the majority party

**No Holding Back** Jim Mason, 2011-09-22 No Holding Back tells the story of John Anderson's 1980 presidential campaign Anderson gave up a safe seat in the House of Representatives a position in the Republican leadership and a likely nomination for a Senate seat to run what every expert considered a hopeless race for the GOP presidential nomination Anderson did so because he was disturbed by many of the same trends in American politics that still exist today the proliferation of special interests gridlock on Capitol Hill and the

unwillingness of his fellow politicians to speak honestly about the critical issues facing the nation More than anything Anderson wanted to make a statement about how candidates ought to run for office by rejecting quick fix solutions being candid on where one stood on matters of policy and not sugarcoating the problems that faced voters Anderson ran as a kind of anti candidate He had a unique campaigning style and offered proposals that differed greatly from the standard Republican viewpoint People found him refreshingly direct and different As interest turned to the campaign he attracted widespread media attention He performed beyond expectations in the first round of primaries and soon switched to an independent candidacy By June he was running at 26% in a three way race against Jimmy Carter and Ronald Reagan Against the backdrop of runaway inflation the Iranian hostage situation a debilitating energy crisis and a discredited incumbent president pollsters found him winning unprecedented support But during the summer troubled by ballot access problems financial issues institutional obstacles and management difficulties Anderson s polling totals began to fall Once it became clear that he would not win his support collapsed and he limped to a 7% finish This final result has greatly undermined the importance of this campaign It has influenced numerous future candidates and changed the way many politicians would run for office His was the first candidacy to expose how

*Campaign Warriors* James A. Thurber, Candice J. Nelson, 2001-09-19

Campaign politics has become increasingly professionalized in recent years The growing prevalence and influence of paid consultants in the United States and other democracies is one of the most important factors changing the nature of electoral politics *Campaign Warriors* thoroughly examines this critical and controversial development and its impact on the political system in the U S and other countries The contributors approach the topic from several different perspectives including the increasing use of spin doctors and the resulting loss of influence of state and national political parties The book investigates the role of these paid advisers who they are what they do and why and how they feel about their work The contributors discuss the consultant s relationship with candidates and parties and analyze the effect of their efforts on election outcome

*FEC Reports on Financial Activity, 1979-1980* ,1982

**Campaign Finance Reform** Melissa M. Smith, Glenda C. Williams, Larry Powell, Gary A. Copeland, 2010-06-02

For decades campaign finance reform has been an on going topic of discussion In particular the Bipartisan Campaign Reform Act of 2002 BCRA was heralded as a major breakthrough in controlling the flow of money into campaigns Almost immediately political players found other ways to financially manipulate the new laws Campaign Finance Reform The Political Shell Game provides an in depth look at the history of political campaign finance reform with special emphasis on legislative FEC and federal court actions from the 1970s to present In particular the authors examine the ways that campaigns and independent groups have sought to make end runs around existing campaign finance rules Oftentimes the loopholes they find make a significant impact on an election sparking the next round of campaign finance reform New rules are then enacted and new loopholes are found Like a big political shell game the amount of money in politics never actually decreases but instead gets moved around from one organization to another

*Encyclopedia of American Political Parties and Elections* Larry Sabato, Howard R. Ernst, 2014-05-14 Presents a complete reference guide to American political parties and elections including an A Z listing of presidential elections with terms people and events involved in the process

**Party Politics in America** Marjorie Randon Hershey, Paul Allen Beck, 2003 Part of the Longman Classics in Political Science series this gold standard of parties texts has been updated to include an even greater emphasis on the elements that engage students interest real people s stories and current debates about party politics Party Politics in America analyzes three primary components of parties party organization party in the electorate party in government and the interaction of these components especially during election campaigns Originally written by Frank Sorauf and now authored by Majorie Hershey and Paul Beck the book integrates academic research with contemporary and historical examples to bring to life the fascinating story of how parties have helped to shape our political system The revision of the 10th edition includes an array of updates throughout the text and two new boxed features as well as a new Foreword by John Aldrich of Duke University



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