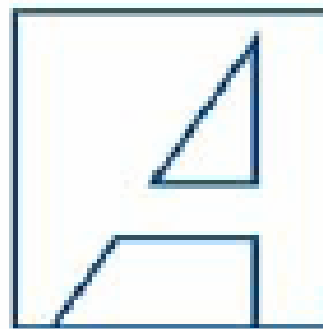


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Konrad
Adenauer
Stiftung

International Conference for Political Communication

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October 2007***

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AMERICANVIEWPOINT



Opposition Research

or as many you might be thinking

Naptime

Opposition Research

- ✓ *What is it?*
- ✓ *Why do it?*
- ✓ *How to do it?*
- ✓ *What should I do with the information gathered?*
- ✓ *Should I do the same kind of research on myself?*
- ✓ *When can I stop the research?*

What is it?



- ✓ *Your opponent's public record*
- ✓ *Your opponent's private record*

Your opponent's public record

- ✓ *Voting record*
- ✓ *Attendance record*
- ✓ *Positions taken on issues*
- ✓ *Financial disclosure*
- ✓ *His or her own words*
- ✓ *Biography*

Your opponent's private record

- ✓ *Credit history*
- ✓ *Arrest record*
- ✓ *Employment history*
- ✓ *Drug & alcohol use*
- ✓ *Family – Divorce, Kids, Marriages*

Why do it?

- ✓ *To prove you are the best candidate*
- ✓ *To prove your opponent is not up to the job*
 - ✓ *To show your opponent doesn't follow thru*
 - ✓ *To show your opponent doesn't stand behind his statements*
 - ✓ *To show your opponent doesn't stand behind his actions*
 - ✓ *To show that your opponent says one thing, but does another*
- ✓ *To provide you with information to test in a survey*
- ✓ *The best predictor of how someone will behave in the future is how they have behaved in the past*
- ✓ ***AN ELECTION IS A CHOICE ---
YOU WANT VOTERS TO PICK YOU***

How to do it?



- ✓ *The Internet*
- ✓ *Public records at the Courthouse*
- ✓ *Prior campaign materials*
- ✓ *Positions papers of his/her party*
- ✓ *Local media*

What should I do with the information gathered?

- ✓ *Verify it*
 - ✓ *Verify it relates to his/her qualifications for office*
 - ✓ *Verify it is fair*
 - ✓ *Verify it is not outdated*
 - ✓ ***VERIFY IT IS ACCURATE***

- ✓ *Make your decision to run or not to run*
 - ✓ *Provide a rationale for your campaign*
 - ✓ *Provide a theme for your campaign*
 - ✓ *Provide contrasts for use in media and mail*

- ✓ *Fundraising*

- ✓ *Test the finding in a survey to see if they matter to the electorate*

Should I do the same kind of research on myself?



✓ ***ABSOLUTELY***

✓ *And, if you find something...*

FIX IT

When can I stop the research?



✓ *ON ELECTION DAY*



Survey Research


Goals of a Survey

- 1. Determine your strategy*
 - ✓ *Who is going to vote for you and why*
 - ✓ *Sum of those parts must equal 50% + 1 of those most likely to vote*
- 2. Establish viability of your coalition*
- 3. Presentation of candidate credentials / attributes / issues and their appeal to the electorate*

Goals of a Survey

4. *Opposition strengths and weaknesses*
5. *Impact of your message*
6. *Candidate favorable:unfavorable ratios*
7. *Ballot test support*
 - ✓ *Intensity*
 - ✓ *Profile of undecided voters*

Types of Surveys



✓ *Benchmark Survey*

✓ *Monitor Survey*

✓ *Tracking Survey*

Considerations when planning a survey

- ✓ *Timing*
- ✓ *Topics/Length*
- ✓ *Sample Size*
- ✓ *Cost*

Components of a Survey

- ✓ *Screening questions*
- ✓ *Vote propensity/Vote intention*
- ✓ *Generic Ballot*
- ✓ *Top priority/Most important issue*
- ✓ *Name identification*
- ✓ *Ballot test*
- ✓ *Job Approval/Re-Elect*
- ✓ *Candidate attributes*
- ✓ *Candidate specific questions*
- ✓ *Issue series*
- ✓ *Ballot test*
- ✓ *Demographics*

Components of a Survey



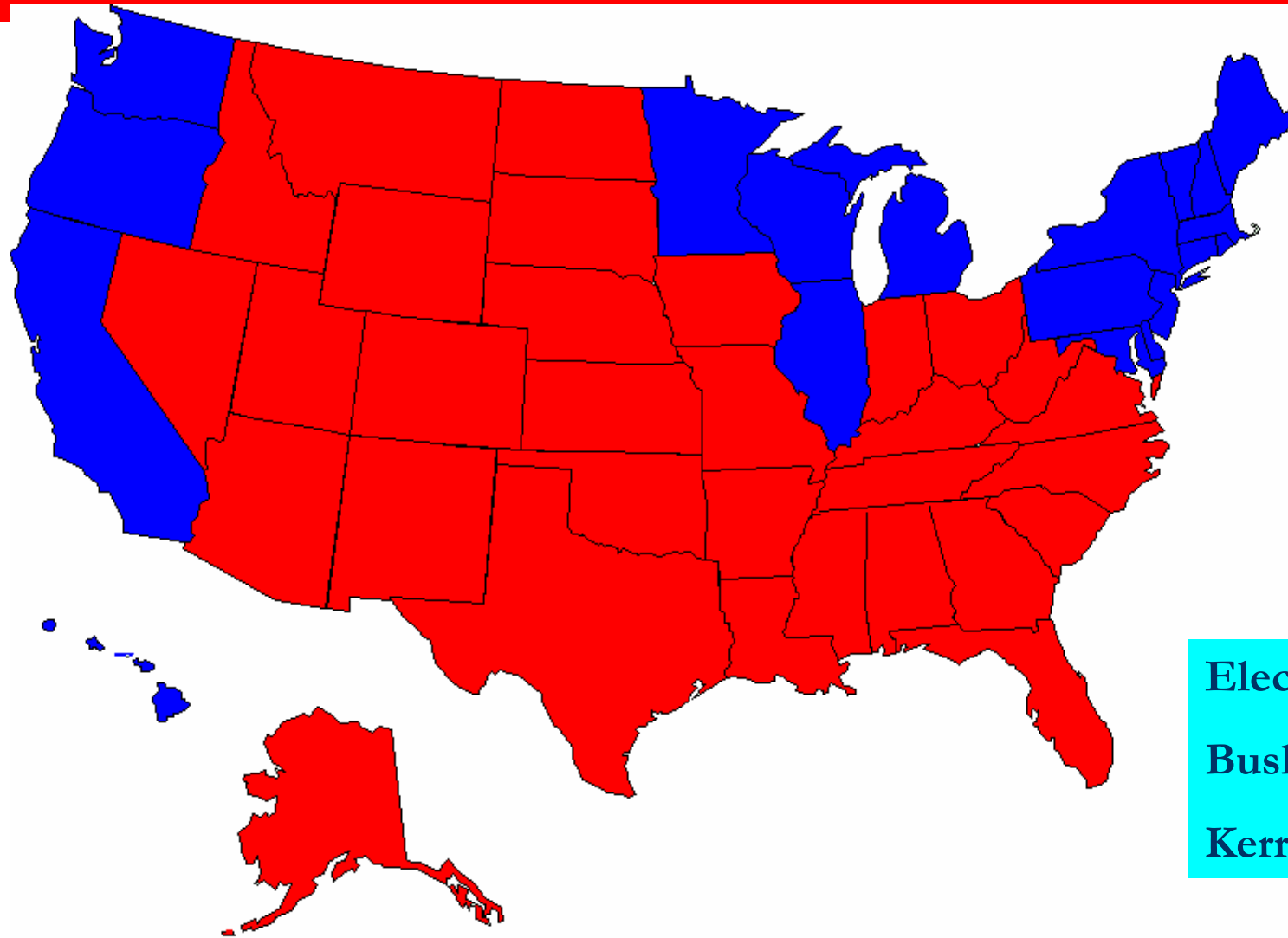
✓ *Close Ended Questions*

✓ *Open Ended Questions*



*United States
Presidential Election
2008*

Bush captured 286 electoral votes to 252 for John Kerry and won the popular vote by over 3.7 million votes.

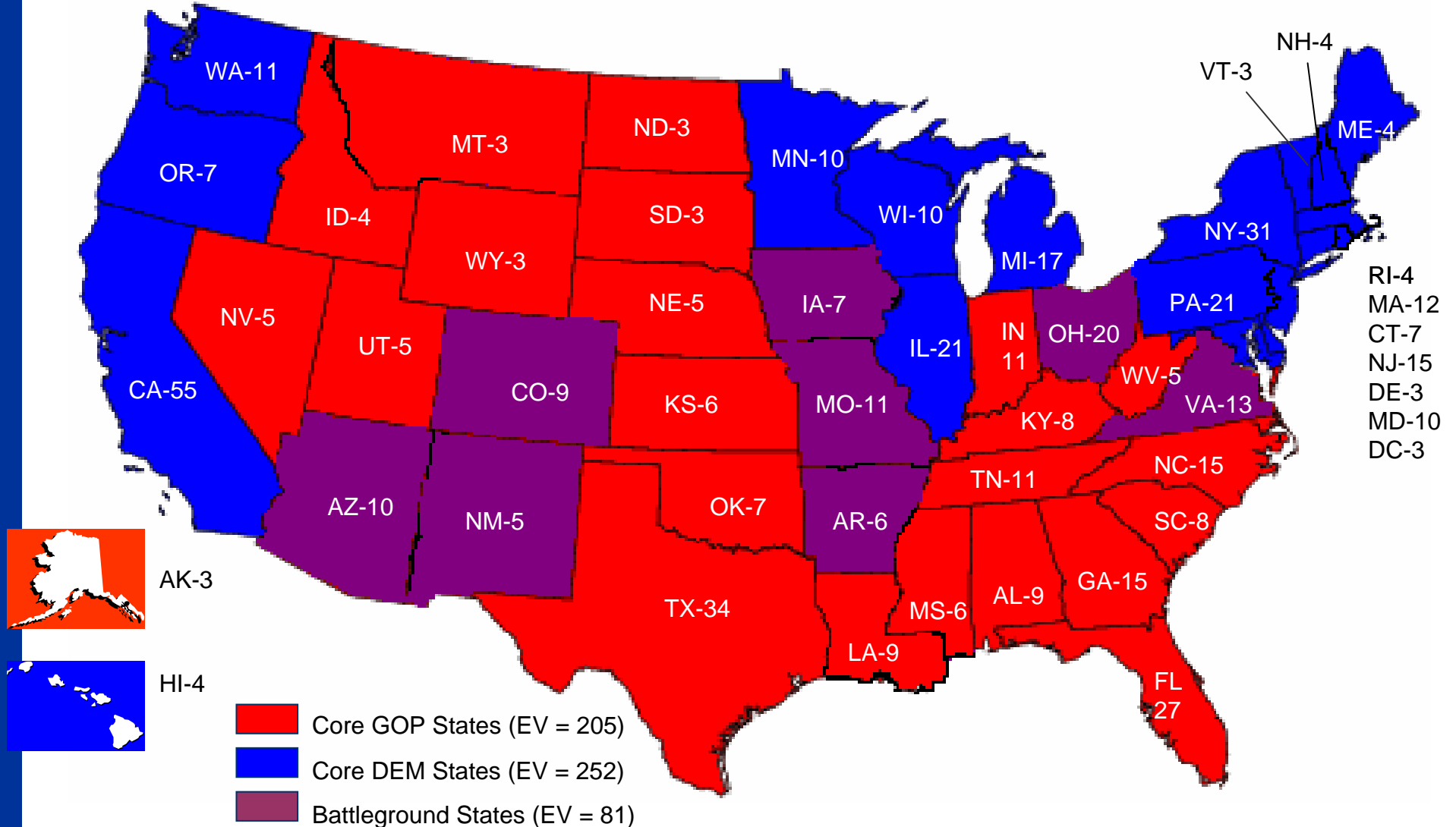


Electoral Votes

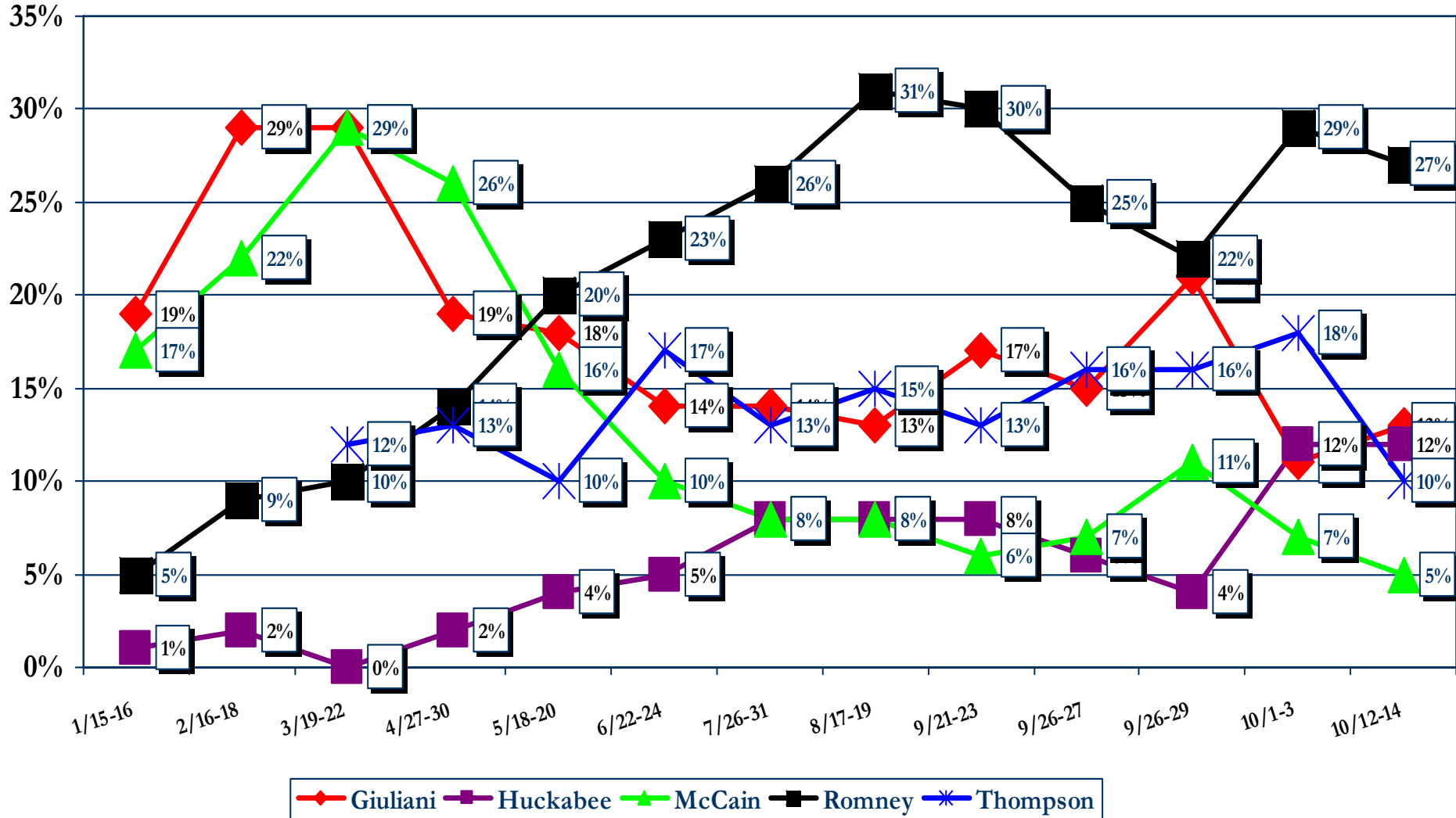
Bush 286

Kerry 252

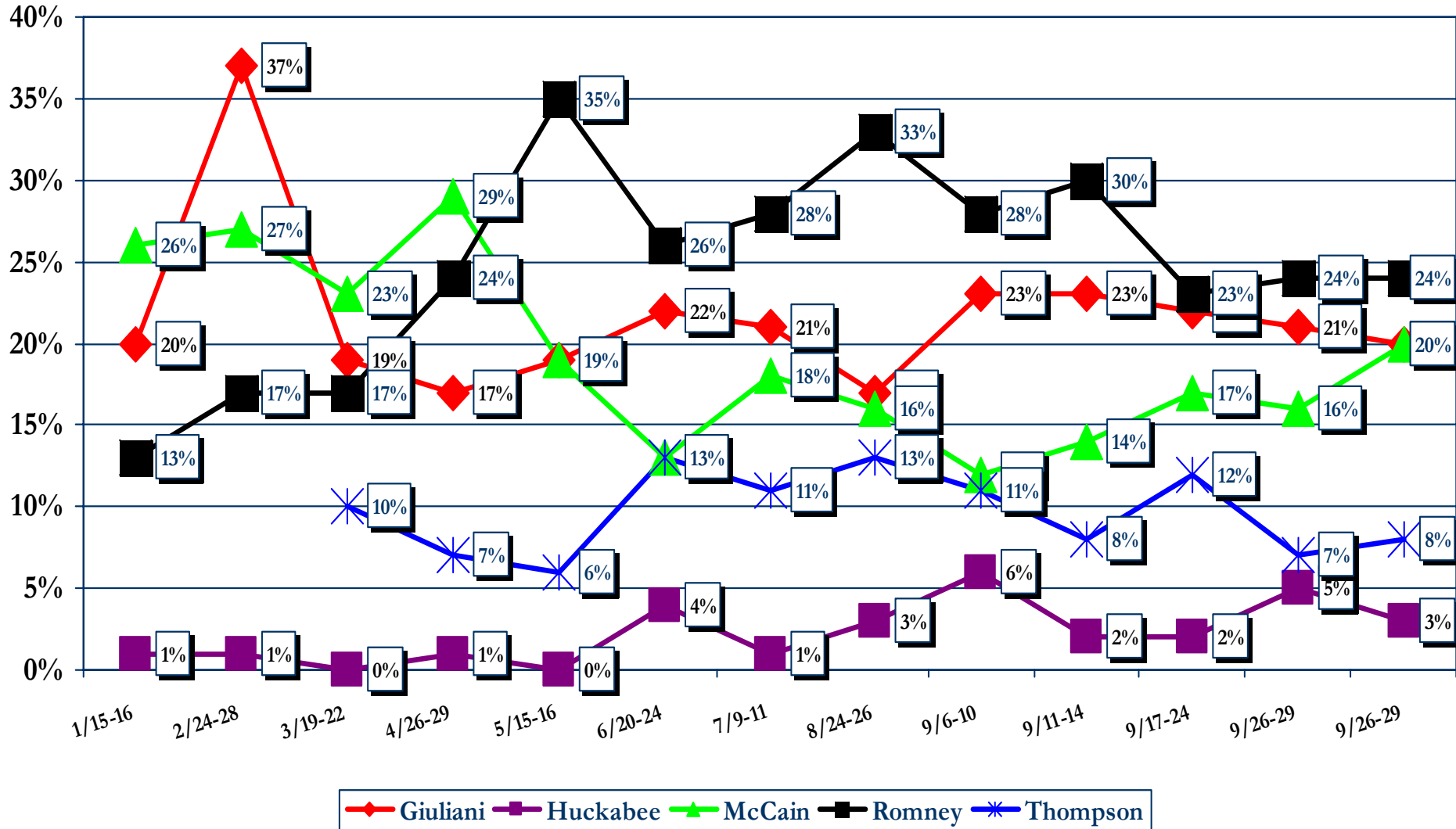
Presidential Vote Analysis



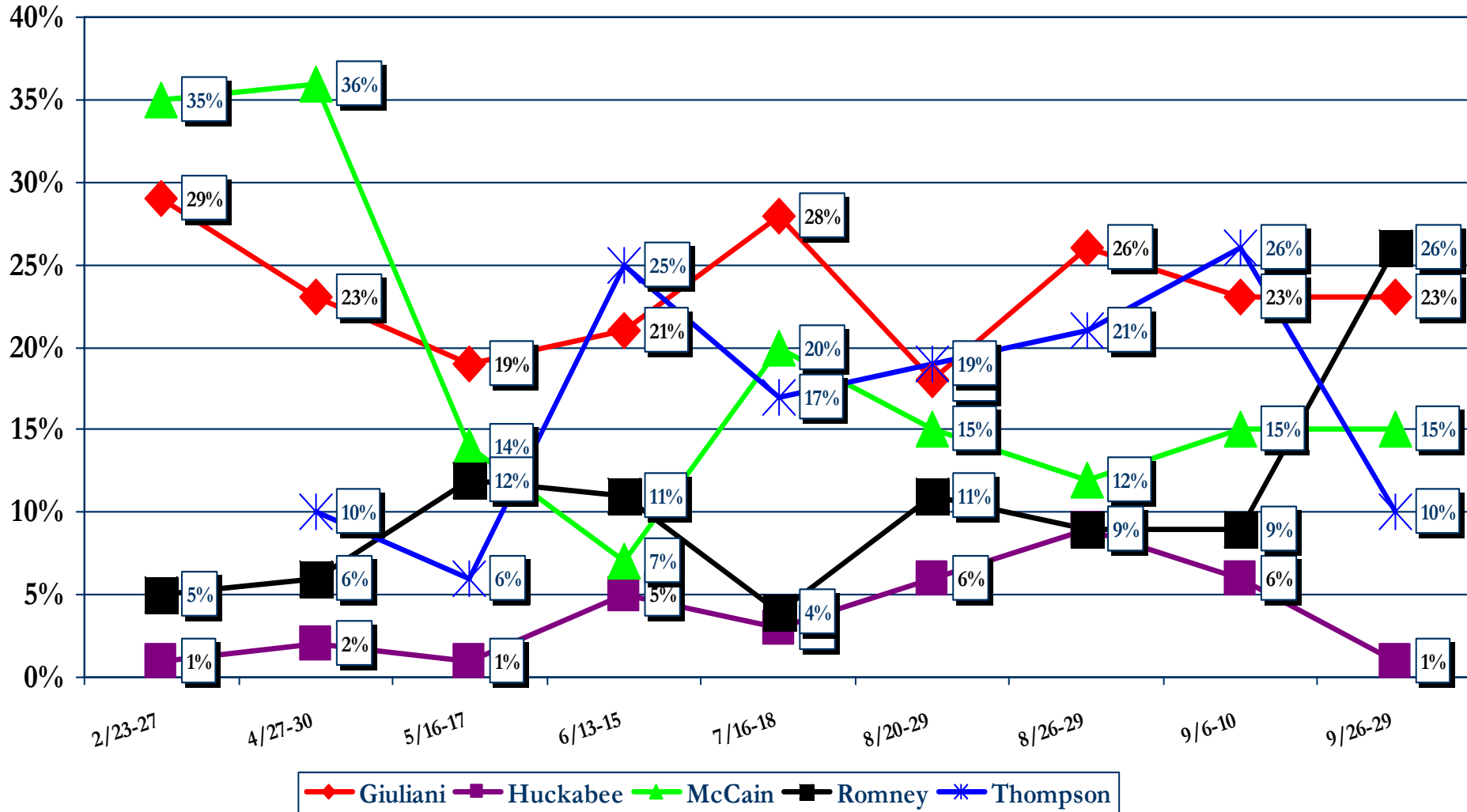
Iowa – Republican



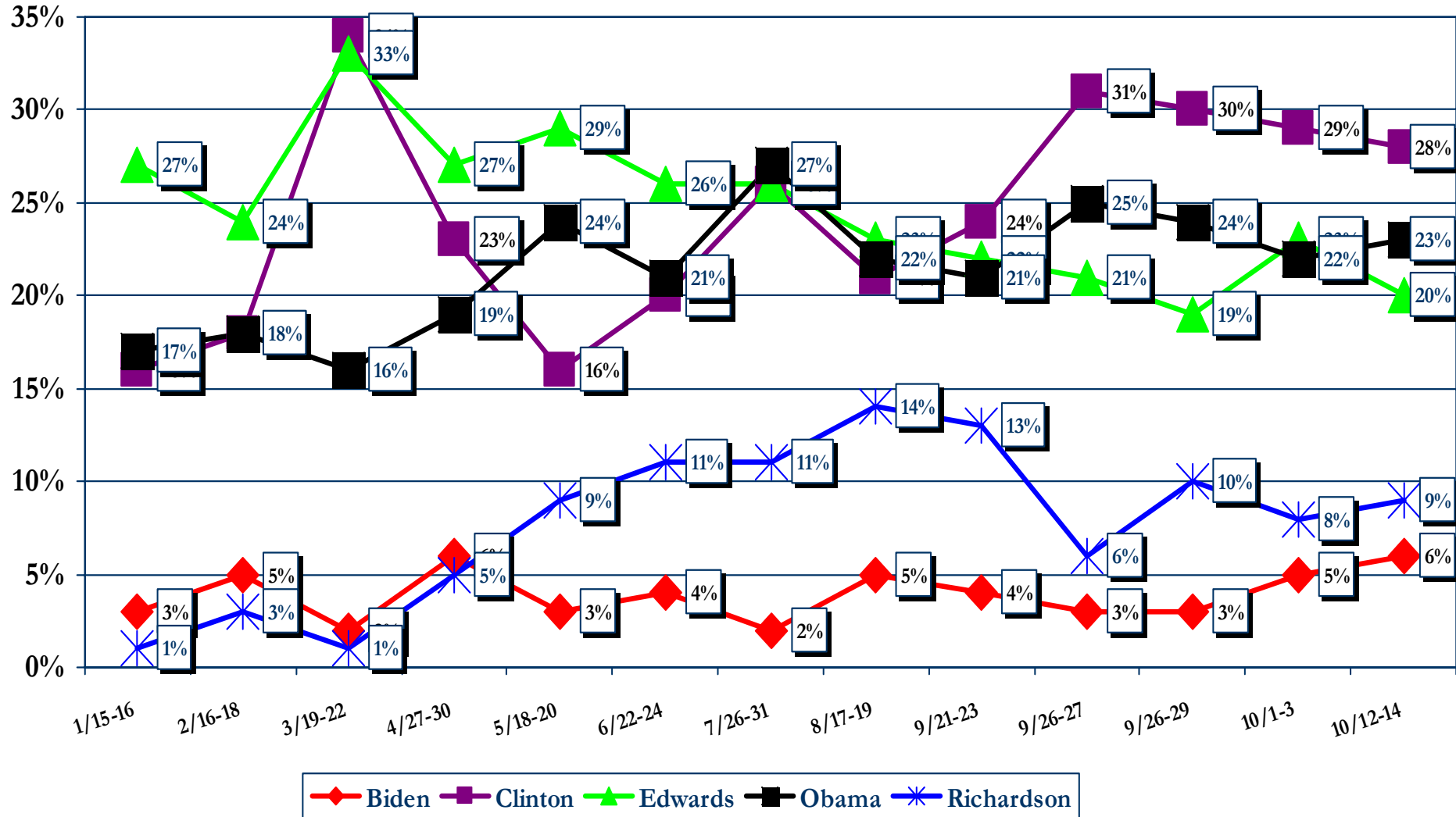
New Hampshire – Republican



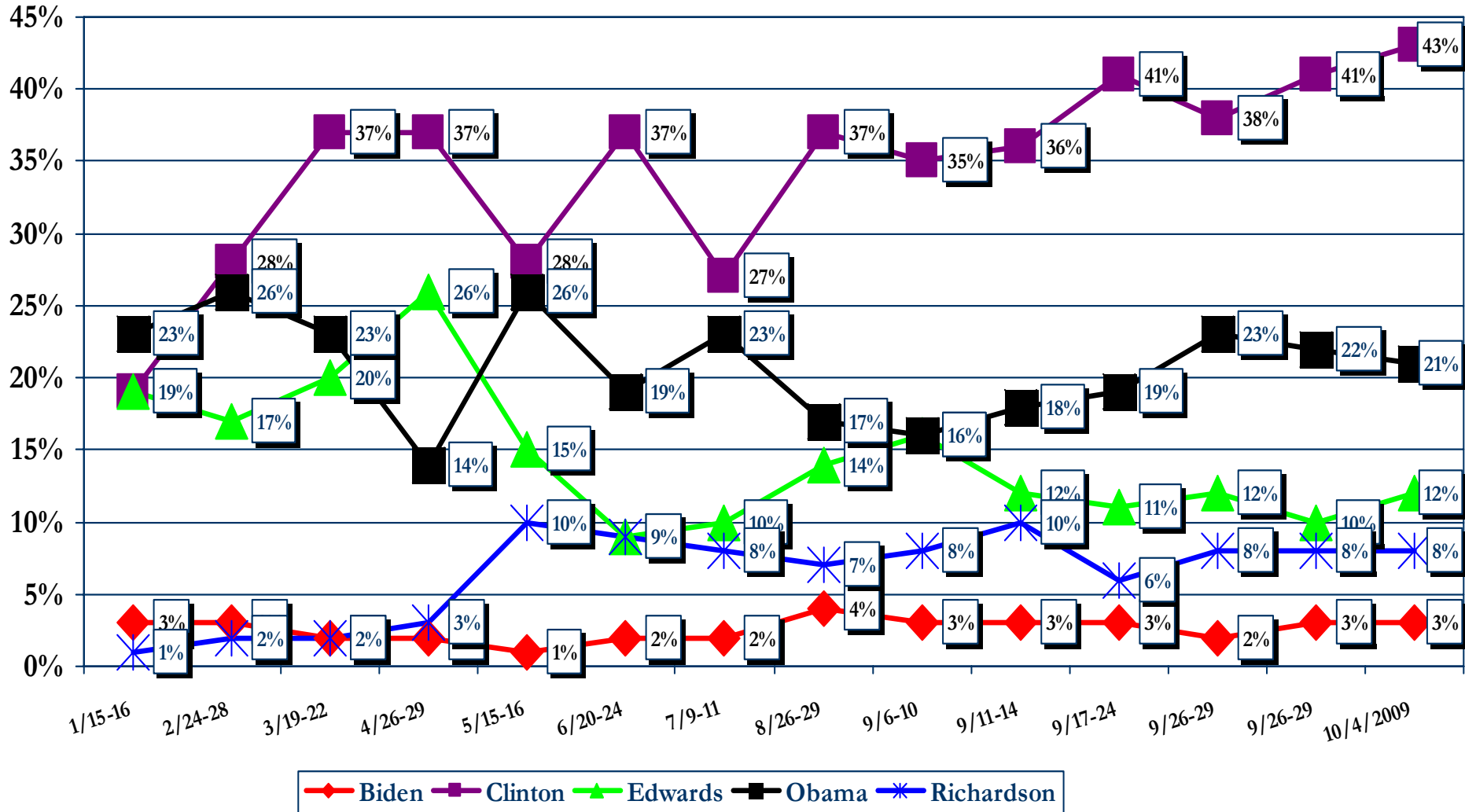
South Carolina – Republican



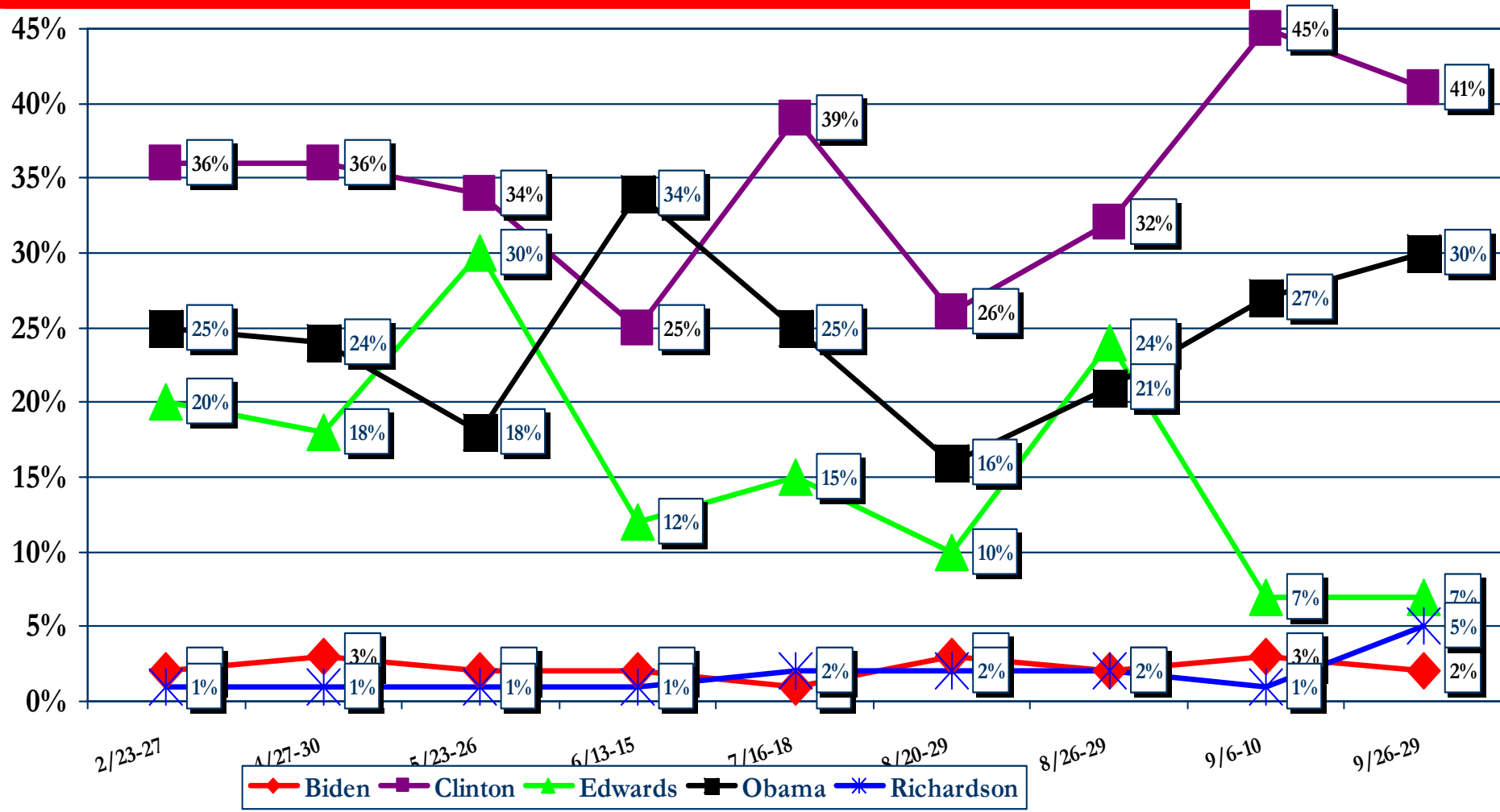
Iowa – Democratic



New Hampshire – Democratic



South Carolina – Democratic





*All Politics
Are
Local*