

3 how to make the argument

Making Your Case on the Economy

Making the case about the economy is a part – but under current conditions, a central part – of making the general argument for your candidacy. The basic questions voters have are the same:

- ◆ **Who are you – and why should they trust you?**
- ◆ **Do you have a clue about them and their concerns?**
- ◆ **Do you make sense about what can be done? — And will you work for them?**

With the economy in trouble and voter worry and anger rising, any challenger has a significant advantage. The desire to “throw the bums out” is rising. The sense that “Washington” is out of touch, dominated by corporate special interests, and not working for most people is spreading. Incumbents, inevitably part of the mess, start on defensive, even if they retain massive advantages in name recognition, money, etc.

Conflicting Narratives

Incumbents will seek to distance themselves from the mess, to make the election about local issues. They’ll emphasize their service to the community, the people they have helped navigate the bureaucracy, the public works they’ve brought home. They’ll make a case about how they have fought on the right side for people, against the entrenched interests, against Washington, even against their own, now unpopular, president.

Republicans are intent on reconstituting the core conservative mantra – lower taxes, smaller government, less regulation, free trade – against tax and spend Democrats.

The way to get the economy going, they’ll say, is to lower taxes (or make Bush’s tax cuts permanent), to get spending under control, to cut red tape. They tend now to be for “free and fair trade,” saying Americans can compete and win on a level playing field.

This argument has logical flaws. Bush's tax cuts – which went largely to the wealthy – have helped put us in this position. Squandering over \$10 billion a month on the war on Iraq has helped blow the hole in the budget. It's Republicans that have built the bridge to nowhere, that have lavished billions in subsidies to Big Oil, that have prohibited Medicare from negotiating lower prices on drugs, etc. And deregulation of banking has contributed directly to the subprime and credit debacles that threaten what the *Financial Times* calls the “mother of all meltdowns.” Cutting back regulation has also exposed children to toxic toys imported from China and to E. coli beef uninspected by an underfunded Food Safety and Inspection Service of the Agriculture Department.

Challengers have a “target rich” environment. Incumbents have undoubtedly made votes that benefited corporate interests over citizens, contributors over voters. Your opponent, if an incumbent, can easily be shown to be part of the mess. You, in contrast, can clearly pledge not to be part of the corruption, to be on the side of voters.

Democratic challengers, particularly in Republican trending districts, still face obvious problems, beyond raising the funds needed to make your case. The biggest obstacle to the Democratic economic argument is voters' deep suspicion of government spending. Voters are looking for help. They think government should help – on controlling health care costs, on keeping the economy moving, on protecting jobs, on keeping the basic infrastructure up, and on being a watchdog for consumers and the environment.

But they are convinced that government wastes their money, that it serves cronies and the powerful. The conservative argument that they will let you keep more of your money has powerful appeal. You've got to show that you share their concerns. Progressives should be the most ardent in cleaning up waste, in stopping no-bid corporate cronyism like Halliburton, in ending wasteful earmarks, in reforming government so it doesn't waste their money.

Voters are also deeply skeptical that anyone can or will do anything that will help them. Politicians make promises every cycle, go to Washington and things still get worse. Now, with the economy in trouble, the need for change is apparent. But there is still a deep cynicism about any promise you make. And that cynicism makes them open to other appeals. If I really don't believe anyone will do anything that will help my economic situation, then other arguments – on security, on values, on familiarity and service to the district – have appeal.

This skepticism about government and about politicians answering the basics makes the questions below all the more important.

1. Why should they trust you?

If you tell someone that you are honest, they will check on their wallet. So the first challenge for any candidate is developing a clear, authentic narrative about yourself that shows that you are grounded in a set of values that are trustworthy. Voters need a sense of who you are before they will even begin to listen to you.

The best – perhaps the only – way to do this is with stories, anecdotes drawn from your past that demonstrate what has formed you. These can be rich in variety – everything from what your grandfather taught you, what you fought for previously, what searing experience you had that formed your values.

Everyone has a story to tell. And because everyone has that story, this doesn't make you distinctive. In fact, voters tend to be suspicious, rightfully so, of well-packaged stories that don't ring true, e.g., Jimmy Carter telling voters that his young daughter Amy had expressed concern about the proliferation of nuclear weapons.

The best stories draw from your experience and show you in action – how you've taken on fights that were on their side.

Third Party Verification: Also valuable is validation by a credible third party. You can't say you are honest; but someone who has worked with you can testify about you.

Again, glowing accolades are not as strong as specific anecdotes that demonstrate your values in action.

2. Do you have a clue?

If you've established enough trust that they think they might listen to you (or even, as the saying goes, want to have a beer with you), then the next question on their mind is whether you have a clue about their lives, their concerns, their values. Can you show that you hear what is on their minds? Can you get them to the head nodding moment, when they know you are making sense?

Here, stories about others are vital. The people you've talked to, the concerns they've expressed, the struggles they've gone through, the way they've tried to get through. Americans are self-reliant. They tend to blame themselves if things go wrong. The plant closes, but they should have known. Health care costs bankrupt them, but they should have anticipated. You've got to relate those stories, pay testament to both their worries and their grit.

Here again, challengers have great advantage. Many personal concerns can be related to not just the failure in Washington, but how Washington made it worse – and your opponent was part of it. Closed plants, jobs shipped overseas, and trade accords and tax breaks make it easier – and your opponent's *voted for it*. Health care costs are soaring, and your opponent stood with the drug lobby against allowing negotiation of lower prices. Gas prices are soaring, and your opponent has given the big oil companies a pass, while these corporations pocket record profits. And your opponent continues to get in the way of moving toward renewable energy.

The point is not the policy. The point is the personal story or drama that played out in your district, among these voters – and then the way Washington has made it worse.

Search out real stories – talk to people and listen to their story so you can relate it back – and then link to the bad priorities, bad policies, and corruption of Washington.

3. Do you have a plan – and will you be on their side?

According to focus groups, voters are increasingly impatient with politicians that simply provide a litany of what's wrong. They know what's wrong. They experience the rising prices, and increasing insecurity. They know Washington is dysfunctional, and think it caters too much to the corporate lobbyists that dominate it. They want to know what you think can be done. Do you have any answers? What will you fight for?

A key here is not to overpromise. They realize you are going to be a member of Congress, that you can't simply order something done. But they want to know what you think should be done – and how you think you can get it done. You can paint your opponent as part of the old partisan bickering that allowed the special interests to dominate – and say you'll be part of an effort to move beyond that, to reach out to everyone to make progress on common sense reforms.

Relate your ideas to the specific pressures they have – offer both something concrete that's doable as well as your broader reform ideas, e.g., we can't simply keep shipping good jobs abroad, and let countries like China protect their markets, and rig their currency so U.S. companies move our jobs over there. First step, no more NAFTAs.

At very least, we can revoke the tax breaks that reward companies for moving jobs overseas. What we need is a broader strategy for the nation in the global economy – one that insures we are exporting products, not just jobs abroad.

Show How Your Opponent is Part of the Problem

Voters still tend to hate the Congress but love their own representative. Many know him or her; some have been helped by his office. The name and face is recognized. There's a comfort level, an assumption that he or she knows what's going on.

But Washington has failed most Americans. And this administration and its Republican supporters in Congress have contributed directly to that failure. Time and time again, they've supported programs that benefit the few, the reward the corporate lobbies or the cronies.

Tie Your Opponent to George Bush

Make that connection. Tie your opponent to George Bush – who is on track to leave office as the least popular president in history. If your opponent is an incumbent, highlight specific votes where he or she stood with Bush and a special interest against the interests of most Americans. If your opponent is not an incumbent, show how his or her policies are an extension of those of George Bush (on the war, on tax cuts, on trade, on deregulation – they're likely to be arguing for more of the same). This is a change election: you can make yourself the change and your opponent the defender of the failed policies of the past.

Link bad votes to special interest contributions

Where possible, highlight link the vote to his or her contributions. People can't quite believe that their representative would vote to keep Medicare from negotiating lower prices on drugs, or to give billions in subsidies to Big Oil. Doesn't make sense. Easy to dismiss the charge as some kind of trick, twisting a vote out of context. But if you show that your opponent voted that way and took contributions from a drug company or oil company – then it makes all the sense in the world.

Capture common sense against the extreme

You can also point to their bad judgment, how ideology blinded your opponent: "Look, we're all against excessive red tape or clumsy regulation. But this common sense has been turned into an ideological extreme. My opponent has voted consistently to cut the budget of the consumer protection agencies, even as we were importing 80% of our toys from China. Now we got toys filled with dangerous levels of lead, imported from China with no inspection. The agencies don't have resources to do it. This February, we had unsafe beef put into student lunches, because the USDA doesn't have the resources need to provide the watchdog we need. I'll go to Washington and make certain that our children get the protection they need."

Who would you hire for this job?

If you are a challenger running against an incumbent, your main task is to get your opponent fired. What are the things that the incumbent did or didn't do that would have them removed from a job? An incumbent missing votes is an example of someone not showing up for work, which is behavior that would get you fired from any job in the real world.

To extend the analogy, you can think of an open seat race as a joint job interview. But unlike most job interviews, your opponent can comment on your resume and give the employers reasons why you shouldn't be hired during the interview. You need to be clear about who you are and what you will fight for, and contrast that with who he or she is, and what they will put up with.

In an open seat race, if your polling shows that tying your opponent to George Bush and the Republican agenda benefits you, find ways to make this connection, even if they never cast a vote in Congress. Do your research. Use LexisNexis to find whether your opponent has ever said anything favorable about the president or the Republicans in Congress. What Republicans have come in to campaign for your opponent? Tie your opponent to the record of every Republican or cabinet member who comes in. Check whether your opponent ever served as a delegate to the Republican National Convention or state GOP convention. Did they serve on the platform or resolutions committee? Did they ever address the convention? Have they ever spoken on behalf of the President? Have they ever been to the White House or an event with the President? If they have, there is a good chance a photo of your opponent and Bush exists. A picture is worth a thousand words.

Check to see whether your opponent has filled out any candidate questionnaires for any office. Almost all federal questionnaires will ask questions about past and current Administration policies. Even some state questionnaires record candidate positions on federal policies that effect state issues, e.g., No Child Left Behind. Some organizations will send out and post candidate questionnaires on the Internet. Also check to see whether your local newspaper published candidate questionnaires.

Check the FEC records and state and local contributor records. Who has your candidate personally contributed to? Who gave them money? Contributions can be used to tie them to Bush or the Republican leadership or visa versa. Contributions from PACs can tie your opponent to their agenda. You can also tie your opponents' investments (filed with the Clerk of the House) to the PAC contributions. It's tough for your opponent to talk about lower prescription drug prices if your opponent has taken \$100,000 from the drug industry PACS and lobbyists and has \$200,000 in money market investments with pharmaceutical company stocks.

In some districts tying your opponent directly to Bush may be a wash, but you can use your opponent's contributions and contributors to tie them to "the mess in Washington".

Tell the Story Visually

Some candidates spend a great deal of time thinking through the issues and message of an event but treat how the event will *look* as an afterthought. Where you hold your event or how your event or spot looks can establish or destroy credibility. Remember Michael Dukakis in the tank? You should think through the visual vocabulary of your event or spot while you are developing the message.

Voters are already experts on political visuals. They have a lifetime of experience of watching them on TV. They can rattle off the political visuals they've seen over the years with ease. Who can forget the candidate standing with a group of blue-collar workers wearing hard hats? Or a confident candidate with rolled-up sleeves, a loosened tie, and a coat over his shoulder? Some visuals are traditional and expected, yet they still work. A formal or candid shot of a candidate with his or her family conveys a great deal of information.

The effectiveness of some other traditional images really depends on the situation. A press conference in front of a closed plant gate still works. Voters get the visual. The candidate reading a book or looking at a computer screen with a child is more effective if it illustrates a point about education, not high-tech investment. If the candidate and child aren't interacting – it shows. Voters know when a candidate is more interested in the camera than the child. A candidate honestly interacting with people can be very convincing.

Here are some specific ideas on visuals to help you make your case.

Who are you? And why should they trust you?

Use past family photos to show your personal history. If you were in the military or Peace Corps, use an old photo. If you worked your way through school – find a photo. Use past photos or video showing previous jobs, paid or volunteer. Shots of you during a past city council meeting, community or church event can be helpful. A ten-year old photo of you and the little league team you helped coach shows your priorities. If your parents were community leaders you may use photos of them. Candid shots are often more credible than formal shots.

If you are running where you grew up, you can use those images and locations. Candidates have announced from in front of childhood homes, schools, or the family small business. If your grandmother ran a bakery in the community for 40 years, that place may be meaningful as part of a health care or small business message whether it is still in your family or not.

Use past images or locations to show past accomplishments. Do an event at the ball field you helped build, or community center you helped start.

Do you have a clue about them and their concerns?

Use your visuals to show that you get it. Go to and show the problems people are concerned about. Go to the toxic waste site, the eighty-year old bridge, the decaying school. A school with a 100 year old heating system will help tell your story. Hold a testing fair for lead paint on toys. Do a gas price event at a gas station. You can also take the press with you. Go shopping and do a press event about the high cost of food at a supermarket.

Do events that show you understand real people and what is going on in their lives. Work for an afternoon at a small business; go on patrol with the local police or neighborhood watch. Meet with parents at the daycare center, or do an event at a home where parents don't have daycare. Spend part of a day with a minimum-wage worker or go job hunting with a worker who lost his or her job due to outsourcing. Go on a work commute with a exurban commuter. Press conferences at hotels or in rooms with curtains as a background won't help you tell your story. Find backgrounds for these events that help you tell the story in print, on TV, or in your own video.

Do you make sense what can be done - And will you work for them?

Use your visuals to help sell your plan. Do your RX press event in front of or in a friendly Drug store or at a senior center. Have the seniors bring their pill bottles. Present your outsourcing proposal in front of a closed down plant. Talk about food safety at a local farmers market. Present your education plan at a school. Meet with the people who are affected. Events with real people also provide the press with easily accessible third-party verifiers that you get it.

How is your opponent different?

Go to places where your opponent's or his supporters' policies made a negative difference. It can be in front of a school your opponent voted against – if it were up to him, this school would have never been built. Go to a place where a new road or reservoir should have been built. Use visuals to help illustrate their bad policies – 117 rubber ducks can help show how your opponent votes denied 117,000 kids healthcare in our state. Also showcase the people affected. Do an event with first responders who don't have the equipment they need. Go to a street with foreclosure signs to talk about subprime mortgages. Do a \$5 brown bag or hotdog fundraiser at the same time to contrast with your opponent's country club or lobbyists event.

You should think about how to tell your story visually as part of the planning process. An event about the economic woes of middle-class families works visually if you meet with them and look at their bills at their kitchen table. Tie the media to an event or time of year. A press event about the high cost of college education is more visually compelling if it's done in the

driveway at a home of a family sending a child off to college. A car packed with belongings helps tell the story. One way to check the effectiveness of a visual is whether a video of the event works with the sound off, or whether a photo tells a story with no accompanying explanation.

YouTube and the Internet now allow you to make any event a visual event. Even print reporters will appreciate looking at video. Invest in a video camera and use it.

Campaign Calendar

This calendar is designed to help plan events. It lists occasions and anniversaries that offer a chance to make news or participate in conversations that people will be having anyway. Some are landmark events like Hurricane Katrina hitting New Orleans. Others are more routine: monthly publication of wages, unemployment rates and consumer prices. Many of these will be covered in the news and you can be prepared to connect them to your campaign. Others may not, and so provide you an opportunity to make your own news and connect to the issues most important to your voters.

For the most recent updates to this calendar, go to ourfuture.org/econtalk

Campaign Calendar 2008

March 2008			
Date	Event	Type	Issue
1	House passes the Employee Free Choice Act - HR800 (it later dies in the Senate) (2007)	Legislative	Trade
2	UN Report states Iraq has no WMD (2004)	Anniversary	Security
3	Ex-Rep Duke Cunningham (R-Calif) sentenced for bribery (2006)	Anniversary	American Government
4	President Clinton bans human cloning (1997)	Anniversary	Other
5	Nuclear Nonproliferation Treaty goes into effect (1970)	Anniversary	Security
7	U.S. Employment Situation Published-Monthly	Data	General Economy
9	Senate Republicans filibuster Implementing Recommendations of the 9/11 Commission S4 (2007)	Legislative	Security
10	Nuclear Nonproliferation Act signed by US (1978)	Anniversary	Security
11	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
12	Color code threat level system unveiled (2002)	Anniversary	Security
12	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
16	My Lai Massacre (1968) (40th anniversary)	Anniversary	Security
17	St. Patrick's Day	Holiday	Other
18	Terri Schiavo's feeding tube removed (2005)	Anniversary	Health Care
18	Producer Price Index Published- Monthly	Data	General Economy
19	Iraq War Began (2003)	Anniversary	Security
19	Metropolitan Area Employment and Unemployment Published (Jan. 2008)	Data	General Economy
21	Mass Layoffs Published- Monthly	Data	General Economy
23	Norris-LaGuardia Act strengthening workers' rights (1932)	Legislative	Trade
23	Easter	Holiday	Other
24	Exxon Valdez Oil Spill (1989)	Anniversary	Environment
25	500K person Immigration protest in LA (2006)	Anniversary	Immigration
26	Vietnam Veterans' Memorial dedicated (1982)	Anniversary	Security
27	Bush signs Campaign Finance Reform (2002)	Legislative	Taxes
28	Personal Income and Outlays Published-Monthly	Data	General Economy
28	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy

Campaign Calendar 2008

April 2008			
<i>Official Month of: Child Abuse Prevention, Autism Awareness, Alcohol Awareness, Financial Literacy, Cancer Control, Donate Life, Youth Sports Safety, Occupational Therapy, Uninsured Week (April 27-May 3)</i>			
Date	Event	Type	Issue
2	Metropolitan Area Employment and Unemployment Published (Feb. 2008)	Data	General Economy
4	Martin Luther King, Jr. Assassinated (1968)	Anniversary	Civil Rights
4	U.S. Employment Situation Published- Monthly	Data	General Economy
7	US Troops capture Baghdad (2003)	Anniversary	Security
8	Job Opening and Labor Turnover Published- Monthly	Data	General Economy
8	"Vets for Freedom" Hill Day	Event	Security
9	US Civil War ends (1865)	Anniversary	Civil Rights
12	FDR dies (1945)	Anniversary	American Government
15	Lincoln dies (1865)	Anniversary	American Government
15	Producer Price Index Published- Monthly	Data	General Economy
15	Tax Day	Event	Taxes
16	Virginia Tech massacre (2007)	Anniversary	Education
18	Senate Republicans filibuster Medicare Prescription Drug Negotiation - S3 (2007)	Legislative	Health Care
18	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
19	Oklahoma City Bombing (1995)	Anniversary	Security
20	Columbine High School Killings (1999)	Anniversary	Education
22	Earth Day	Holiday	Environment
23	Mass Layoffs Published- Monthly	Data	General Economy
28	Abu Ghraib torture and prisoner abuse story breaks (2004)	Anniversary	Security
28	Housing Vacancies Published Q1 2008	Data	Housing
29	Bush & Cheney testify before 9/11 Commission (2004)	Anniversary	Security
29	Metropolitan Area Employment and Unemployment Published (Mar. 2008)	Data	General Economy
30	Employment Cost Index released - Q1 2008	Data	General Economy
30	Vietnam War ends (1975)	Anniversary	Security
30	Corporate earning reports for 1 st quarter released (usually starting in 3 rd week)	Data	General Economy, Energy

Campaign Calendar 2008

May 2008			
<i>Official Month of: Asian Pacific American Heritage, Jewish American Heritage, Historic Preservation, Foster Care, Clean Air, Asthma and Allergy Awareness, Mental Health, Physical Fitness and Sports, Older Americans</i>			
Date	Event	Type	Issue
1	Bush "Mission Accomplished" Speech (2003)	Anniversary	Security
1	Bush Vetoes Timetable for Withdrawal (2007)	Legislative	Security
1	Personal Income and Outlays Published-Monthly	Data	General Economy
2	U.S. Employment Situation Published- Monthly	Data	General Economy
8	V-E Day (1945)	Anniversary	Security
9	Guantanamo Bay hits peak population of 680 detainees (2003)	Anniversary	Security
11	Mother's Day (100th observance)	Holiday	Other
15	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
16	Cheney Energy Task Force submits recommendations (2001)	Anniversary	Environment
16	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
17	Supreme Court rules in Brown v. Board of Education (1954)	Anniversary	Civil Rights, Education
20	Producer Price Index Published- Monthly	Data	General Economy
22	Mass Layoffs Published- Monthly	Data	General Economy
25	Raising the Minimum Wage - HR2 signed into law (2007)	Legislative Anniversary	General Economy
26	Memorial Day	Holiday	Other
28	Bush signs 2nd major tax bill into law (2003)	Legislative Anniversary	Taxes
29	Metropolitan Area Employment and Unemployment Published (Apr. 2008)	Data	Trade
29	JFK Birthday	Anniversary	American Government
30	Personal Income and Outlays Published-Monthly	Data	General Economy

Campaign Calendar 2008

June 2008			
<i>Official Month of: Homeownership, Gay & Lesbian Pride, Children's Awareness, Home Safety, Safety, Vision Research</i>			
Date	Event	Type	Issue
6	U.S. Employment Situation Published- Monthly	Data	General Economy
7	Bush signs \$1.35 trillion tax cut for the wealthy into law (2001)	Legislative anniversary	Taxes
10	Three Guantanamo detainees commit suicide (2006)	Anniversary	Security
10	Job Opening and Labor Turnover Published- Monthly	Data	General Economy
15	Father's Day	Holiday	Other
16	Quarterly Financial Report - Manufacturing, Mining, and Wholesale Trade Q1 2008	Data	Trade
17	Watergate arrests (1972)	Anniversary	American Government
17	Producer Price Index Published- Monthly	Data	General Economy
20	Iraqi Natl Sec Adviser: US should be out of Iraq by end of 07 (said in 2006)	Anniversary	Security
20	Bush vetoes Life-Saving Stem Cell Research bill - HR3 (2007)	Legislative Anniversary	Health Care
20	Mass Layoffs Published- Monthly	Data	General Economy
20	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
22	GI Bill signed into law (1944)	Legislative Anniversary	Education, Health Care, Security
26	Senate Republicans filibuster Employee Free Choice Act (2007)	Legislative Anniversary	Worker rights
27	Personal Income and Outlays Published- Monthly	Data	General Economy
28	Sovereign Power to the Iraqi Interim Government (2004)	Anniversary	Security
29	U.S. Supreme Court rules that detainees are protected under Geneva Convention (2006)	Anniversary	Security

Campaign Calendar 2008

July 2008 <i>Official Month of: Recreation and Parks Month, UV Safety</i>			
Date	Event	Type	Issue
2	Civil Rights Act signed into law (1964)	Legislative anniversary	Other
5	National Labor Relations Act signed into law (1935)	Legislative anniversary	Trade
6	George W. Bush's Birthday (1946)	Anniversary	Other
7	G-8 Summit in Japan (7/7 - 7/9)	Event	Trade
8	Metropolitan Area Employment and Unemployment Published (May 2008)	Data	Trade
9	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
9	Quarterly Financial Report - Retail Trade Q1 2008	Data	Trade
15	Producer Price Index Published- Monthly	Data	General Economy
18	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
22	9/11 Commission issued report (2004)	Anniversary	Security
23	Mass Layoffs Published- Monthly	Data	General Economy
24	Housing Vacancies Published - Q2 2008	Data	Housing
27	Nixon impeached (1974)	Anniversary	American Government
30	Medicare & Medicaid signed into law (1965)	Legislative anniversary	Health Care
30	Metropolitan Area Employment and Unemployment Published (June 2008)	Data	Trade
31	House passes Wage Discrimination Act - HR2831 (2007) (Awaiting Senate Vote)	Legislative anniversary	General Economy
31	Employment Cost Index released - Q2 2008	Data	General Economy
	Corporate earning reports for 2 nd quarter released (usually starting in 3 rd week)	Data	General Economy, Energy

Campaign Calendar 2008

August 2008			
<i>Official Month of: Back to School, Immunization Awareness, Inventors</i>			
Date	Event	Type	Issue
1	U.S. Employment Situation Published- Monthly	Data	General Economy
2	Central American Free Trade Agreement (CAFTA) signed into law (2005)	Legislative Anniversary	Trade
2	Declaration of Independence official signing (1776)	Anniversary	American Government
3	Implementing 9/11 Commission's Recommendations - HR1 signed into law (2007)	Legislative Anniversary	Security
4	Personal Income and Outlays Published- Monthly	Data	General Economy
6	Voting Rights Act signed into law (1965)	Legislative Anniversary	Other
6	Atomic bomb dropped on Hiroshima (1945)	Anniversary	Security
9	Atomic bomb dropped on Nagasaki (1945)	Anniversary	Security
9	Nixon resigns (1974)	Anniversary	American Government
12	Job Opening and Labor Turnover Published- Monthly	Data	General Economy
14	New York City blackouts (2003)	Anniversary	Energy, Investment
14	Social Security signed into law (1935)	Legislative Anniversary	General Economy
15	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
19	Producer Price Index Published- Monthly	Data	General Economy
22	Mass Layoffs Published- Monthly	Data	General Economy
25	Hurricane Katrina hits Florida (2005)	Anniversary	Environment, Housing
25	Democratic National Convention in Denver (8/25 - 8/28)	Election	Election
27	Metropolitan Area Employment and Unemployment Published (July 2008)	Data	General Economy
29	Hurricane Katrina hits New Orleans and Mississippi (2005)	Anniversary	Environment, Housing
29	Personal Income and Outlays Published- Monthly	Data	General Economy
31	I-35 Bridge collapses in Minneapolis (2007)	Anniversary	Investment

Campaign Calendar 2008

September 2008			
<i>Official Month of: Food Safety Education, College Savings, Alcohol & Drug Addiction Recovery, Cholesterol Education, Ovarian Cancer Awareness, Childhood Cancer Awareness, Healthy Aging</i>			
Date	Event	Type	Issue
1	Labor Day	Holiday	Other
2	Bush's Brownie "Heckuva Job" speech (2005)	Anniversary	Security
2	V-J Day (1945)	Anniversary	Security
5	U.S. Employment Situation Published- Monthly	Data	General Economy
8	Nixon Pardoned by Ford (1974)	Anniversary	American Government
8	Quarterly Financial Report - Manufacturing, Mining, and Wholesale Trade - Q2 2008	Data	Trade
9	Job Opening and Labor Turnover Published- Monthly	Data	General Economy
11	9/11 Terrorist Attacks (2001)	Anniversary	Security
12	Producer Price Index Published- Monthly	Data	General Economy
14	Bush signs Honest Leadership, Open Government Act into law (2007)	Legislative Anniversary	American Government
19	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
23	Mass Layoffs Published- Monthly	Data	General Economy
26	US-Oman Free Trade Agreement signed into law (2006)	Legislative Anniversary	Trade
26	Presidential Debate in SC (Domestic Policy)	Event	Election
27	The College Cost Reduction and Access Act - HR2669 signed into law (2007)	Legislative Anniversary	Education
28	Tom DeLay indicted by TX grand jury (2005)	Anniversary	American Government
29	Rep. Mark Foley resigns (2006)	Anniversary	American Government
29	Chief Justice John Roberts confirmed (2005)	Anniversary	American Government
29	Personal Income and Outlays Published- Monthly	Data	General Economy
29	Rosh Hashanah (sundown)	Holiday	Other
30	Metropolitan Area Employment and Unemployment Published (Aug. 2008)	Data	General Economy

Campaign Calendar 2008

October 2008

Official Month of: Breast Cancer Awareness, Domestic Violence, AIDS Awareness History, Energy Awareness, Disability Employment Awareness, Crime Prevention, Computer Learning, Gay & Lesbian History, Down Syndrome Awareness, Campaign for Healthier Babies, Healthy Lungs

Date	Event	Type	Issue
3	Bush vetoes the Children's Health Insurance Reauthorization Act of 2007 for the first time - HR976 (2007)	Legislative Anniversary	Health Care
3	U.S. Employment Situation Published- Monthly	Data	General Economy
6	Tom DeLay admonished by Ethics Committee on 3 issues (2004)	Legislative Anniversary	American Government
7	US invades Afghanistan (2001)	Anniversary	Security
7	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
8	Quarterly Financial Report - Retail Trade Q2 2008	Data	Trade
8	Yom Kippur (sundown)	Holiday	Other
9	Afghan elections (2004)	Anniversary	Security
11	Congress approves use of force against Iraq (2002)	Legislative Anniversary	Security
13	Columbus Day	Holiday	Other
15	Producer Price Index Published- Monthly	Data	General Economy
19	Saddam Hussein trial begins (2005)	Anniversary	Security
21	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
22	Mass Layoffs Published- Monthly	Data	General Economy
24	House passes Patriot Act (2001)	Legislative Anniversary	Security
26	Bush signs Patriot Act into law (2001)	Legislative Anniversary	Security
28	Dedication of the Statue of Liberty (1886)	Anniversary	Immigration
28	Lewis "Scooter" Libby indicted in Plame affair (2005)	Anniversary	Security
28	Housing Vacancies Published - Q3 2008	Data	Housing
29	Metropolitan Area Employment and Unemployment Published (Sep. 2008)	Data	Trade
31	Congress passes Making Trade Work for All Americans: The Trade and Globalization Assistance Act - HR3920 (Bush has threatened to veto the bill) (2007)	Legislative Anniversary	Trade
31	Personal Income and Outlays Published-Monthly	Data	General Economy
31	Halloween	Holiday	Other
31	Employment Cost Index released - Q3	Data	General Economy
	Corporate earning reports for 3 rd quarter released (usually starting in 3 rd week)	Data	General Economy, Energy

Campaign Calendar 2008

November 2008 <i>Official Month of: Adoption, Diabetes, Alzheimer's Disease, American Indian Heritage, Lung Cancer Awareness, Pancreatic Cancer Awareness, Hospice, Aviation</i>			
Date	Event	Type	Issue
4	Election Day	Election	Election
6	House overrides Bush Veto on the Water Resources Development Act - HR1495 (2007)	Legislative Anniversary	Investment
7	Congress passes the Employment Non-Discrimination Act - HR3685 (Awaiting Senate Vote. Bush has threatened to veto the bill) (2007)	Legislative Anniversary	Workers Rights
7	U.S. Employment Situation Published- Monthly	Data	General Economy
8	Senate overrides Bush veto on the Water Resources Development Act - HR1495 (2007)	Legislative Anniversary	Investment
11	Veterans Day	Holiday	Other
13	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
15	Congress passes Mortgage Reform and Anti-Predatory Lending - HR3915 (Awaiting Senate action) (2007)	Legislative Anniversary	Housing
18	Producer Price Index Published- Monthly	Data	General Economy
19	Lincoln's Gettysburg Address (1863)	Anniversary	Civil Rights
21	Mass Layoffs Published - Monthly	Data	General Economy
21	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
11	JFK's death	Anniversary	American Government
26	Personal Income and Outlays Published-Monthly	Data	General Economy
27	Independent 9/11 Commission established (2002)	Anniversary	Security
27	Thanksgiving	Holiday	Other

Campaign Calendar 2008

December 2008			
<i>Official Month of: Safe Toys & Gifts, Drunk and Drugged Driving Prevention</i>			
Date	Event	Type	Issue
6	Senate Republicans filibuster "AMT Relief Bill" Temporary Tax Relief Act of 2007 HR3996 (2007)	Legislative Anniversary	Taxes
8	Medicare Part D signed into law (2003)	Legislative Anniversary	Health Care
8	North American Free Trade Agreement (NAFTA) signed into law (1993)	Legislative Anniversary	Trade
8	Quarterly Financial Report - Manufacturing, Mining, and Wholesale Trade	Data	Trade
9	Job Opening and Labor Turnover Published-Monthly	Data	General Economy
12	Head Start Reauthorization - HR1429 signed into law (2007)	Legislative Anniversary	Education
12	Bush vetos Revised Children's Health Insurance Program Reauthorization for the second time - HR3963 (2007)	Legislative Anniversary	Health Care
12	US Supreme Court hands down decision in Bush v Gore (2000)	Anniversary	American Government
12	Producer Price Index Published- Monthly	Data	General Economy
14	US-Peru Trade Agreement signed into law (2007)	Legislative Anniversary	Trade
19	Congress passes the Consumer Product Safety Modernization Act - HR4040 (Awaiting Senate vote) (2007)	Legislative Anniversary	Trade
19	Revised Energy Independence and Security Act - HR6 signed into law (2007)	Legislative Anniversary	Energy
19	Regional and State Employment and Unemployment Published- Monthly	Data	General Economy
19	Mass Layoffs Published- Monthly	Data	General Economy
21	Hanukkah begins (sundown)	Holiday	Other
24	Personal Income and Outlays Published-Monthly	Data	General Economy
25	Christmas	Holiday	Other
26	Temporary Tax Relief Act of 2007 signed into law - HR3996 (2007)	Legislative Anniversary	Taxes
26	Kwanzaa begins	Holiday	Other
31	New Year's Eve	Holiday	Other