1. What is a Political Campaign?

Is a political campaign what the candidates and their organizations do and say?
-- a candidate-centered definition

Is a political campaign what the media report about what the candidates and pundits are saying and doing?
-- a media-centered definition

Is a political campaign about the events running up to the election: the conventions, debates, and major announcements and speeches?
-- an event-based definition

All of these possible definitions seem too restrictive

**Definition of a Political Campaign:**
A political campaign is the attempt by candidates and any of their supporters to provide potential voters with a convincing reason to vote for one candidate rather than an opponent.

The **message** (the convincing reason) is the key to a campaign.

Voters want to feel comfortable with their vote and have confidence that they have supported the right candidate.

Any discussion with voters of potential reasons to vote one way or the other is part of the campaign.