

Political campaign experts gather at UCSD for "Campaigning for the Presidency" symposium December 5-7

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POLITICAL CAMPAIGN EXPERTS GATHER AT UC SAN DIEGO DEC. 5-7 FOR "CAMPAIGNING FOR THE PRESIDENCY" SYMPOSIUM AND TV SPECIAL

How has the art or science of electing presidents changed in the last 30 years? Has the public been well served by the increase in primary elections and the decrease in smoke-filled rooms? Or, is the electorate fed up with spin doctors, image makers and 30-second sound bites, and showing it by low voter turnouts?

Against the backdrop of a looming 1992 presidential campaign season, these and other aspects of "Campaigning for the Presidency" will be explored in a two-hour public television special and in a series of roundtable discussions. The public television special, moderated by NBC's John Chancellor, is being taped before a live audience at the University of California, San Diego on Dec. 5 at 9 a.m. The program will air locally on KPBSTV on the evening of Dec. 5 beginning at 8 p.m., and will be broadcast nationally on PBS Television Jan. 17 at 9 p.m.

The panelists for the television special, who are all prominent campaign managers and key political advisors to presidential candidates from 1960 to 1988, include: Ed Rollins (Reagan '84); Susan Estrich (Dukakis '88); Stuart Spencer (Reagan '80 and '84, Ford '76); Gary Hart (McGovern '72); Joe Napolitan (Humphrey '68); Horace Busby (Johnson '64); Richard Kleindienst (Goldwater '64); and Robert Finch (Nixon '60).

The roundtable discussions will feature many of the TV panelists as well as some of the country's top authorities on various aspects of campaign strategy, including: pollsters Patrick Caddell, Peter Hart, and Richard Wirthlin; media experts Michael Deaver and Norman Sherman; and campaign experts from academia such as Professor Larry Sabato of the University of Virginia, UC San Diego Professor Samuel Popkin, Professor Chris Arterton, dean of the Graduate School of Political Management, and Professor John Aldrich of Duke University. A book based on the transcripts of these sessions will be published in 1992.

"Campaigning for the Presidency" is made possible by the Ford Motor Company. The television program is being produced by Peter Kaye, associate editor of the San Diego Union. Paul Marshall is executive producer for KPBS-TV and Mary Walshok is project coordinator for UCSD. The symposium, the third in a continuing series of UC San Diego programs on the institution of the American Presidency, is being sponsored by the American Political Institutions Project (APIP) and University Extension.

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