

Contents

Acknowledgments	ix
1 Campaigning to a Changing American Electorate	1
2 A Theory of Information-Based Advertising	17
3 Campaigning to Ethnic and Racial Minorities in the U.S.	31
4 Candidates' Advertising Strategies	53
5 Advertising Effects on the Latino Vote	84
6 The Consequences of an Information-Based Advertising Strategy	99
7 The Future of Ethnically Targeted Campaigns	138
8 Epilogue: The 2008 Campaigns	147
Appendix A: Coding the Advertisements	157
Appendix B: Constructing the Ad Exposure Variable	161
Appendix C: Voter Learning and Vote-Choice Model Specification	165
Notes	169
References	179
Index	191