

Political campaign experts to convene at UCSD Dec. 5-7 for "Campaigning for the Presidency" symposium and TV special

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POLITICAL CAMPAIGN EXPERTS TO CONVENE AT TIC 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, subsequently, in a series of roundtable discussions. The public television special, to be moderated by NBC's John Chancellor, will be 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 KPBS-TV 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) and Robert Finch (Nixon '60).

The roundtable discussions will include many of the TV panelists as well as a host of other campaign specialists and political experts. These discussions will further examine the dramatic changes that have occurred in presidential campaigning since the 1960 election, which is considered by many analysts to have been a watershed election. The four three-hour sessions will focus on campaign strategy, advertising, free media, and opinion polling. They will be held from the afternoon of Dec. 5 through Dec. 7.

Roundtable participants will feature some of the country's top authorities on various aspects of campaign strategy, including: pollsters Patrick Caddell, Peter Hart, and Richard Wirthlin; media experts Norman Sherman and Michael Deaver; political advertising specialists Jerry Rafshoon and Doug Bailey; and campaign experts from academia such as Professor Larry Sabato of the University of Virginia, Professor Chris Arterton, dean of the Graduate School of Political Management, Professor John Aldrich of Duke University, and UC San Diego Professor Samuel Popkin. 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 symposium is the third in a continuing series of UC San Diego programs on the institution of the American Presidency. It is being sponsored by the American Political Institutions Project (APIP) and University Extension. The television program is being produced by Peter Kaye, associate editor of the San Diego Union and Paul Marshall, executive producer for KPBS-TV.

All events associated with "Campaigning for the Presidency" will be held at UC San Diego. There will be a limited number of tickets available to the taping of the television special. Members of the news media who are interested in covering the symposium must make advance reservations as seating for all events is limited. Please make advance reservations by contacting Dolores Davies, University Communications, at (619) 534-5994 or 534-3120.

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