Lesson 16.2 "Campaign Strategy"

Source 1

John F. Kennedy in a Dogsled, 1960
Courtesy of the New Hampshire Political Library

Lesson 16.2 "Campaign Strategy"

Name_____

Source Comparison

Look at each source in the pair carefully and complete the chart below as you gather information from your observations.

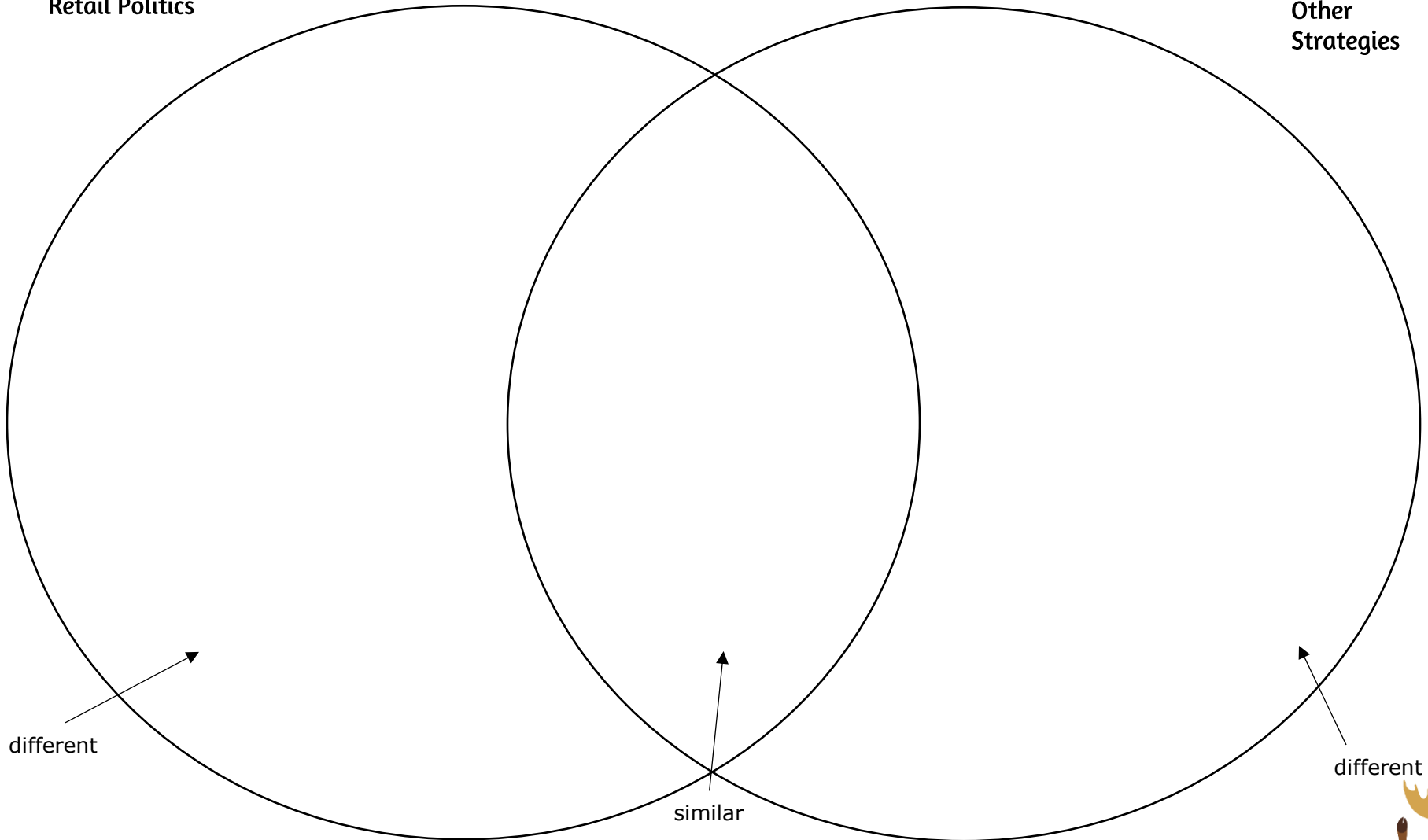| Source #:	Source #:
Below, describe what you see in the source using as much detail as possible.	
Encounter	
Does the source show an example of retail politics? Why or why not?	
Investigate	

Lesson 16.2 "Campaign Strategy"

Name _____

Venn Diagram for Campaign Strategies

Retail Politics

Other Strategies

different

similar

different

Lesson 16.2 "Campaign Strategy"

Name _____ Answer Key _____

Venn Diagram for Campaign Strategies

Retail Politics

Other Strategies

Types of locations
- Diners are easily accessible for lots of people
    - not expensive
    - usually close to people's houses
- Candidates might go to places where people work, like factories or farms.
- They may go to a government building like the State House or a town hall.
- They may visit a school or college.

Purpose
- Candidates are trying to convince voters to like them, to believe that they have voters' best interests in mind.
- A handshake and a brief conversation may mean more than an ad on television: personal connection
- A small venue allows voters the possibility of a personal interaction.

So….
Voters have some power in these situations. They can ask questions that are meaningful to their own individual experiences, and the candidate is on the spot to answer those questions.

Voters learn about the candidate's purpose for running for president, their values, and their goals for their time in office.

Other strategies
- television and radio ads
- social media like Facebook and Twitter
- mailed flyers and pamphlets
- billboards and posters
- buttons, hats, and other wearable items
- large rallies at stadiums or other public spaces

Purpose
- Many people can get the same information.
- A large venue allows the candidate to be heard by many people.

But…
A voter does not have a chance to respond to a pamphlet, ask questions of a radio ad, or see candidates in an unscripted moment.

different

similar

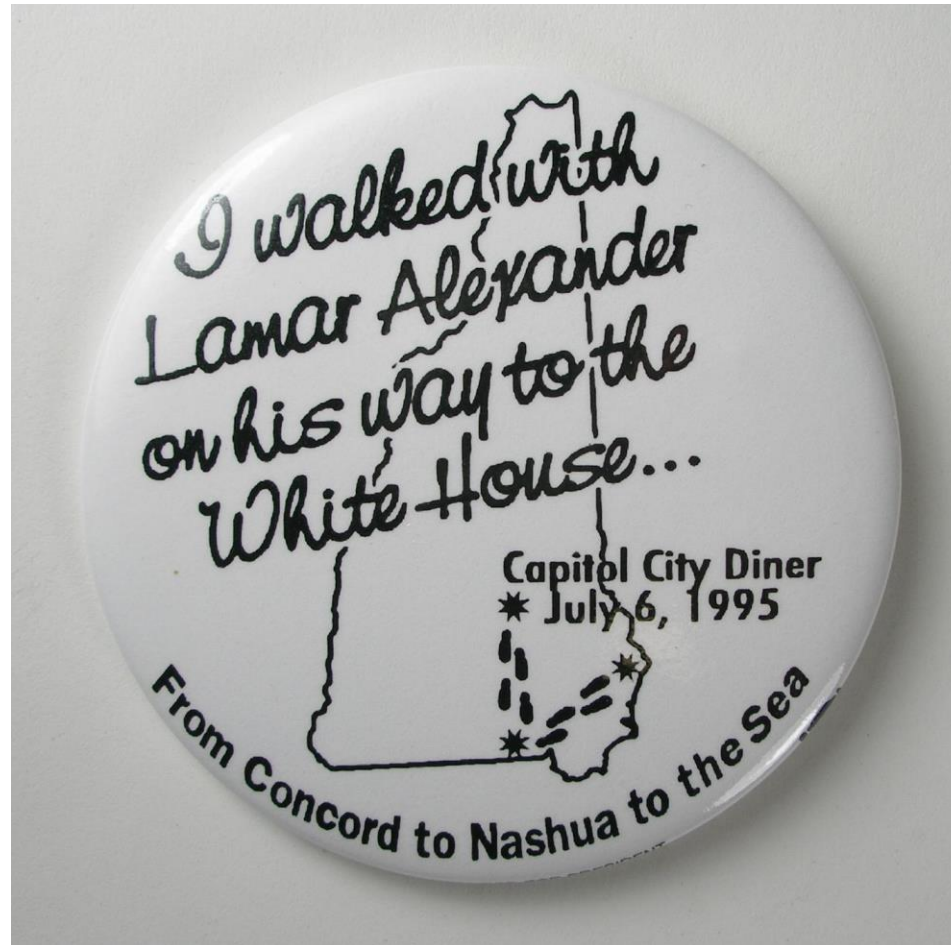different

Lesson 16.2 "Campaign Strategy"

Estes Kefauver Campaign Motorcade, circa 1951-1952
Courtesy of National Archives and Records Administration

Source 2

Lesson 16.2 "Campaign Strategy"

Lamar Alexander Campaign Button, 1995
Source: New Hampshire Historical Society

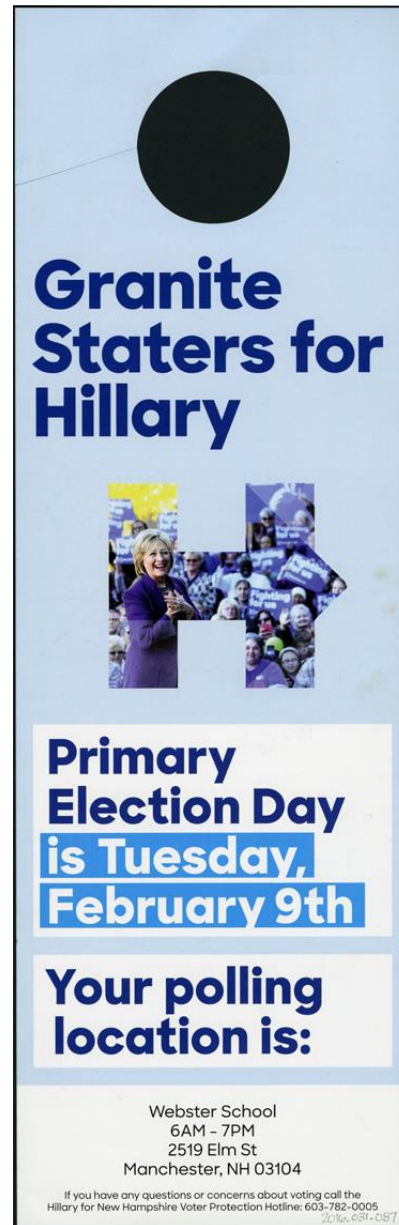**Source 3**

Lesson 16.2 "Campaign Strategy"

Campaign Yard Sign, 2012
Source: New Hampshire Historical Society

Source 4

Lesson 16.2 "Campaign Strategy"

Hillary Clinton Campaign Door Hanger, 2016
Source: New Hampshire Historical Society

Granite Staters for Hillary

Primary Election Day is Tuesday, February 9th

Your polling location is:

Webster School
6AM – 7PM
2519 Elm St
Manchester, NH 03104

If you have any questions or concerns about voting call the
Hillary for New Hampshire Voter Protection Hotline: 603-782-0005

Source 5

Lesson 16.2 "Campaign Strategy"

SUNDAY, December 9, 2007

RALLY IN MANCHESTER WITH
BARACK AND MICHELLE OBAMA
AND SPECIAL GUEST
MS. OPRAH WINFREY

Verizon Wireless Arena
555 Elm Street
Manchester, NH

DOORS OPEN AT 6:00 PM
PROGRAM BEGINS AT 7:30 PM

Obama'08
NH.BarackObama.com

Paid for by Obama for America

FOR SECURITY REASONS, DO NOT BRING BAGS.
NO SIGNS OR BANNERS PERMITTED.
PLEASE ARRIVE EARLY AS CAPACITY IS LIMITED. FIRST COME, FIRST SEATED.
For more information, please visit NH.BarackObama.com

Obama Rally Admission Ticket, 2007
Source: New Hampshire Historical Society

Source 6

Lesson 16.2 "Campaign Strategy"

Campaign Event in 1952
Source: New Hampshire Historical Society
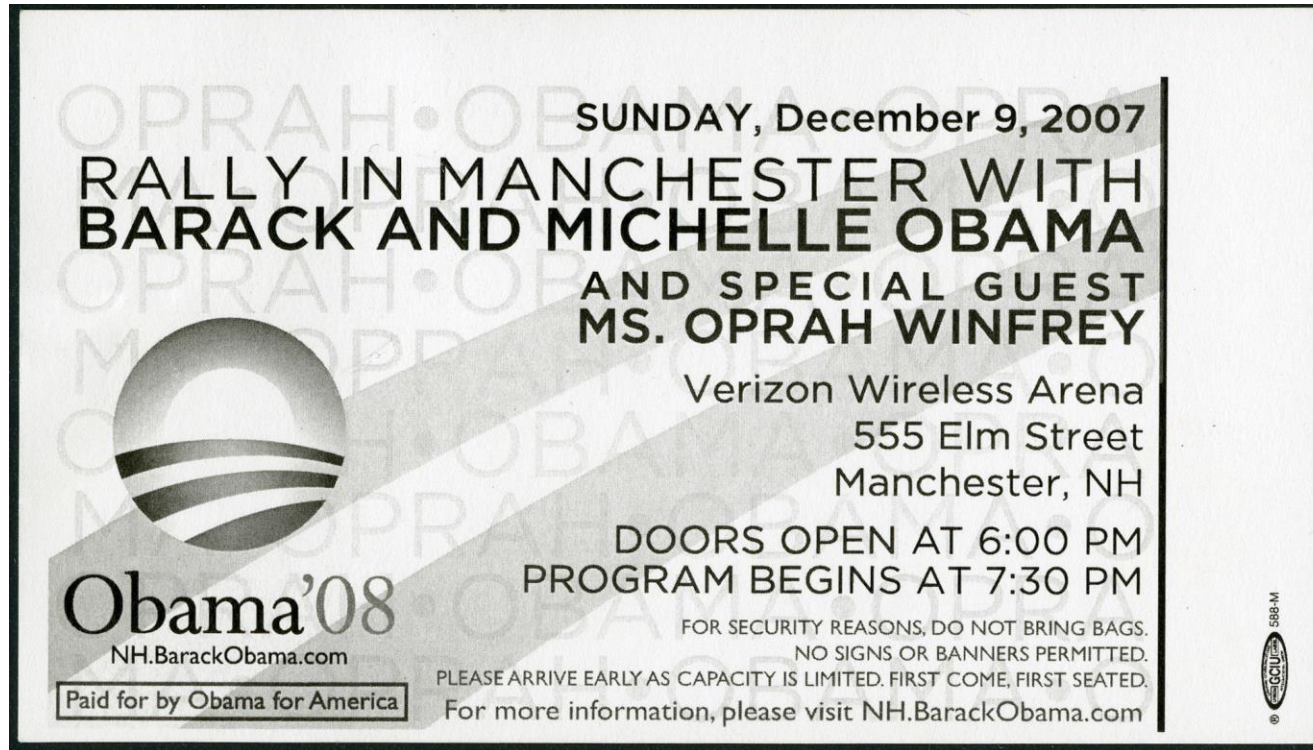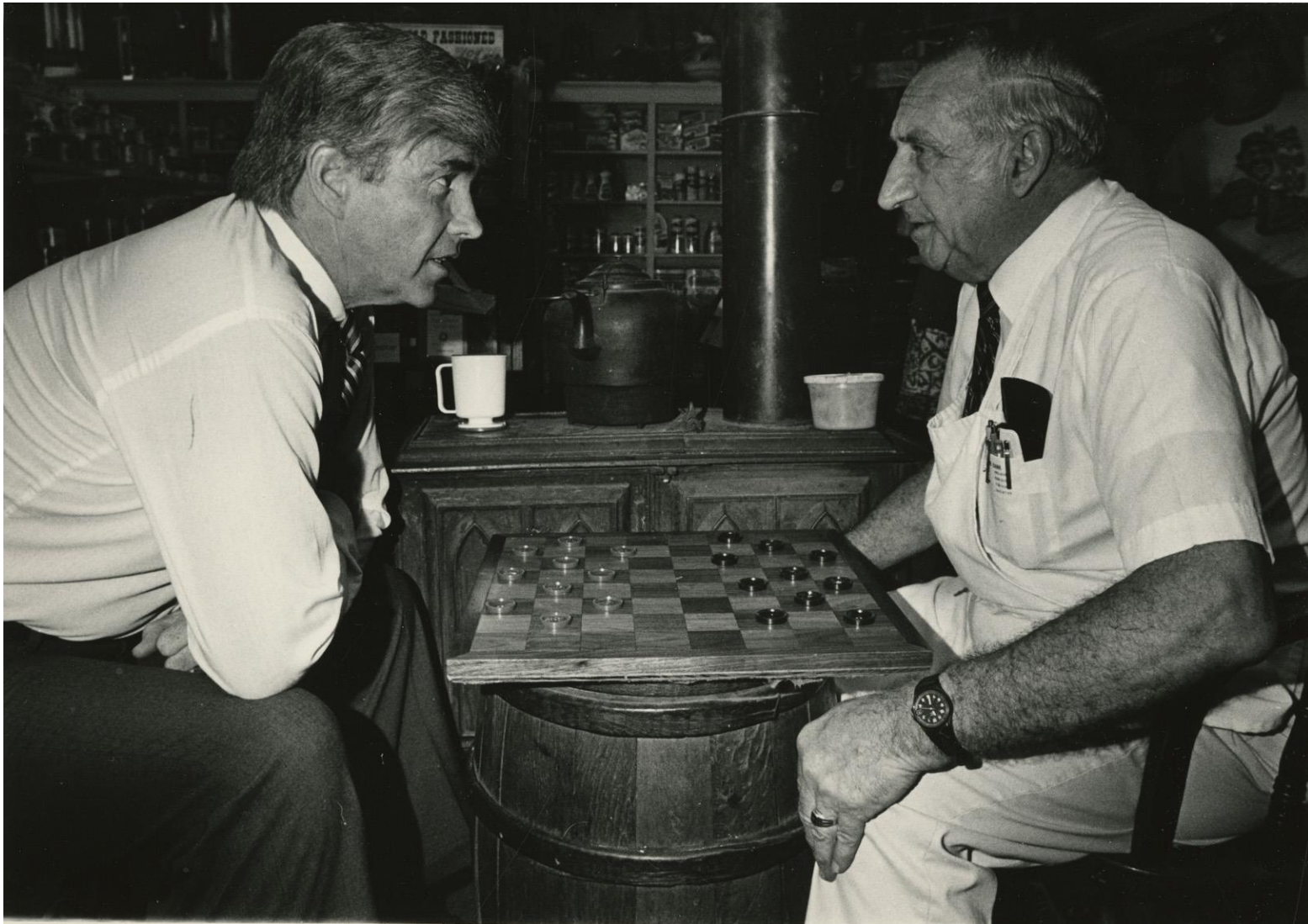
Source 7

Lesson 16.2 "Campaign Strategy"

Meeting with Voters, 1987
Source: New Hampshire Historical Society

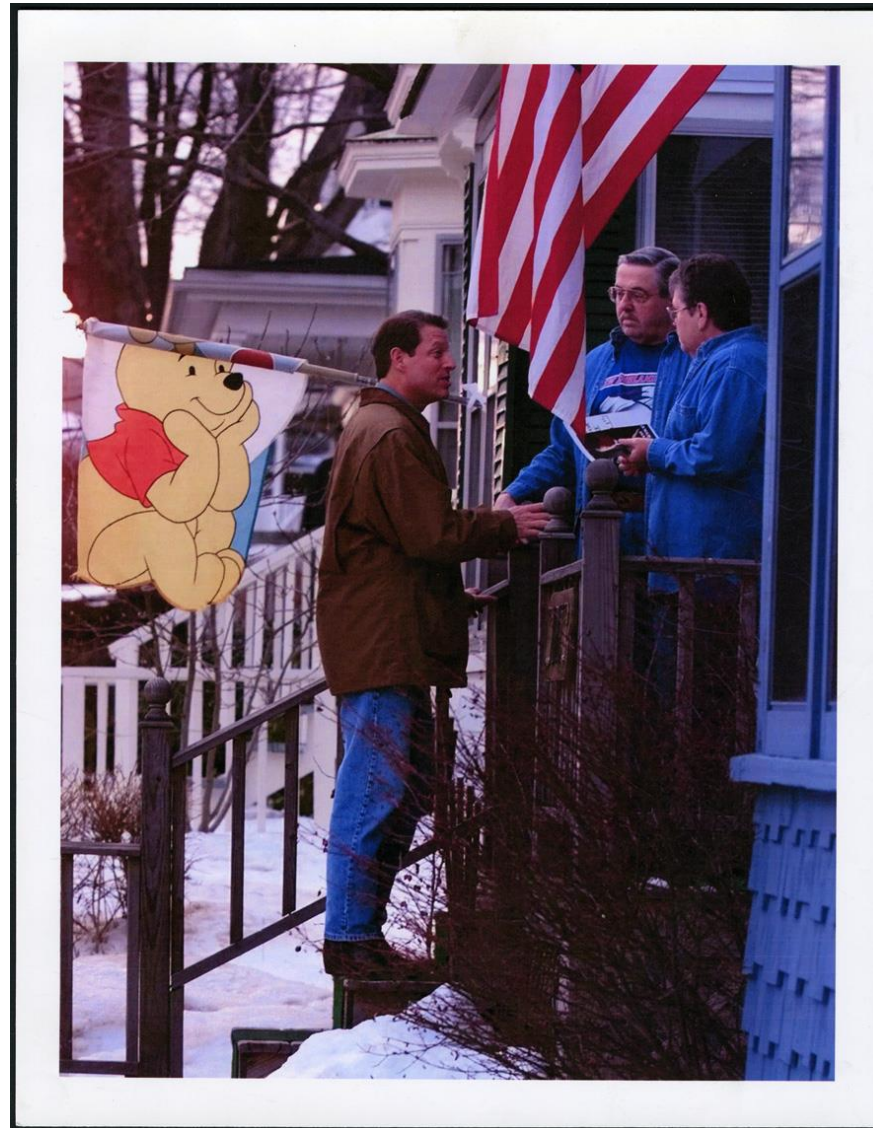**Source 8**

Lesson 16.2 "Campaign Strategy"

Campaign Stop at Robie's Country Store, 1987
Source: New Hampshire Historical Society

Source 9

Lesson 16.2 "Campaign Strategy"

Campaigning Door to Door, circa 2000
Source: New Hampshire Political Library

Source 10

Lesson 16.2 "Campaign Strategy"

Source Comparison Answer Key

| Source #	Object or Photograph	Retail Politics or Other Strategy	Date	Location	Description	Credit
1	Photograph	Retail Politics	1960	Berlin, NH	Democratic candidate John F. Kennedy prepares to enjoy a dogsled ride while campaigning in northern New Hampshire before the 1960 presidential primary.	New Hampshire Political Library
2	Photograph	Other Strategy	1951 or 1952	Nashua, NH	Banners and billboards supporting Republican presidential primary candidate Robert Taft appear over street and on top of building. A car, supporting the Democratic candidate, bearing "Kefauver for President" banners and loudspeakers on roof is in foreground.	New Hampshire Historical Society
3	Object	Other Strategy	1995	N/A	A metal button worn by a supporter of Republican candidate Lamar Alexander. It features an outline of New Hampshire and highlights Alexander's campaign technique of walking from town to town.	New Hampshire Historical Society
4	Object	Other Strategy	2008	N/A	Lawn sign for Republican candidate Jon Huntsman.	New Hampshire Historical Society
5	Object	Other Strategy	2016	Manchester, NH	A door hanger supporting Democratic candidate Hillary Clinton that would have been left at a home. It provides details about the date of the election, the resident's polling place, and a phone number for questions and concerns.	New Hampshire Historical Society

![Moose on the Loose - Social Studies for Granite State Kids]

Lesson 16.2 "Campaign Strategy"

6	Object	Other Strategy	2007	Manchester, NH	Ticket to rally in support of Democratic candidate Barack Obama. The rally was held at the Verizon Wireless Center in Manchester. Michelle Obama, Barack Obama's wife, appeared at the rally as well Oprah Winfrey, a media executive, actress, and philanthropist. Barack Obama went on to win the 2008 and 2012 Presidential elections.	New Hampshire Historical Society
7	Photograph	Retail Politics	1951	New Hampshire	Republican candidate Robert A. Taft speaks to a crowd gathered outside a store front. A car with a sign supporting his opponent, Dwight "Ike" Eisenhower, is seen in the foreground.	New Hampshire Historical Society
8	Photograph	Retail Politics	1987	Nashua, NH	Democratic candidate Al Gore, then a senator from Tennessee meets and listens to a woman and her son at the Nashua Soup Kitchen.	New Hampshire Historical Society
9	Photograph	Retail Politics	1987	Hooksett, NH	Republican presidential primary candidate Jack Kemp talks to Lloyd Robie, former owner of Robie's Country Store. Robie's store was a regular stop for presidential primary candidates making their way through New Hampshire.	New Hampshire Historical Society
10	Photograph	Retail Politics	1999 or 2000	New Hampshire	Democratic presidential primary candidate Al Gore campaigns door-to-door in NH.	New Hampshire Political Library

Lesson 16.2 "Campaign Strategy"
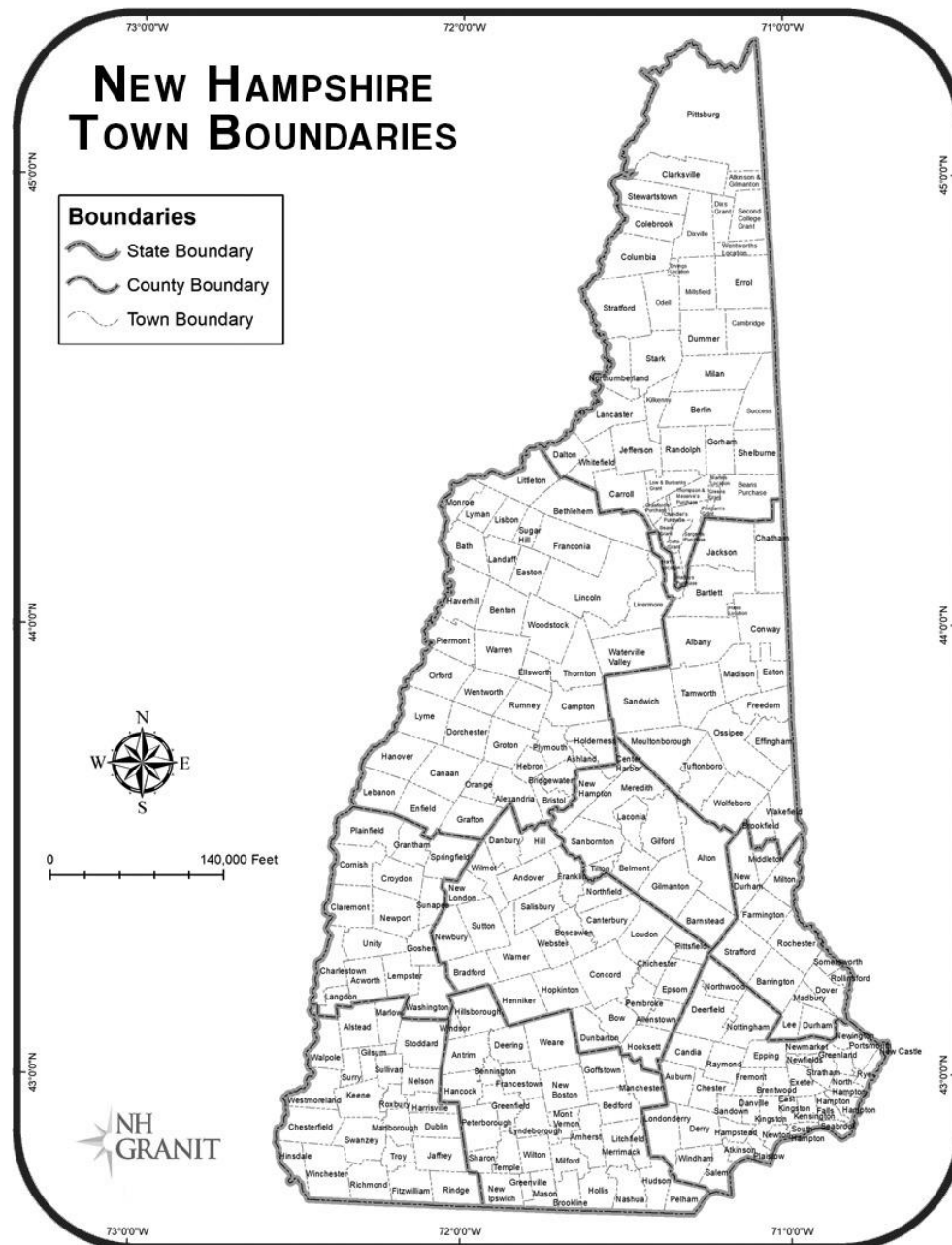
Mapping the Diners

Plot the diners on this map.
Then use the following questions to think about the layer of data you added to the map.

- What do you notice about where the diners are located?

- Why do you think candidates go to these particular diners?

- Why would a diner or restaurant be a choice for a campaign stop?

NEW HAMPSHIRE TOWN BOUNDARIES

Boundaries
- State Boundary
- County Boundary
- Town Boundary

0   140,000 Feet

NH GRANIT

Lesson 16.2 "Campaign Strategy"

Name _____

Diner Dash

While on the campaign trail in New Hampshire, candidates often stop into local diners and restaurants to meet voters. When candidates meet voters face-to-face, listen to their concerns, and answer their questions they are practicing **retail politics**. This chart lists just a few of the diners and restaurants candidates usually visit in New Hampshire.

Diner or Restaurant	Town or City
Tilt'n Diner	Tilton
Lindy's Diner	Keene
Puritan Backroom	Manchester
Red Arrow Diner	Manchester
MaryAnn's Diner	Derry
The Friendly Toast	Portsmouth
Blake's Restaurant	Manchester

Imagine you are a presidential primary candidate with a day to spend in New Hampshire. You have just enough time to visit three of the diners or restaurants on the list. It's time to plan your Diner Dash!

1. Choose three diners and plot them on your Diner Dash map with a dot and name label.

2. Which three diners will you visit? Why those locations? Explain your reasons below.

Lesson 16.2 "Campaign Strategy"

3. Find the scale on the map. Use a ruler to discover how miles are represented on the map.

   a. How many miles are equal to 1 inch? _____

   b. How many miles are equal to ½ inch? _____

   c. How many miles are equal to ¼ inch? _____

4. Use your ruler to draw lines connecting your diners in a triangle.

5. Measure each line to the nearest ¼ inch. Write the lengths of each side of the triangle below:

   _____ to _____ is _____ inches

   _____ to _____ is _____ inches

   _____ to _____ is _____ inches

6. Which is the shortest distance? _____

7. Which is the longest distance? _____

8. In what order will you visit the diners? Why?

9. Choose one of the lengths to convert from inches to miles. Use the scale equivalencies you found with your ruler to help you. Show your work below.
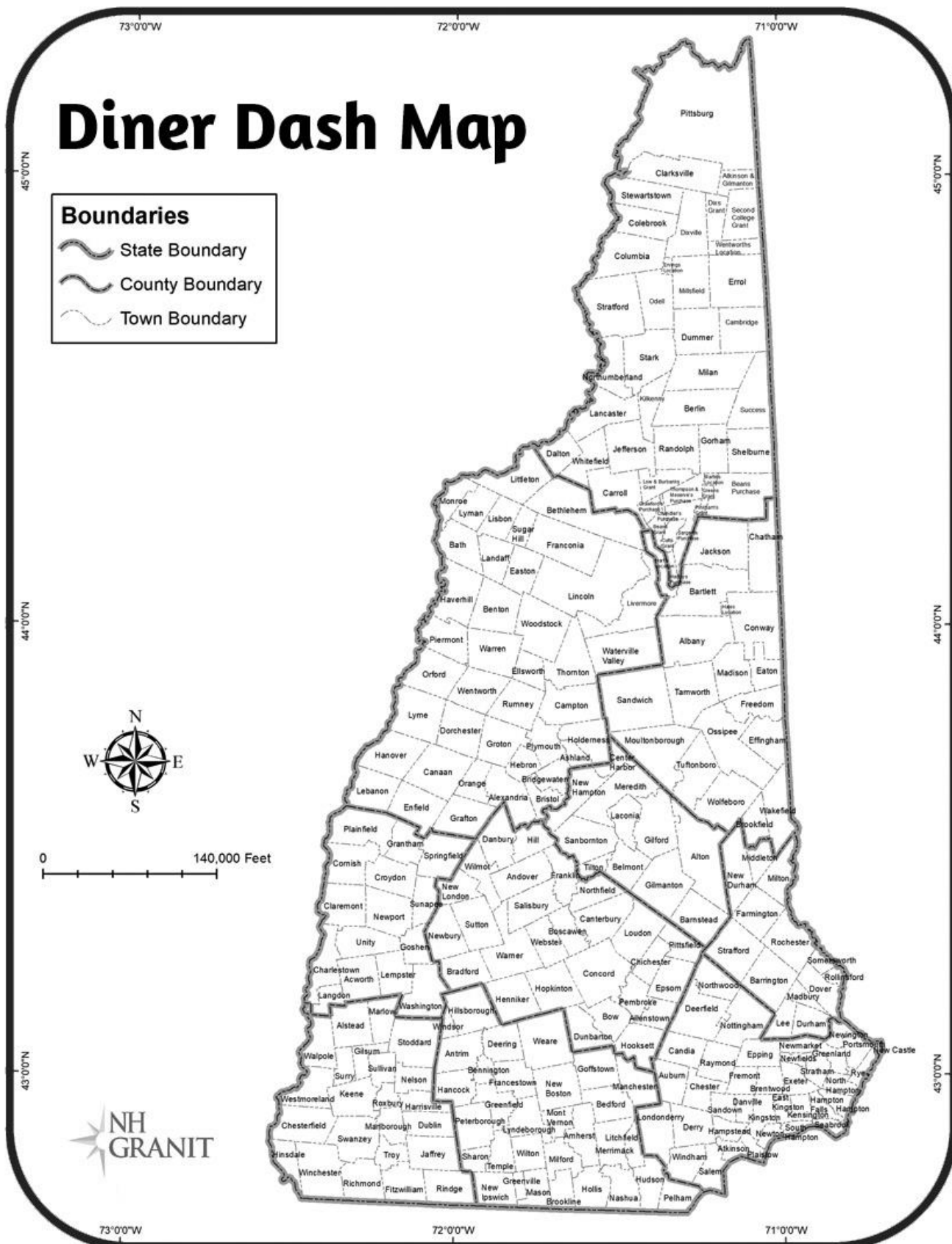
Lesson 16.2 "Campaign Strategy"

Name _____

Diner Dash Map

Boundaries
- State Boundary
- County Boundary
- Town Boundary

NH GRANIT

Lesson 16.2 "Campaign Strategy"

Name_____Answer Key_____

Diner Dash

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1. Choose your three diners and plot them on your map with a dot and name label.

2. Which three diners will you visit? Why those locations? Explain your reasons below.

   Possible Response: I will visit Lindy's Diner, the Red Arrow Diner, and the Tilt'n Diner. I want to see as much as I can of New Hampshire and meet people from different parts of the state. Each of those diners is in a different county, so hopefully I will learn more about issues each county cares about. I also know that the Red Arrow diner is in a big city, so I predict there will be a lot of people in the diner.

Lesson 16.2 "Campaign Strategy"

3. Find the scale on the map. Use a ruler to discover how miles are represented on the map.

    a. How many miles are equal to 1 inch? __**16 miles**__

    b. How many miles are equal to ½ inch? __**8 miles**__

    c. How many miles are equal to ¼ inch? __**4 miles**__

4. Use your ruler to draw lines connecting your diners in a triangle. **Answers will vary.**

5. Measure each line to the nearest ¼ inch. Write the lengths of each side of the triangle below:
   Possible Responses:

   Tilt'n Diner to **Lindy's Diner** is __**3 inches**__

   Lindy's Diner to **Red Arrow Diner** is **2 3/4 inches**

   Red Arrow Diner to **Tilt'n Diner** is __**2 inches**__

6. Which is the shortest distance? **Possible Response based on above: Red Arrow Diner to Tilt'n Diner**

7. Which is the longest distance? **Possible Response based on above: Tilt'n Diner to Lindy's Diner**

8. In what order will you visit the diners? Why?
   Possible Response: I will start my Diner Dash at the Tilt'n Diner. My next stop will be Lindy's Diner in Keene and I will finish day at the Red Arrow Diner in Manchester. I need to catch my flight home, so I want to end my trip close to the airport in Manchester.

9. Choose one of the lengths to convert from inches to miles. Use the scale equivalencies you found with your ruler to help you. Show your work below.
   Possible Response: I need to multiply the inches by the number of miles that each inch is equal to, according to the scale. To find the distance between Lindy's Diner and the Red Arrow Diner, I start by multiplying 2 inches by 16 miles. That is 32 miles. I know that ¼ inch is equal to 4 miles. I can add three ¼ inch sections together, or 4 + 4+ 4 or 4 x 3, which equals 12 miles. I can also use multiplication and multiply ¾ of an inch by 16. ¾ x 16 = ¾ x 16/1 = 48/4 = 12 miles. Now, I need to add together my two products. 32 + 12 = 44 miles.
   It is 44 miles in a straight line between Lindy's Diner and the Red Arrow Diner.

Lesson 16.2 "Campaign Strategy"

Category Sort

Cut out the labels. Then look at the images and sort them into the two categories.
Remember, retail politics is all about meeting with voters!

Retail Politics

Lesson 16.2 "Campaign Strategy"

Category Sort

Cut out the labels. Then look at the images and sort them into the two categories.
Remember, retail politics is all about meeting with voters!

Other Strategies

Lesson 16.2 "Campaign Strategy"

Strategy Description and Sort

Look carefully at the sources. Write a description of how the strategy is shown in each source in the correct column.
Remember, retail politics is all about the candidate actually meeting with voters!

Retail Politics	Other Strategy

Lesson 16.2 "Campaign Strategy"

New Hampshire Retail Politics Over Time

Cut out the sections of the timeline and connect them to make one long timeline.

1950   1960   1970

1980   1990

2000   2010

2020   2030