

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. Scan the QR code below for more information.

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.

SEPTEMBER

- 26** The Inaugural Address: A Look Back at Four of the Greatest Inaugural Addresses in American History
*Richard Haven, professor emeritus
Communication*

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*
- 10** The Politics of News
*Keith Zukas, associate professor
Communication*
- 17** The Founding Fathers Did Not Trust You: A Look at the Electoral College
*David McKay, senior lecturer
History*
- 24** The Promise and Potential of the 2024 Presidential Election
*Eric Loepp, associate professor
Politics, Government, and Law*



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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 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.

17 The Founding Fathers Did Not Trust You: A Look at the Electoral College

David McKay, senior lecturer, History

Every four years the American political system melts down over the Electoral College. Only the presidential race has such a cumbersome method of determining the winner of elections, one that more than 10% of the time ends up seeing the loser of the popular vote sworn into power (as recently as 2016). The fact that this institution exists at all demonstrates how much the Founding Fathers did not trust you, the common voter, to fill the most powerful office in the land without getting it wrong. As we head into another hotly contested election, join us to explore the origins and mechanics of this misunderstood institution.

24 The Promise and Potential of the 2024 Presidential Election

Eric Loepf, associate professor, Politics, Government, and Law

The 2024 presidential election features yet another political first: the last two presidents running against each other to see who will win their term over the last three elections. As Americans consider their decision about America's political future, it is easy to be overwhelmed by the loud, negative messages that swirl around us. Yet political conversations need not be polarized, and predictions need not be politically motivated. Come join us for a civil, data-informed analysis of the presidential election this fall. We will discuss strategies shaping the final weeks of the campaigns, what to look out for on election night, and how this year's election will shape 2025 and beyond!

Cedar Crest



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