

Top Ten Tips for Targeting (math eventually required)

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1. Think Like a Math Major

- ▶ Votes Needed to Win
- ▶ Cost-per-Vote-Gained
- ▶ Efficiency
- ▶ Coverage
- ▶ Yield



2. Disaggregate Your Voter Groups

- ▶ Direct Voter Contact
- ▶ Broadcast
- ▶ Coverage | Efficiency Trade-off



3. Consider New Technologies

- ▶ Keep a Critical Eye....
- ▶ ... and an Open Mind



4. School Yourself in Survey Research

- ▶ Constantly Evolving Methods
- ▶ Raging Controversies
- ▶ Questionnaire Development
- ▶ The Limits of Survey Research
- ▶ Pollster.com (now on HuffPost)



5. Take a Class in Statistics

- ▶ The True Meaning of the “Margin of Error”
- ▶ Communicating with Your Pollster



6. Read a Book about Probability

- ▶ The Basis of Data Mining
- ▶ The Hidden Problem with CrossTabs



7. Listen to the Whole Team

- ▶ Stovepipe Problems
- ▶ The Joy of Conference Calls



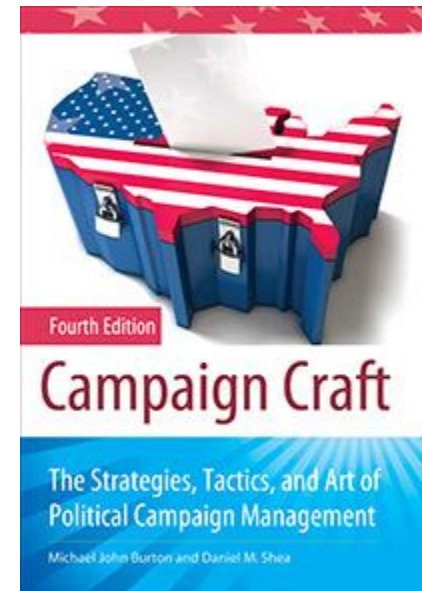
8. Think about the Nature of Strategy

- ▶ Political Strategy as “an upward spiral of measure, countermeasure, and counter-countermeasure, in which new strategies give rise to new political electoral environments, and vice versa.”
- ▶ It is...
 - ▶ Art
 - ▶ Science
 - ▶ Craft



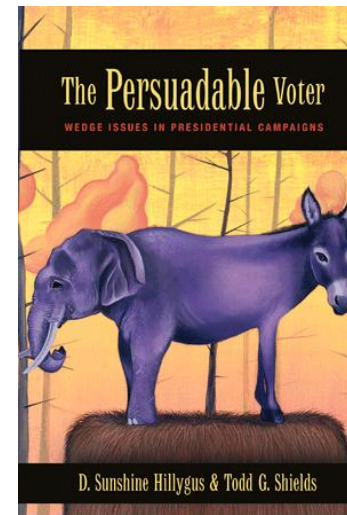
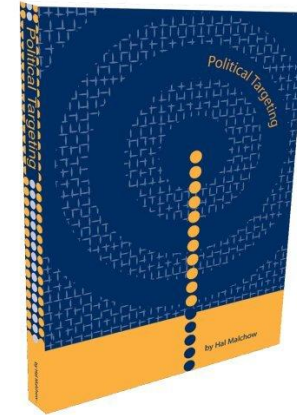
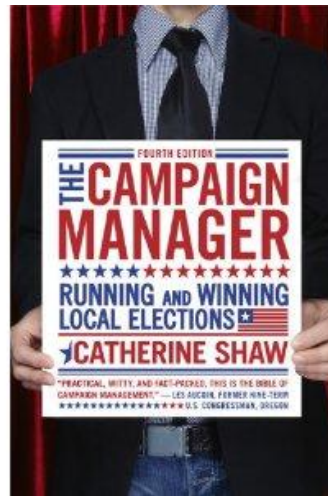
9. Beware of Shameless Plugs

- ▶ Available in English and Korean
- ▶ *Not Available in Bookstores Near You*



10. Learn from the Best

- ▶ Hal Malchow
- ▶ Catherine Shaw
- ▶ Sunshine Hillygus & Todd Shields



11. Look for a Bonus Quote

- ▶ “However beautiful the strategy, you should occasionally look at the results.” – *attributed to Winston Churchill*

