

## **Media Advisory, UCSD political experts are available for comment on Republican National Convention issues**

**July 25, 1996**

EDITORS: As the Republican National Convention, to be held in San Diego from Aug. 12-15, approaches, political editors, reporters, and others in the news media may be in need of credible sources to provide commentary on issues related to Campaign 196 and RNC activities and outcomes. The following are faculty experts from the University of California, San Diego, who are willing to comment on these and other issues:

Samuel Popkin, professor of political science. (619) 534-2758; (home) 272-0739; [spopkin@ucsd.edu](mailto:spopkin@ucsd.edu)

Popkin, who served as deputy pollster to President Clinton's 1992 presidential campaign, is a well known expert on national politics and public opinion. He has served as a political consultant, pollster, and media analyst to several Democratic presidential campaigns. In his 1991 book, *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns* (University of Chicago Press), Popkin provided a new explanation of how American voters make reasonable judgments about candidates and issues. Popkin currently is studying the role of foreign policy in presidential elections and the shifts that have occurred in the GOP coalition since the rise of Newt Gingrich. Popkin, the director of UCSD'S American Political Institutions Project, holds a Ph.D. from MIT.

Gary Jacobson, professor of political science. (619) 534-4295; (home) 455-6913; [gjacobson@ucsd.edu](mailto:gjacobson@ucsd.edu)

Jacobson is a nationally known authority on electoral politics, the U.S. Congress, and campaign financing. His most recent research has been on the prospects for the Democrats of retaking the House and Senate in 1996, and on the extraordinary 1994 House elections. Jacobson has published numerous books and scholarly articles on congressional elections, including *The Electoral Origins of Divided Government* (1990), *The Politics of Congressional Elections* (1983), and *Money in Congressional Elections* (1980), for which he won two awards from the American Political Science Association. Jacobson received his Ph.D. in political science from Yale University.

Daniel Hallin, professor of communication, chair of communication department. (619) 534-2356; (home) 282-7286; [dhallin@ucsd.edu](mailto:dhallin@ucsd.edu)

A national expert on media coverage of elections and other political events, Hallin is known for his scholarly research on sound bite news. In a prize-winning research paper he wrote in the early '90s, Hallin showed that the length of the typical clip showing a candidate talking in a television news story shrunk from an average of more than 40 seconds in 1968 to less than 10 seconds during the 1988 presidential election campaign. Hallin is also well-known for his research on news coverage during wartime, and has published books on media coverage of the wars in Vietnam and the Persian Gulf. His other publications include: *Blurring the Lines: Elections and Media in America, Whose Campaign Is It Anyway?* (1991). Hall in, who holds a Ph.D. in political science from UC Berkeley, can provide commentary on media coverage of the RNC and related activities, political rhetoric and speech making.

Stephen Erie, professor of political science. (619) 563-6995 (home); 534-3083.

Erie is an authority on San Diego politics, California politics, urban and regional growth and development issues, and the Los Angeles-San Diego relationship. Erie has just recently completed research on the political

impacts of trade and infrastructure investment in the Southern California region, examining how this investment has enabled Los Angeles to become "wide and mighty," and San Diego has become a hotbed for biotech, high tech, and telecommunications. Erie is an excellent resource on issues related to Southern California's development as the next "American Singapore," San Diego's image, and the Southern California economy in the post-Cold War era. He can also provide commentary on Dole's chances of winning California's electoral vote bounty in the November election. Erie, who holds a Ph.D. in political science from UCLA, is the author of the award-winning book, *Rainbow's End: Irish-Americans and the Dilemmas of Urban Machine Politics*. He is currently nearing completion on a book on the politics of growth in Southern California.

Samuel Kernell, professor of political science. (619) 534-4988; (home) 792-5122; }skernell@ucsd.edu

Kernell is a noted scholar on the history of the presidency, and has written widely on subjects ranging from campaign strategy to the use of public relations in presidential positioning. He can provide commentary on the Clinton and Dole campaigns, GOP positioning of Dole during the RNC, and other issues related to presidential politics. Kernell, who holds a Ph.D. in political science from UC Berkeley, is the author of the top-selling textbook *Going Public: New Strategies of Presidential Leadership* (1986), *Chief of Staff: Twenty-five Years of Managing the Presidency* (with Samuel Popkin, 1986), and *Strategy and Choice in Congressional Elections* (with Gary Jacobson, 1983), which changed scholarly thinking about congressional elections.

Michael Schudson, professor of communication and sociology. (619) 534-2370; (home) 481-0362; mschudson@ucsd.edu

Schudson is a well-known scholar on the news media and journalism, political communication, voter behavior, and the impact of politics and contemporary media coverage on American culture and society. According to Schudson, who is currently working on a book on the history of media and politics from colonial days to the present, historically, neither political parties nor party conventions are necessarily very good at focusing public attention on relevant issues. "Some party conventions squander their efforts on side-issues," says Schudson, "or seek out candidates who may have as their chief virtue the fact that their political views are unknown." According to Schudson, the 1932 Republican convention all but ignored the Depression and debated endlessly on Prohibition. The Republicans chose Harding in 1920 and Eisenhower in 1952, both political unknowns. Schudson can comment on the history of voter behavior and turnout, the declining role of political parties, and news coverage of politics and presidential elections over time. A 1990 MacArthur Foundation "genius award" recipient, he is the author of several books on politics and the mass media including: *The Power of News* (1995), *Watergate in American Memory* (1992), *Advertising: The Uneasy Persuasion* (1986), and *Discovering the News* (1978). Schudson has a Ph.D. in sociology from Harvard University.

Rebecca Klatch, associate professor of sociology. (619) 534-4629; (home) 625-8350; rklatch@ucsd.edu

Klatch is an authority on gender and politics and the politics of the religious, right wing of the GOP. As predicted in her award-winning 1987 book, *Women of the Right*, abortion is one of the main issues splitting apart the coalition which brought the New Right to power. "Dole's choice to have Susan Molinari as keynote speaker for the RNC is an implicit acknowledgment of the gender gap problem he faces," says Klatch. "The most interesting aspect of this convention will be the divisions between women on either side of the social issues debate, which promises to create conflict and controversy in San Diego." Klatch can provide commentary on the gender gap, GOP platform debate on social/gender issues, and political maneuvering of the GOP's far right during the RNC. Klatch holds a Ph.D. from Harvard University.

Nathaniel Beck, professor of political science. (619) 534-4296; (home) 296-1966; nbeck@ucsd.edu

Beck can provide commentary on the political implications of activity in the financial markets, i.e. how fluctuations in the economy impact the presidential election. According to Beck, since the economy is doing reasonably well with very moderate inflation and slow but steady growth, it will be difficult for Dole to make any major headway on economic performance issues. Even if the Fed raises interest rates, which in his view is not very likely, especially considering the recent volatility in the stock market, but primarily because the Fed does

not like to make moves in a pre-election period, Beck believes the economy will still do reasonably well in the few months before the election. "Dole and the Republicans running for Congress also will have difficulty using the deficit as an issue," says Beck, "since the deficit is now as low (as a proportion of GDP) as it has been in two decades, and lower than for any other major economy. Given this reality, Dole had better find some non-economic issues on which he can score if he has any chance to win." Beck received his Ph.D. from Yale University.

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