

Negative Campaigning im Wahlkampf

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"The only way to win an acquittal on a murder charge is to convince the jury that the sumbitch needed killin."

--Criminal Defense Attorney Roy Minton

Politics is War

- » The point is to win
- » Bloodless struggle for power, geography, resources, money in country born of revolution
- » Binary elections:
 - » Not like Coke & Pepsi
 - » Majority rules disproportionately
 - » Fundamentally about choices

War Imagery in Politics

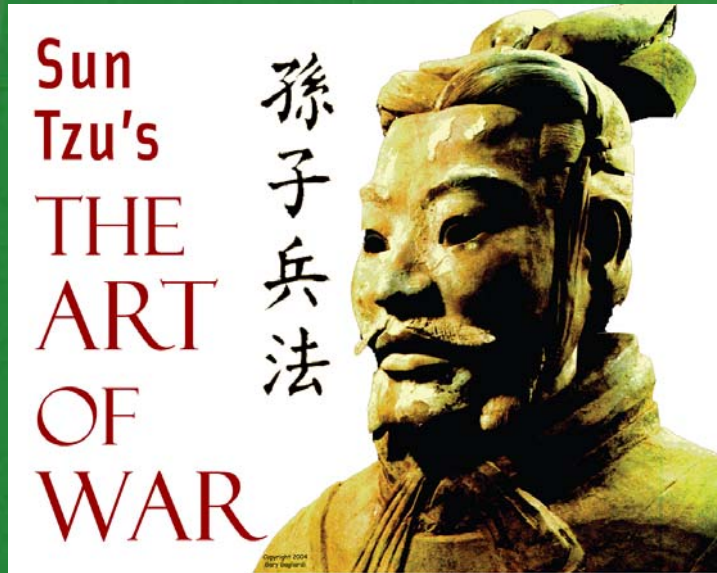
- » “under siege,” “bombshell,” “ticking time bomb”
- » War imagery is how we describe politics
- » “Politics is as exciting as war and quite as dangerous. In war you can only be killed once, but in politics, many times.”
–Winston Churchill

Carl von Clausewitz



- » "It is of course well known that the only source of war is politics. . . . We maintain that war is simply a continuation of political intercourse, with the addition of other means."

Sun Tzu



» "Know the enemy, know yourself; your victory will never be endangered."

Niccolo Machiavelli



- » "There is no precedent in any modern White House for what is going on in this one: a complete lack of a policy apparatus. What you've got is everything...being run by the political arm. It's the reign of the Mayberry Machiavellis."

How to Fight Right

- » Strident, mean attacks hurt democracy by suppressing voters
- » Constructive contrasts increase voting participation
- » The 3 Magical Factors:
 - » relevance
 - » accuracy
 - » tone

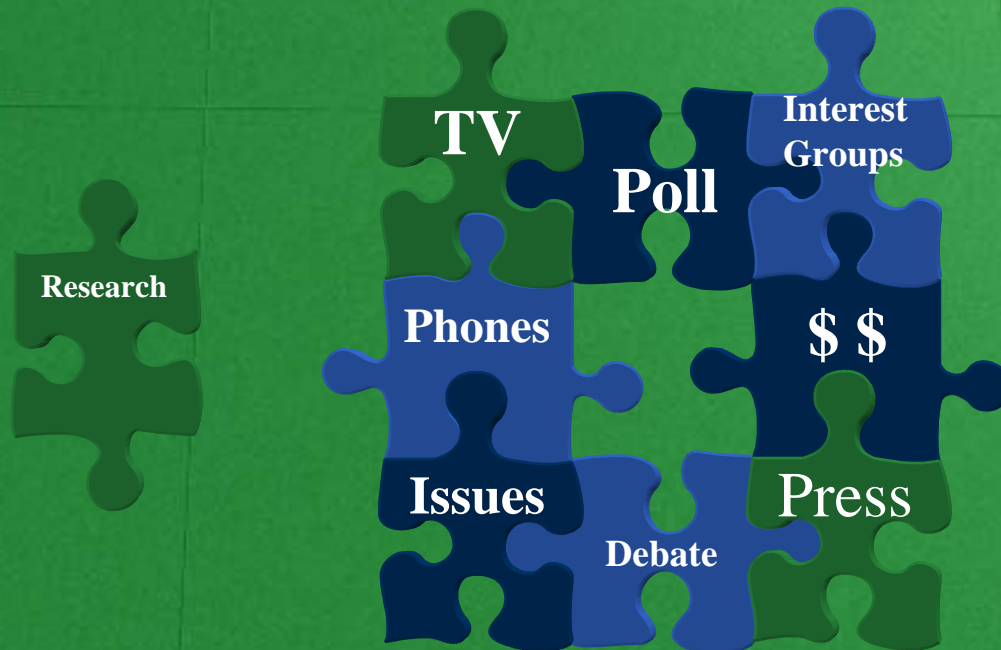
Kinds of Political Combat

- » Incumbency (playing defense)
- » Challenger (playing offense)
- » Open Seat
- » Don Quixote

What is Opposition Research?

- 1) Collection & analysis of relevant public documents
- 2) Always legally and ethically obtained
- 3) Forces all attacks to be grounded in documented fact
- 4) Identifies areas of potential weakness in yourself, your opponent

How Opposition Research Fits Into Campaign



Polling

- 1) Scientific sample of voters
- 2) Ask tough questions about both self, opponent
- 3) Determines whether voters care about what you found

Research & Communication

- » Separate earned & paid media hits
- » Prepare fuller explanation, documentation, white papers for paid media
- » Truth-test packets
- » Fact-check every word
- » Get ready to debunk everything (even BS)
- » Match liabilities with counterattacks
- » Make website interesting or create special one on opponent

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