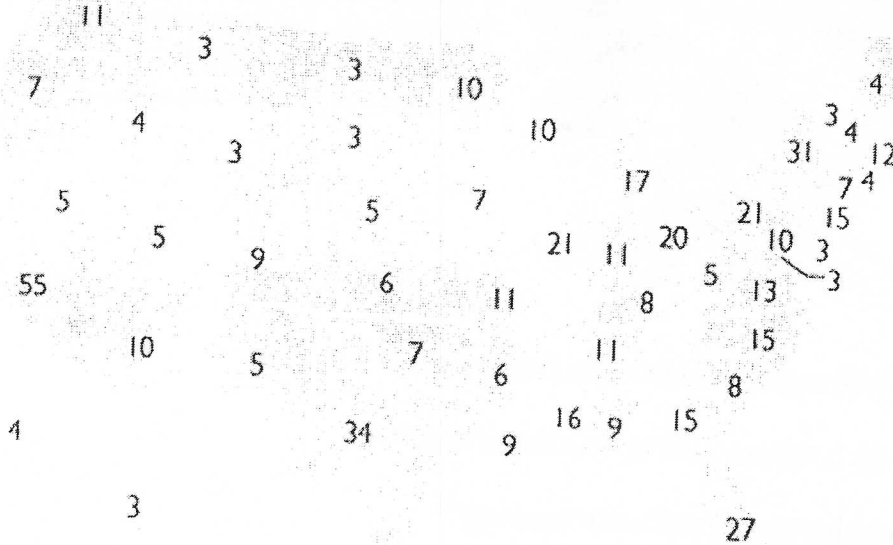


Campaign Management Strategy: Election 2004 and Beyond

Directions: Fill in the blanks on the following worksheet, using the maps and charts you have been given to answer the questions.

A. Interpreting Maps:

Electoral Votes by State



1. How many possible electoral votes are there? _____
2. How many electoral votes does a candidate need in order to win a presidential election? _____
3. Name the three states with the greatest number of electoral votes. _____
4. Name the three states with the least number of electoral votes. _____
5. What is the fewest number of states necessary to win an election? _____
6. How many electoral votes does Illinois (IL) have? _____
7. How many *senators* does Hawaii (HI) have? _____
8. How many members of the House of Representatives does Florida (FL) have? _____
9. How many electoral votes does your state have? _____
 - How many *senators* does your state have? _____
 - How many *members* of the House of Representatives does your state have? _____
10. How many electoral votes does Washington, D.C. have? _____
 - How many *senators* does Washington, D.C. have? _____
 - How many *members* of the House of Representatives does Washington, D.C. have? _____
 - Why is this strange? What makes Washington, D.C. a special case? _____

5. Using the map below and the information on voting trends, make generalizations about regional trends in the United States.



There are about eight different regions in the U.S. They are: Northeast, East, Southeast, South, Southwest, West, Northwest, Midwest and Central.
Geographical Regions of the U.S.

- a) According to the numbers, which regions *tend* to vote Democratic?
 - b) According to the numbers, which regions *tend* to vote Republican?
 - c) According to the numbers, which regions *tend* to be "toss-ups"?
 - d) If you were the incumbent President (a Republican), how would you use this information when campaigning in 2004? Which regions would you try to focus on? Why?
 - e) If you were the challenging candidate for the Presidency (a Democrat), how would you use this information in 2004? Which regions would you try to focus on? Why?
5. It is four weeks until the general election. Your campaign committee has to plan a campaign blitz that will maximize your electoral votes in the election. As a group, decide how your candidate will spend that four weeks in order to win the election. Be prepared to share your strategy with the class.

Candidate: _____

- Which states will your candidate visit? Why?
- Which states will your candidate avoid? Why?
- If your candidate is successful, how many electoral votes will this campaign blitz net for your candidate?
- Which of those states would have the highest priority? Why?