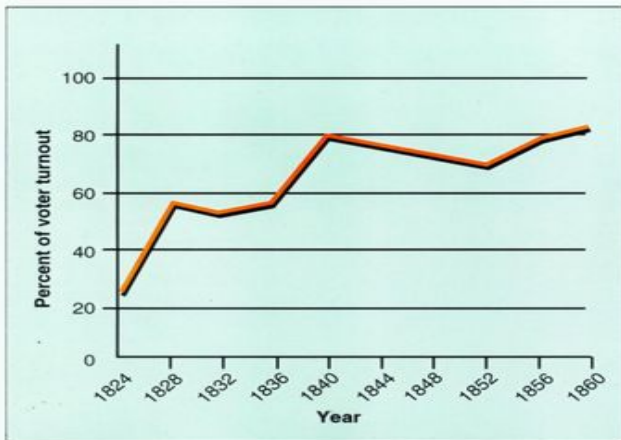


Pre-Civil War Voter Turnout



JIM C'S QUIZ OF THE WEEK MONDAY - 02/25/08

Voter Turnout: The key to a successful election campaign since the 19th century.

HOW DID THE TERM “*POLITICAL CAMPAIGN*” ORIGINATE?

Definition: An organized series of events (rallies and speeches) that are intended to persuade voters to vote for a specific politician/party.

Origin (Online Etymology): 1647, from French, *campagne* "open country" (suited to military maneuvers), from Latin *campus* "a field, arena," also meaning "a place of battle." A good example in Italy was the *campus Martius*, a level ground by the Tiber River that was used for sports, military drill and assemblies.

History: The term refers to the time when ancient armies went into quarters during the winter and literally "took the field" at the opening of summer. From there, it broadened a little to mean any sustained military operation, at whatever time of year.

Extension of meaning from military to political is truly American English circa 1809, when it took on the sense of an organized set of actions intended to mobilize public opinion.

C W: Political Campaign = Organized, logistical persuasion

M of Z: Message + Money + Machine (foot soldiers) → Winners