









“Campaign Strategy” Script

		SHOT / TITLE	DESCRIPTION
1.	00:00	Animated Open	Animated Open
2.	00:07	Stacey on the street	<p>STACEY ON CAMERA:</p> <p>HI, I’M STACEY DELIKAT. IN THE FINAL WEEKS LEADING UP TO THE ELECTIONS, BOTH THE OBAMA AND MCCAIN CAMPAIGNS ARE FOCUSING IN ON KEY STATES THAT WILL ADD UP TO VICTORY IN THE ELECTORAL COLLEGE... NOT JUST THE STATES WITH THE MOST VOTERS.</p>
3.	00:19	Footage of Obama and McCain campaigning 	<p>VOICE OVER:</p> <p>THAT’S BECAUSE WHAT MATTERS MOST ON ELECTION DAY IS THE NUMBER 270. THAT’S THE NUMBER OF VOTES REQUIRED TO ELECT A PRESIDENT IN THE ELECTORAL COLLEGE.</p>
4.	00:29 00:36	Footage of voters on election day  Graphic: Electoral College map 	<p>VOICE OVER:</p> <p>HERE’S HOW IT WORKS. WHEN VOTERS CAST THEIR BALLOTS ON ELECTION DAY, THEY ARE ACTUALLY SELECTING ELECTORS WHO ARE PLEDGED TO SUPPORT A SPECIFIC CANDIDATE...</p> <p>EACH STATE HAS AS MANY ELECTORS AS IT HAS VOTES IN THE SENATE AND HOUSE OF REPRESENTATIVES... 3 MORE ARE ADDED FOR THE DISTRICT OF COLUMBIA. THERE ARE 538 ELECTORS SO TO WIN A CANDIDATE NEEDS A MAJORITY... 270 ELECTORAL COLLEGE VOTES.</p>



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5.	00:54	Clarence Page at his desk	VOICE OVER: CHICAGO TRIBUNE COLUMNIST CLARENCE PAGE SAYS THE SYSTEM FORCES THE CANDIDATES TO CONCENTRATE ON WINNING AT THE STATE LEVEL.
6.	01:00	Clarence Page on camera  A video still showing Clarence Page, a man with glasses and a suit, speaking. A caption at the bottom reads "Clarence Page Chicago Tribune".	Clarence Page, Chicago Tribune: People make a mistake when they think of our national elections as being run nationally. They are not. It's not a federal government that runs the elections. It's each state government. So we've actually got 50 elections plus those for the District of Columbia and the territories.
7.	01:15	Graphic: Electoral College map   Two maps of the United States showing the Electoral College. The top map is labeled "Republican" and shows states colored red or grey. The bottom map is labeled "Democrat" and shows states colored blue or grey. Both maps have a "the.News" logo in the bottom right corner.	VOICE OVER: THE CAMPAIGNS DIVIDE THE STATES INTO SAFE STATES AND SWING STATES. BECAUSE OF HOW TELEVISION NEWS PROGRAMS MAP IT IS NOW COMMON TO SAY THAT RED STATES ARE THOSE FIRMLY ON THE REPUBLICAN SIDE AND BLUE STATES ARE STRONGLY DEMOCRATIC. THOSE REMAINING THAT ARE LEANING BUT NOT SOLID FOR A CANDIDATE ARE CALLED SWING STATES... THAT LEAVES THE BATTLEGROUND STATES WHICH ARE "TOO CLOSE TO CALL."



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8.	01:37 01:44 01:47 01:50	Clarence Page on camera Footage of McCain campaigning Footage of Obama campaigning Clarence Page on camera	Clarence Page: Well, if you lose a key state, that means you've got to make up that vote someplace else cause... look how close our elections have been in recent years. For all the polling that we take and that we report on in the media, it has generally come down to a two or three percentage point or less shift, can make all the difference in the world.
9.	01:57 01:59	Amy Walter at desk Footage of <i>Hotline</i> website	VOICE OVER: AMY WALTER TRACKS THE ELECTION CAMPAIGNS FOR THE ONLINE PUBLICATION HOTLINE.
10.	02:01	Amy Walter on camera 	Amy Walter, The Hotline: They don't care what the big number is because, as we all know, it's the popular vote doesn't win you the election, the Electoral College vote does. So what they care about it is what the polls are telling them in Colorado and Pennsylvania and Virginia, more so than what they're telling them about how they are doing nationally.
11.	02:17	Graphic: Electoral College map 	VOICE OVER: YOU CAN SEE THE IMPORTANCE OF SOME STATES BY LOOKING AT THE CANDIDATES TRAVEL. SINCE JUNE, FIVE STATES HAVE BEEN VISITED BY THE CANDIDATES MORE THAN 40 TIMES. TWELVE STATES HAVEN'T SEEN A CANDIDATE AT ALL.



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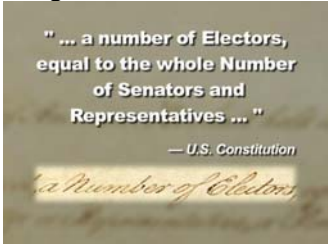



12.	02:29	Amy Walter on camera	<p>Amy Walter:</p> <p>Some of it comes down to simple math, which is number of days in the campaign, amount of money you have in your campaign bank account, amount of time that your candidate can spend going back and forth to these different states.</p>
13.	02:43	Graphic: Electoral College map	<p>VOICE OVER:</p> <p>THE CAMPAIGNS ADJUST BASED ON UP TO THE MINUTE POLLS, MOVING PEOPLE AND MONEY FROM STATE TO STATE.</p>
14.	02:49	Amy Walter on camera	<p>Amy Walter:</p> <p>This is what we are all watching for now, which is, where are these states that the candidates say are in play, are they really doing stuff.</p>
15.	02:58	Image of Constitutional Convention 	<p>VOICE OVER:</p> <p>THE ELECTORAL COLLEGE SYSTEM WAS SET UP BY THE FOUNDING FATHERS TO ENSURE THAT SMALLER STATES KEPT THEIR POLITICAL POWER.</p>
16.	03:05 03:07	John Fortier being interviewed Image of John Fortier's book covers	<p>VOICE OVER:</p> <p>JOHN FORTIER HAS WRITTEN TWO BOOKS ON THE ELECTORAL COLLEGE. HE SAYS TO UNDERSTAND IT, YOU NEED TO START WITH THE CONSTITUTIONAL CONVENTION.</p>



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17.	03:12	John Fortier on camera 	<p>John Fortier, American Enterprise Institute:</p> <p>The great argument was, how are we going to elect our Congress, first of all. Are we going to have a Congress that has representation like our house of representatives does, by population, or are we going to have each state represented equally.</p>
18.	03:26 03:30 03:34	Image of Constitutional Convention Image of Capital building Image of the Constitution 	<p>VOICE OVER:</p> <p>IN THE END, THE CONVENTION DECIDED TO USE BOTH METHODS, BASING THE HOUSE OF REPRESENTATIVES ON POPULATION, AND THE SENATE ON EQUAL REPRESENTATION. THEN THE DELEGATES USED THE SAME COMPROMISE TO FORM THE ELECTORAL COLLEGE.</p>
19.	03:39 03:44	John Fortier on camera Graphic: Electoral College map 	<p>John Fortier:</p> <p>In theory it is weighted a little bit to the small states. A very small state, Wyoming, our smallest state in terms of population has proportionally more electoral votes per person than the larger states like California.</p>



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20.	03:52 03:57	Footage of Obama campaigning Footage of McCain campaigning	VOICE OVER: JOHN FORTIER SAYS THE ADVANTAGE OF THE ELECTORAL COLLEGE IS THAT IT FORCES CANDIDATES TO CAMPAIGN ACROSS THE COUNTRY, NOT JUST THE LARGE STATES ON THE EAST AND WEST COASTS.
21.	04:01 04:07 04:12	John Fortier on camera Footage of McCain campaigning Footage of Obama campaigning	John Fortier: It treats our country as the collection of states that it is and not just one single country without states. Our system favors broad based parties that can win states and win in multiple regions.
22.	04:13	Footage of Obama campaigning	VOICE OVER: AND THAT, SAYS CLARENCE PAGE, IS WHAT KEEPS THE CANDIDATE ON THE CAMPAIGN TRAIL.
23.	04:17 04:23	Clarence Page on camera Footage of McCain and Obama campaigning	Clarence Page: If you want to run for President, you still have to plan on shaking a lot of hands, and talking to a lot of people and giving the same speech over and over again. And hearing what people have to say, which I think is most important.



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24.	04:28	Footage of McCain and Obama campaigning 	VOICE OVER: I'M STACEY DELIKAT FOR THE.NEWS.
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If you wish to stop the video at any time, refer to the running time listed on the printed script. Each segment begins at 00:00 and the time is displayed in the lower corner of your video player.