Electing a Democratic President:
South Carolina in 2008

The Honorable Jim Clyburn, U.S. House of Representatives
Joe Erwin, Chair, South Carolina Democratic Party
April 20, 2006
Passing the Test

• South Carolina meets the criteria
• South Carolina has the ability to implement a Presidential Primary
• South Carolina’s Primary is a REAL Primary
• South Carolina knows how to use the Primary as a Party-builder
South Carolina Makes Sense

• Racially and Ethnically Diverse
  – 29.6% African-American population; 655,000 voters
  – African-American participation in 2004 Presidential Primary: 49%
  – Formal Hispanic outreach program to S.C.’s 2.9% Hispanic population; 13,000+ registered…and growing
  – S.C. has always exceeded diversity goals for delegation to Democratic National Convention; S.C. had its 1st Hispanic alternate in 2004
South Carolina Makes Sense

• Geographic and Economic Diversity
  – Deep South state adds geographic diversity to pre-window period
  – S.C. is representative of many Southern states – and Democratic households across the country – with low per capita incomes: in 2005, S.C. ranked 43rd in per capita income, at just over $28,000 per household
South Carolina Makes Sense

• **Ideal Size, Situation for “Retail Politics”**
  – Candidates can travel by car to EVERY media market in a single day
  – 3 primary DMAs reach 1.5 million households
  – Media cost is relatively inexpensive: CPP in 3 primary DMAs is $38, $60, and $106
  – Ideal place to test television and radio targeted at specific, yet diverse, audiences; results can inform more expensive buys elsewhere later in the process
South Carolina Makes Sense

- Our Primary is funded by the SCDP, not by the State of South Carolina, which means:
  - DNC & SCDP are in control of the process
  - We’re not dependent on legislative changes or approvals
  - Greater date/day flexibility than most states
  - No chance that the state government will fail to fund the primary
We Know How To Do It

• Pre-clearance from the U.S. Department of Justice was received for our 2004 Primary; no doubt we would receive it again

• We have a proven record of success – in 2004 we raised the money, created the organization and recruited the volunteers
We Know How To Do It

In our 2004 Primary, every Democratic voter had an opportunity to cast a ballot and have it counted fairly.
We Know How To Do It

• For the 2004 Primary, we:
  – Appointed Statewide and County-level Primary Chairs and Legal Chairs
  – Opened ALL of S.C.’s 1,956 polling locations
  – Recruited 6,000 volunteers to work 7am-7pm
  – Raised double the $250,000 funding needed

• 2004 Results
  – Hard to distinguish our Primary from usual state-run elections
  – 300,000 votes cast (all-time record)
We Know How To Do It

• We took responsibility *and* worked together
  – Used the Iowa State Party’s “Rapid Response” software, and got terrific advance and on-site support from their staff & leadership
  – DNC staff and resources were utilized appropriately, optimizing your investment in our state
  – Engaged professionals as needed to coordinate media, candidates and Democratic leaders, and helping us make the most of this opportunity
We Know How To Do It

• In the end, we kept our commitment to the DNC, the candidates and the voters:
  – Every voter had the opportunity to participate
  – No precincts were combined
  – The 12-hour voting window was not abbreviated
  – The vote was accurately counted and reported…with results by 9:30 that night
WITH A SOUTH CAROLINA PRIMARY IN THE PRE-WINDOW…

EVERYONE WINS
WITH SOUTH CAROLINA, THE DNC WINS

- S.C. Democratic voters truly represent the “big tent” nature of the Party; helps produce a stronger nominee who can win in November
- Supports down-ballot Democrats and grows the Party
- Engages constituencies key to the Party’s future – YD’s, Hispanics, Veterans
- Shows up the Republicans on what they think is their “home turf” – *win here, and it matters more*
WITH SOUTH CAROLINA, THE CANDIDATES WIN

• Small state allows more voter contact & one-on-ones
• Ability to test, develop message early with diverse population
• 3 major cost-effective media markets
• Better seasonal weather for campaigning
WITH SOUTH CAROLINA,
THE SCDP WINS

• Builds the Party and invigorates the grassroots
• Builds our Voter File with Democrats, and with Independents who respond to our message… who we can flip
• With so many low-dollar contributors funding the Primary, it builds our small donor base
• Ripple effect – visibility of Democrats moves like-minded but uninvolved people to participate
A BIG OPPORTUNITY
FOR DEMOCRATS...

AND THE CHANCE TO
CHANGE AMERICA
A BIG OPPORTUNITY

- South Carolina is a bluer state than it was:
  - 2004: Bush wins 59% of the vote
  - June 2005: Bush approval in S.C. at 48%
  - April 2006: Bush approval in S.C. at 39%
- Bush’s disapproval rate in S.C. is now 57% -- among the highest in the Deep South states
- Clearly, we have an opportunity to capitalize on and continue that trend in 2008
- It’s working already: 5 special elections, and Democrats are winning
South Carolina 2008

• We don’t merely meet the criteria; we’re an optimal combination of all the factors
• Racial, ethnic and economic diversity
• Size and composition great for campaigning
• We’re battle-tested with a record of success

WE’LL MAKE YOU PROUD – AND WE’RE READY TO GO!
South Carolina Democrats are excited about 2008