

Political Innovation:

US and Global Trends

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US Political Starting Point: from the right

- **The Republicans won in 2004 by deepening cultural polarization in the US**
- **Organizational consequences:**
 - Church as network
 - Catholic church
 - Hispanics
 - 72-Hour program
 - News management
 - Independent advertising
 - Micro-targeting

US Political Starting Point: from the right

- **The right in Europe has difficulty learning from the American experience**
 1. Iraq war as the frontline in war on terrorism;
Bush popularity
 2. Immigration and multiculturalism
 3. Culture war and European secularism

US Political Starting Point: from the left

- **Democrats out of power, intellectually dead, but potential for renewal from the outside-in**
- **Big issues not addressed in 2000 and 2004**
 - Silent on inequality, stagnant incomes, insecurities in health care and retirement, globalization, global warming

US Political Starting Point: from the left

- Learning comes from what has happened outside the party – driven by hostility to Republican polarization and hostility to Bush and the Iraq war
 - Internet and the campaign: money
 - Internet and organizing
 - MoveOn
 - ACT
 - Bloggers
 - Micro-targeting

Learning from Britain

- **Campaign began to address bigger issues, but got lost to questions about Iraq, trust, delivery**
- **Center-left party that:**
 - Managed economy to create jobs/end unemployment
 - Invested in and improved public services
 - Helped families in a market economy
 - Reduced poverty
 - Focused on global poverty
 - More order to asylum and immigration
 - Tough on crime and terrorism
- **Possibly a Social Democratic legacy to influence parties globally**
- **Also used new technology**
 - Mosaics and the marginals
 - Tories – micro-targeting
 - Internet

Final Thoughts

- **Bush won because of choice he posed**
- **Micro-targeting allowed Republicans to build up their base, but reach out to other voters without undercutting the message**
- **Is there a point when the means of communication begin to change the larger strategy and message?**
- **Democrats lost because they failed to pose a big choice, not because they were behind on technology**
- **The spotlight now shifts to Austria, where political innovation may yet create waves that sweep back across the ocean. We are at the center of this global process**

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