

ELECTION 2024

LOOKING BACK AND AHEAD

Every four years, Americans head to the polls to vote for the candidates of their choice. Some say that the 2024 election is the most consequential in our lifetime. Join us this fall for a series of lectures that reflects back on politicians, presidents and issues from the past, and forecasts what may be in store for 2025 and beyond.

All lectures are free and open to the public. They are held on Thursdays at 2 p.m. at Cedar Crest, 1702 South River Road in Janesville. Free parking available. Visit our website at uww.edu/ce/cedar-crest for more information.

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If you have a disability and desire accommodations, please advise us as early as possible.

Requests are confidential. UW-Whitewater provides equal opportunities in employment and programming including Title IX and ADA requirements.

Please contact Kari Borne at 262-472-1003 or bornek@uww.edu for further information.

Cedar Crest  University of Wisconsin
Whitewater

SEPTEMBER

- 26** **The Inaugural Address: A Look Back at Four of the Greatest Inaugural Addresses in American History**
Richard Haven, professor emeritus, Communication
This lecture will examine inaugural addresses by Thomas Jefferson, Abraham Lincoln, Franklin D. Roosevelt and John F. Kennedy, and demonstrate just how influential and impactful these addresses were then and how they continue to influence Americans well after the era in which they were delivered.

OCTOBER

- 3** **"I Like Ike:" Looking Back at the Intersection of Cold War Politics, Mid-Century Celebrity, and Hollywood Glamour at the Dawn of the TV Age**
Anna Hajdik, lecturer, Literature, Writing, and Film
When Dwight D. Eisenhower is mentioned, 'glamor' is usually not the first adjective that comes to mind. On the contrary however, as a presidential candidate, Eisenhower benefited significantly from his fame as a military hero and his popularity among Hollywood's elite. This talk will delve into Eisenhower's 1952 campaign, one of the first to successfully utilize television as a campaign communication strategy. It will also explore the co-mingling of presidential politics and the entertainment industry in the 1950s, a potent combination that remains highly seductive to American voters well into the 21st century.
- 10** **The Founding Fathers Did Not Trust You: A Look at the Electoral College**
David McKay, senior lecturer, History
Every four years, like clockwork, the American political system melts down over the Electoral College, a body the Founding Fathers imposed between voters and the president when they wrote the Constitution. No other elected office in the United States has such a cumbersome and counter-intuitive method of determining the winner of elections, and no other elected office routinely ends up seeing the loser of the popular vote sworn into power – something that has happened with more than 10% of all American presidents. The fact that this institution exists at all is a testament to how much the Founding Fathers did not trust you, the common voter, to select the winner of the highest office in the land without getting it wrong. And the fact that most Americans have no idea why it exists or how it works (or doesn't) tells you just how much things have changed since the late 18th century. As we head into what will no doubt be another hotly contested presidential election, join us to explore the origins and mechanics of this misunderstood institution.
- 17** **The Politics of News**
Keith Zukas, associate professor, Communication
To get the most out of our news diet in America, it is important to understand the industry that shapes the political coverage we consume. This lecture will discuss the historical underpinnings that have created the current media environment in the U.S. and explain why political news is reported in specific formats. Attendees will get a crash course in media literacy that will give them the tools to organize the plethora of political information that overwhelms the public during election season.
- 24** **Election 2024: What to Expect (opinion polling, etc.)**
Eric Loepp, associate professor, Politics, Government, and Law
Description TBD

