

Case Study - State Senate Candidate Evansville

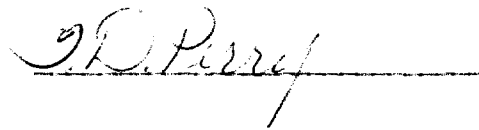
An Honors Thesis (IS 499)

By

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Thesis Director

Dr. W.D. Perry

A handwritten signature in cursive script, appearing to read "W.D. Perry", is written over a horizontal line.

Ball State University

Muncie, Indiana

May, 1978

Special
Investigation
of
Political
Campaigns
1950

I. NATURE OF PROBLEM

The purpose of this endeavor is to conduct a political campaign for a fictitious candidate running for the office of state senator from the district of Vanderburgh County. The candidate is Jesse Adams. He is an attorney and a part-time college instructor.

The seat he is seeking is presently held by Senator Joe O'Day. This candidate is operating under the assumption that O'Day is retiring and Adams is his handpicked successor.

Because of the line of succession, Adams will have little trouble securing his position on the fall ballot. This campaign has been planned beyond the primary because of this.

The candidate is young, has a working knowledge of the political system in the State of Indiana and is favored by the local party leaders.

The difficulty of the campaign will rest with the fact that Adams needs to be identified by the voters. He needs to make extensive use of the news media in all areas, but special concentration will be placed on the local newspapers. Television and radio will give the candidate exposure to a larger area than is necessary and they are too much in demand by other publicists. Advertising will be limited to newspapers and billboards because financial expenditures are limited according to law. The campaign committee can only spend \$5,000 and the candidate does not have a personal fortune to spend. His expenditures will also be limited to approximately \$5,000.

The advertising will concentrate primarily on name identification. In the concluding weeks of the campaign, the candidate will begin to concentrate on issues and so will the advertising.

The reason for the issues becoming so important in the closing weeks of the campaign is because of the previous voting patterns of the citizens of Vanderburgh County. In most elections, the votes between the Democrats and the Republicans are only marginal. This shows that most voters were critical of the candidates and judged them more on the issues than on their personalities. Also no one party has dominated the political picture. Neither has been successful in maintaining House or Senate seats for long numbers of consecutive terms. Presently, there is a Democrat Senator and a Democrat Representative.

Within Vanderburgh County, there are 106,268 registered voters. This figure includes the city of Evansville. In relation to census figures, there are only 108,015 persons who are between the ages of 18 - 64. This means that a great percentage of the persons eligible to vote are registered. This indicates that the citizens of this area are politically active. Therefore, this campaign will not have to concentrate on voter registration drives. It will only be necessary to motivate these persons to get to the polls and vote for Adams.

The candidate must continually campaign in the last three months before the election. He must also use publicity to its fullest extent. But, he should not rely on staged events because they could sink his credibility with the voters.

OBJECTIVES OF THE CAMPAIGN

To win the primary election with 70% of the party vote.

To educate the public to the needs of the candidate, the party and the community. This means that the candidate needs to let the public know the issues and all the alternatives connected with them.

To design a program for recruiting and training volunteers.

To educate the volunteers in the techniques of phone campaigning and fund raising.

To win the November election by at least 7,000 votes.

OBJECTIVES OF THE CAMPAIGN (continued)

To maintain good press relations.

To make the candidate available to the press and to all interest groups for speaking engagements.

To create a continuing list of volunteers for the party and not just specific candidates.

To increase political participation among party members in terms of volunteering and political contributions.

To gain the support necessary to win the election without alienating special interest groups such as the United Mine Workers, in other words, BIG labor.

PUBLICS

Young people - they are less politically active and should be motivated

Women - a majority that cannot be overlooked

Black population - although it is only a small percentage of the total population, it is a violent group that must not be forgotten.

These groups will be of primary interest to the campaign. The issues and the campaign literature will pay interest to these groups. Such things as, I'm Jesse Adams, I'm young just like you. Or I believe in equal opportunity for all persons. Equal rights for the sexes, etc.

He will emphasize the fact that there is too much red tape in government. And he will work to make the system less complicated and more responsive to the working person.

Adams will not take any stand on Welfare however. There are too many labor groups that could be offended if the candidate were to ^{give} cut-right support. It will remain a silent issue unless, he is directly questioned.

Adams will make known his stand on teacher collective bargaining. He supports it, but does not support the right of teachers to strike. It does not make much sense to have one without the other, but schools cannot afford to have their teachers on strike. It affects too many young individuals to be profitable. Hopefully, Adams will not alienate the Indiana State Teachers' Association with this stand.

INTERESTS GROUPS

United Mine Workers of America
*Indiana State Teachers' Association
Evansville Chamber of Commerce
Evansville Contractors' Association
Evansville Association for Retarded Citizens
Wanderburgh County Dental Society
*Evansville Family Physicians' Association
*United Auto Workers - Local 1633
*Teamsters Union NO 215
Truck Drivers Local NO 215
*AFL-CIO Central Labor
Evansville Realty Association
Rotary Club
*Women's Rotary Club
Women in Community Service Incorporated

*These interest groups or organizations will be key groups in the campaign. Their support will be in terms of votes and not donations to the campaign. Adams will visit with the leaders of these groups and then appear before the groups himself if necessary to secure the support.

Strong support will not be solicited from the United Mine Workers. Their support directly of the candidate could put him in a difficult position if he wishes to gather numerous votes from the rest of the community.

Volunteer Policy:

Many volunteers for the campaign will be solicited by the Young Democrat Organization at the ISUS campus. Some support will also be given by friends of the candidate and party regulars.

All volunteers will be asked to stipulate the number of hours per week they will be able to work. The campaign manager will then design a schedule for them to follow. They will be properly briefed on their duties and that they are expected to fulfill their commitment to the campaign.

A biography of the candidate will be given to each volunteer. He will also be asked to consult the campaign schedule that will be posted in the headquarters. Each volunteer will be instructed on how to answer the telephones and field any complaints that may arise. Any invitations for the candidate must be in writing and are subject to the approval of the campaign manager.

Every volunteer will be asked to participate in one of two programs. The first is a speakers' bureau. Volunteers will go out into the community in place of the candidate and speak in front of different organizations. This will enable the candidate to reach those smaller groups he has no time to meet with.

The candidate cannot be everywhere in the community. The speakers' bureau will help this problem and also give things the personal approach.

Adams will have to use his time wisely and hit the most valuable interest groups. The speakers' bureau will give him the time to do this. This will also give volunteers more responsibility with the campaign.

The phone committee will be the second activity. A volunteer will call a list of persons who are members of the party or special interest group. This will be a follow-up for the speakers' bureau. It will begin

in the last few weeks before the November election. The number of persons who will be called be amount to only about 1,500. It would be impossible to call the entire city of Evansville in the limited amount of time that is left before the campaign. That is why the list will be very selective.

News Release Policy:

News releases will be sent periodically to newspapers and radio stations. They will emphasize the candidate's stand on an issue. These releases will be sent on a weekly basis. Not all of them will be used, but there is a possibility that they will and the candidate needs all possible exposure to the public.

As far as advertising, during the last month of the campaign, advertisements will be placed in the local newspapers. If there are sufficient funds, radio ads will also be made. Television advertising will not be used. It is too costly and it would be more profitable for the candidate to make personal appearances with key groups rather than wasting time and funds on the mass audience.

The goal of the advertising will be name identification. If the name of the candidate is known it will be easier to gather the support needed to win the election.

February - 1978						
February	27	28	1	2	3	4
	SEND MATERIALS TO PRINTER					
5	6	7	8 DECLARATION PRESS CONFERENCE	9*	10	11
12	13	14*	15	16*	17	18
19	20	21*	22*	23	24	25
26	27*	28*	29*	30	31 PRESS RELEASE	1 MARCH

* AVAILABLE FOR LUNCHEON MEETINGS

APRIL - 1978

NOV 26	27	28	29	30	31	MOVE INTO HEADQUARTERS	
1	2	3	4	5*	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25*	26	27	28	29

2 PRESS RELEASE

9 SURVEY

17 TELEPHONE CAMPAIGN

24 TELEPHONE CAMPAIGN

31 PRESS RELEASE

MOVE INTO HEADQUARTERS

7

14

21

28 PRESS RELEASE

6

13*

20

27 TABULATE SURVEY RESULTS

5*

12

19

26 TABULATE SURVEY RESULTS

4

11

18

25*

* AVAILABLE FOR LUNCH.

MAY - 1978						
APRIL 20	1 RUN Ad	2 Run Ad PRIMARY	3 KICK-OFF PARTY PRESS RELEASE	4 SEND REST OF MATERIALS TO PRINTER	5 CAMPAIGN FINANCE LETTERS	6 RECRUIT MORE VOLUNTEERS
7	8	9 PRESS RELEASE	10 PRESS CONFERENCE	11*	12	13
14	15*	16 PRESS RELEASE	17	18	19	20
21	22*	23 PRESS RELEASE	24	25	26	27
28	29 MEMORIAL DAY SPECIAL EVENTS	30 PRESS RELEASE	31*	JUNE 1*	2	3

* AVAILABLE FOR LUNCHEONS

○ ARRANGE SPECIAL EVENT

JUNE - 1978						
MAY 28	29	30	31	1	2	3
4	5 PRESS RELEASE	6	7*	8*	9	10
11	12 PRESS RELEASE	13*	14	15	16	17
18	19 PRESS RELEASE	20	21*	22	23*	24
25	26 PRESS RELEASE	27	28*	29	30	July 1

* AVAILABLE FOR LUNCHEONS
 O ARRANGE Special event

July - 1978

JUNE 25	26	27	28	29	JUNE 30	1
2	3	4	5	6	7	8
		SPECIAL HOLIDAY ACTIVITIES	PRESS RELEASE		A	
9	10	11	12	13	14	15
	*		PRESS RELEASE		A	
16	17	18	19	20	21	22
		A	PRESS RELEASE		A	
23	24	25	26	27	28	29
	*		PRESS RELEASE		A	

* AVAILABLE FOR LUNCH

O SPECIAL EVENT

AUGUST-1978						
July 30	31	1	2	3	4	5
6	7 PRESS RELEASE	8*	9	10*	11	12
13	14 PRESS RELEASE	15*	16	17*	18	19
20	21 PRESS RELEASE	22 COUNTY FAIR	23	24	25	26
27 FAIR ENDS	28	29*	30 PRESS RELEASE	31*	1 SEPTEMBER	2

* AVAILABLE FOR LUNCH
 O special event

SEPTEMBER - 1978

AUGUST 21	22	23	24	25	26	27	28	29	30
3	4 LABOR DAY CELEBRATION	5 P.R.	6 *	7	8	9	10	11	12
13	14	15 P.R.	16 *	17	18	19 P.R.	20 ○	21	22
24	25	26 P.R. *	27 *	28	29	30			

* AVAILABLE FOR LUNCH

○ Special event

OCTOBER - 1978

	2	3	4	5	6	7
1	Survey					TABULATE SURVEY RESULTS
8	9	10	11	12	13	14
RUN BILLBOARD	P.R.	BEGIN TELEPHONE CAMPAIGN		*		
15	16	17	18	19	20	21
	*	Telephone		*		
22	23	24	25	26	27	28
	P.R.	Telephone	*	(26)	27	
29	30	31	NOVEMBER 1	2	3	4
	*	Telephone	*	* RALLY	* P.R.	P.R.
	P.R.	P.R.	P.R.	P.R.	P.R.	P.R.

* AVAILABLE FOR LUNCH

○ Special events

NOVEMBER - 1978

1	2	3	4	5	6	7
P.R.	P.C.	6 * FINISH PHONE -	7	RUN ADS RADIO NEWS PAPER	P.R.	P.R.
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

* AVAILABLE FOR LUNCH

BUDGET

Costs incurred by the Committee to Elect Adams

Bumper stickers	500
Buttons	500
Posters	1000
leaflets	500
pamphlets	700
door hangers	150
stationary and envelopes	500
mailing permit	300
paper	200
office supplies	100
Advertising and miscellaneous	<u>550</u>
	\$5,000

Press Conferences	300
Rent	1600
Telephones	400
Electric	320
Advertising (billboard)	800
Secretary	<u>2000</u>
	\$5,420

In terms of financing the campaign, the candidate has compiled a list of friends and relatives who will be able to contribute to the campaign. The goal for contributions is \$5,000.

Interest groups will not be solicited for donations. Their support is more vital in terms of votes and because of the limitations imposed by law on campaign expenditures their financial support is not really needed.

IV. EVALUATION

The major indication of a successful campaign will be the winning of the election. The number of votes cast, and the margin of victory for the candidate will indicate not only his success, but how much support he will receive from his constituents while in office. It will also give some insight as to whether or not the candidate could seek a second term. Also, if there is large support, the candidate will be more of a representative than a delegate who must make all his moves according to the way his constituents feel.

Results from the phone campaign and any surveys conducted will serve as indicators of useful campaign techniques. If voters responded enthusiastically, then these techniques should be incorporated by the party in other elections.

The number of news releases printed will show the candidate's credibility. If he is newsworthy and readers want to hear about him then he will be the popular candidate.

At the conclusion of the campaign, Adams will have to evaluate how well he did personally in the campaign. He will have to decide whether the campaign met his personal goals and if it did not, why it didn't.

BIBLIOGRAPHY

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Gary Robert Schwedes, The Peoples' Guide to Campaign Politics, People's Lobby Press, Los Angeles, 1970....

February 28, 1978

Dear Media Representative:

There will be a press conference Wednesday March 8, 1978 to announce the candidacy of Attorney Jesse Adams for the office of State Senator from Vanderburgh County.

The press conference will begin at 1:00 p.m. at the Airport Holiday Inn. Your presence is requested. If you are unable to attend, please notify me and I will send you all the necessary materials.

The conference will feature Adams, but representatives for the Democratic Party and a member of the Board of Elections will be available to answer any questions. A luncheon will follow.

Looking forward to seeing you on the 8th.

Sincerely,

Nancy L. Pawlikowski
Campaign Manager

IC 3-1-9-5

"The name of no candidate shall be printed upon an official ballot used at any primary election unless at least fifty (50) days and not more than seventy-five (75) days prior to such an election."

DECLARATION OF CANDIDACY

County of _____

State of Indiana

I _____, the undersigned, do hereby certify that I am a registered voter of _____ precinct of the Township of _____, or of the _____ ward of the City or Town of _____, County of _____, State of Indiana and reside at _____; that I am a member of the _____ party; and request that you place my name on the official ballot of said party to be voted on for the office of _____ at the primary election to be held the _____ day of _____, 1978.

Signature _____

Subscribed and sworn to me this day _____ of _____, 1978.

My commission expires: _____

(Hour and Date) Filed in the office of _____ at _____ P.M./A.M. local time.
time _____ day _____, 1978.

EVANSVILLE MEDIA

Newspapers

Evansville Courier - Morning
Circulation - 65,000
City Editor - Tom Dunning

Evansville Press - Evening
Circulation - 46,000
City Editor - Thomas Ryder

Radio

WGDF-AM
WKY-AM Stereo FM
WJPS-AM
WVHI-FM
WROZ-AM

Television

WBHT TV Ch. 25
WPLE TV CH. 14
WNIN TV Ch. 9 Educational
WTVW TV Ch. 7

Vanderburgh County - Population: 168, 772

City of Evansville - Population: 138,764

Median Income For the City of Evansville - \$8,970
15.3% - over \$15,000

In 1974 the per capita income was \$4,244

31.1 of the population is in manufacturing and industries

52.7% white collar

11.7% government workers

Number of registered voters - 106,268

Election results from November 2, 1976

State Senator District 19

Joseph F. C'Way 20,031
Frank L. Schueta 13,099

Election results 1944 - 1958

State Senate	State Representatives
1944 Democrat	1944 3 Democrats
1948 Democrat	1948 3 Democrats
1952 Republican	1952 3 Republicans
1956 Republican	1956 3 Republicans

BIOGRAPHICAL INFORMATION

JESSE J. ADAMS

Date and place of birth: February 10, 1946, Evansville, Indiana

Home town: Evansville, Indiana

Secondary School: Bosse High School College: Indiana State University
Indiana University Law School

Degrees: Bachelor of Science 1968

Law Degree 1974

Academic Societies: Phi Sigma Alpha - Political Science Honorary

Family:

Wife: Melanie Cramer Adams

Children: Andrew M. Adams (January 3, 1972)

Home address: 730 Ravenswood, Evansville

Military: Indiana State University - ROTC

Stationed two years in Norfolk, Virginia

Employment: 1970 - 1974 Hanson & Williams, Attorneys at Law Indianapolis

1974 Cramer, Adams & Johnson, Inc.

1977 Partnership

1977 Part-time instructor - Indiana State University, Evansville

Professional Associations: Indiana State Bar Association, Evansville

Chamber of Commerce, Rotary Club.

Community Activities: Citizens for a Better Tomorrow, Democrats of

Vanderburgh County.

Clubs: Masonic Orders, Parents and Teachers Alliance.

Committee to Elect Adams
104 West Main Street
Evansville, Indiana

February 7, 1973

Dear _____,

I am Jesse Adams and I am running for state senator from this district.

Being a Democrat, I have a sincere interest in the needs of our community. I will take a firm stand on the issues and use my power wisely when I am elected.

To continue my campaign, I will need your support. Nowadays it is difficult to conduct a political campaign on a limited amount of financial support.

I am working in your best interest and I hope you will let me know how you feel. It may be difficult for you to contribute to my campaign in terms of a donation, but I hope you will at least offer me your support at the polls.

Respectfully,

Jesse J. Adams,
Candidate for State Senator

Enclosed is a pre-paid envelope for your donation.

Committee to Elect Adams
104 West Main Street
Evansville, Indiana

Nancy Pawlikowski
104 West Main Street
Phone: 444-6767
After 5 p.m.: 285-5149

FOR IMMEDIATE RELEASE:
LENGTH: 25 seconds

Jesse Adams - Candidate for State Senate

"A new direction - change. That is what I want for the people of Vanderburgh County," said Jesse Adams at an afternoon press conference.

Today, Adams announced his bid for the state senate slot on the Democrat ballot.

A life-long resident of Evansville, Adams is a member of the law firm Cramer, Adams and Johnson. He is also a part-time instructor at the Indiana State University Evansville campus.

The senate seat is presently held by Democrat Joe C'Day who will be retiring April 1.

Committee to Elect Adams
104 West Main Street
Evansville, Indiana

Nancy Jawlikowski
104 West Main Street
Phone: 464-3767
After 5 p.m.: 285-5149

FOR IMMEDIATE RELEASE:
LENGTH: 25 seconds

Adams state senate candidate

1. Adams - 5 seconds.

1. Jesse Adams today announced his candidacy for the state senate seat for Vanderburgh County.

2. Ballot - 5 seconds.

2. Adams is seeking the Democratic slot against one other candidate in the May primary.

3. Picture of law firm
5 seconds.

3. A life-long resident of Evansville, Adams is a member of the law firm Cramer, Adams & Johnson.

4. I.B.U.S. - 5 seconds

4. He is also a part-time political science instructor at the Indiana State University Evansville campus.

5. C'Day - 5 seconds.

5. The senate seat is presently held by Democrat Joe C'Day who will be retiring April 1.

Submitted to Elect Adams
104 West Main Street
Evansville, Indiana

Nancy Pawlikowski
104 West Main Street
Phone: 444-6767
After 5 pm.: 285-5149

For Immediate Release

Jesse Adams - Candidate

"A new direction - change. That is what I feel the people of this county need," said Jesse Adams at an afternoon press conference. Adams announced his candidacy for state senate on the May Democratic ballot,

Adams set forth his campaign for the upcoming primary today, paying special attention to the service of present state senator Joe O'Day. O'Day is also a Democrat and will be retiring April 1.

Presently, Adams is a member of the law firm Cramer, Adams & Johnson. He is also a part-time instructor at the Indiana State University Evansville Campus.

"I feel that I can help the people Vanderburgh because I understand what they need and how I can get it for them," he said. Adams continued to sight changes that were needed and hope ~~to help~~ he could be successful in getting them.

The primary will be held May 2.

Example of Newspaper Advertisement

"A New Direction - Change."

Hello, I'm Jesse Adams and I am running for state senator for Vanderburgh County.

It's is time we started moving in a new direction to help our schools and workers. It is time to make those changes that we have always wanted to see made.

I want to represent you and work in your favor.

VOIE Adams this November 7.