



JIM C – QUIZ OF THE WEEK MONDAY – 10/06/08

← NBC's Tim Russert, with his ever-present white board, and Tom Brokaw on election night 2000.

Politics, not the country, has become more polarized -- the reigning theory of politics in the United States is "*red and blue states*."

HOW DID THE TERM “*RED & BLUE STATES*” ORIGINATE?

Definition: This phrase refers to those states of the United States of America whose residents predominantly vote for the Republican Party (Red) or Democratic Party (Blue) presidential candidates.

Origin (Wikipedia): According to the Washington Post, the terms and definitions were coined by the late Tim Russert during his televised coverage during the 2000 presidential election.

Historical Change in Hue: In 1976 NBC identified states won by Gerald Ford in blue and Jimmy Carter's states in red.

1980 - ABC News showed Ronald Reagan's march to the White House as a series of blue lights on a map, with Carter's states in red.

1984 - The Reagan sweep of that year was called "Lake Reagan."

1988 - Time magazine assigned red to the Democrats and blue to the Republicans in its election graphics from 1988 to 2000.

Conventional Wisdom: Red & Blue States = Political Polarization

M of Z: The red/blue state model is an oversimplification, which is a formula too often used by politicians and the media