

JIM C'S QUIZ OF THE WEEK

MONDAY - 06/30/08

The news cycle speeds up in each successive presidential election making opposition research mandatory and incredibly expensive.

HOW DID TERM "OPPOSITION RESEARCH" ORIGINATE?

***Definition (NPR):* Opposition research, or "oppo," is a multimillion-dollar business with investigators, consultants, pollsters and political activists — all combing through candidates' backgrounds.**

***Origin (Wikipedia):* The phrase "opposition research" first appeared in the *New York Times* on December 17, 1971, in an article that describes the infiltration of the Edmund Muskie presidential campaign by a female Republican volunteer.**

- 5 B.C. - Sun Tzu wrote *The Art of War*, a manual describing the necessity for understanding an opponent's weaknesses, for using spies, and for striking in moments of weakness.**
- 1 B.C. - Cicero attacked Mark Antony in speeches known as the *Philippics*; response, Antony chopped off his head and right hand**

***Today's Best Tip* – Verify everything twice. Look for examples of the candidate changing his/her message. These changes may signal a relationship between campaign contributions and policy positions.**

Conventional Wisdom: "Oppo" = Researching facts for distortion

Moment of Zen: If you can define your opponent — as opposed to your opponent defining him/herself — you can win.