PROGRESS REPORT:

The Democratic Strategist Magazine
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**Progress Report:**

*The Democratic Strategist Magazine*

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**I. Overview / Vision**

*The Democratic Strategist* is a web-based publication edited by three leading American political strategists and thinkers -- William Galston, Stan Greenberg and Ruy Teixeira (bios in Appendix 1). It seeks to provide a forum and meeting ground for the serious, data-based discussion of Democratic political strategy.

*The Democratic Strategist* has three quite unique editorial goals – (1) to provide an explicitly and unapologetically partisan platform for the discussion of Democratic political strategy, (2) to insist upon greater use of data and greater reliance on empirical evidence in strategic thinking and (3) to act as a neutral forum and center of discussion for all sectors of the Democratic community.

As The Democratic Strategists’ editorial philosophy states, the publication will be “proudly partisan, firmly and insistently based on facts and data and emphatically open to all sectors and currents of opinion within the Democratic community”.

As the three co-editors stated at the press conference that launched The Democratic Strategist,

We believe Democrats must begin to develop political strategies that look beyond the standard two- and four-year time horizons set by the American electoral calendar.

Right now there is no publication that brings together the latest solid research on public attitudes and social trends with extended, ongoing discussion of long-range Democratic political strategy. Academic journals provide empirical data but avoid political strategy while weekly opinion magazines discuss political strategy but do not have space to analyze serious empirical research on social currents on a continuing basis.
We see *The Democratic Strategist* as the place where these two currents can meet. *The Democratic Strategist* will be:

- Clearly focused on developing political strategies for promoting democratic candidates and issues, not just for the next election, but for the long-term. It will be proudly and avowedly partisan, aimed at achieving an enduring democratic majority.

- Firmly and insistently based on facts and data. It will seek strategies rooted in empirical research from the fields of public opinion research, political demography and other social sciences and will avoid empty rhetoric and abstract theorizing.

- Emphatically open to all sectors and currents of opinion within the Democratic Party. *The Democratic Strategist* will seek to create a shared venue and forum for the serious, sustained and ongoing discussion of long-term political strategy. In playing this role the magazine will strongly encourage discussion and debate and will not exclude any significant current of thought or point of view within the democratic community.

We believe that *The Democratic Strategist* will be a vitally important new initiative and we would like to invite you to become part of our effort from the very beginning.
II. The Initial Launch


The initial press conference and launch were covered by leading national commentators and media representatives including David Broder, Dan Balz, and Dana Milbank of the Washington Post; Ron Brownstein of the Los Angeles Times; and writers for the New York Times, Congressional Quarterly, and Roll Call. The magazine was also mentioned on CNN’s The Situation Room.
III. Writers and Roundtables

To date, The Democratic Strategist has run 6 major roundtable conferences – each involving two stages – along with a variety of stand-alone articles. These have added up to a total of over 70 significant editorial contributions from a very impressive range of authors.

Writers have included:

Academics
Alan Abramowitz—Emory University
Jacob Hacker—Yale University
Marc Hetherington—Vanderbilt University
Jonathan Krasno—Binghamton University
Akshay Rao—University of Minnesota, Carlson School of Management
Thomas Schaller—University of Maryland, Baltimore County
Elizabeth Warren—Harvard University Law School
Jonathan Weiler—University of North Carolina, Chapel Hill
Ralph Whitehead, Jr.—University of Massachusetts

Campaign Consultants and Pollsters
Andrew Claster—Penn, Schoen and Berland Associates
Daniel Gotoff—Lake Research Partners
Robert Griendling—Griendling Communications
Celinda Lake—Lake Research Partners
Thomas Riehle—RT Strategies
Jeremy Rosner—Greenberg Quinlan Rosner Research

Grassroots, Netroots, and Union Activists
Jerome Armstrong—MyDD.com
Jasmine Beach-Ferrara—The Progressive Project
Chris Bowers – Open Left
Robert Creamer – author of Stand Up Straight – How Progressives Can Win
Joan McCarver (McJoan) – Daily Kos
Chris Slevin—Public Citizen
Todd Tucker—Public Citizen
John Wilhelm—UNITE-HERE

Issue Consultants
Donna Brazile—Brazile Associates
Jim Grossfeld—union consultant
Heather Hurlburt—defense and foreign policy expert
Anne-Marie Slaughter—Princeton Project on National Security
Journalists
Ari Berman—The Nation
John Judis—The New Republic
Ezra Klein—The American Prospect
Harold Meyerson—The American Prospect
David Rieff—foreign policy expert

“New Democrat” and Neoliberal Thinkers
Kenneth Baer—Democracy
Andrei Cherny—Democracy
Al From – Democratic Leadership Council
Gary Hart—former U.S. Senator from Colorado
Elaine Kamarck—Harvard University, Kennedy School of Government

Think Tank Representatives
Robert Borosage—Campaign for America’s Future
Marc Grinberg—Truman Project on National Security
John Halpin—Center for American Progress
Jim Kessler—Third Way
Anne Kim—Third Way
Rachel Kleinfeld—Truman Project on National Security
Will Marshall—Democratic Leadership Council
Mark Schmitt—New America Foundation
Adam Solomon—Third Way
Matthew Spence—Truman Project on National Security
Paul Waldman—Media Matters

Roundtables have covered issues as diverse as

- The relationship between redistricting and political polarization
- The resonance of the Democratic economic message to the middle class
- Messaging strategy on national security
- Whether Democrats can abandon the South
- How to interest white-collar workers in unionization
- Swing vs. Base Voter Strategies in 2008
and writers have contributed articles on

- Defeating gay marriage bans by convincing swing voters to abstain
- What Democrats can learn from the academic discipline of marketing
- The roles of trade, national security, immigration, corruption, economic insecurity, swing districts, and GOTV in the 2006 election results
- How to win in the New South
- The importance of authoritarian attitudes in shaping political preferences
- Winning a Democratic majority in the long-run
- The case for closed primaries as the principal method of selecting presidential nominating delegates
- The risk of excessive base-voter focus in taking key issue positions in 2008
IV. The Daily Strategist Weblog

Since June of 2007 – when veteran weblog commentator Ed Kilgore become the Managing Editor of TDS – The Daily Strategist has published over 628 individual commentaries.

These commentaries have ranged from brief, link-rich notes and provocative coverage of this years’ presidential campaign to full-fledged strategic analyses of long-term Democratic strategy.

While Managing Editor Ed Kilgore has been the principal author, two regular and several occasional guest bloggers have contributed heavily as well. These include blogger J.P. Green’s coverage of labor and civil rights movement developments; Matt Compton’s analysis of internet innovations; and James Vega’s essays on social psychology and political marketing issues.

TDS has also showcased individual commentaries by the DLC’s Will Marshall, Emory University political scientist Alan Abramowitz and a number of other outside contributors.

This recent growth of the Daily Strategist has successfully produced a significant increase in TDS’ visibility, audience, and prestige.

- Traffic to the site has significantly increased (see below)
- Attributed links are up
- Requests for cross-posting and media interviews have vastly expanded

In fact, a variety of evidence shows that TDS is now regular reading for a broad cross-section of politically active Democrats (and some independents and Republicans) – particularly among top opinion-leaders – political journalists, advocates, political scientists, and online commentators.

To cite just one example, a recent post on John McCain’s message strategy was discussed twice at The New Republic Online, twice at Atlantic.com, and also at The Washington Monthly, the American Prospect, National Review Online, the Carpetbagger Report, Hullabaloo.com, along with a variety of secondary opinion outlets.
IV. Board of Advisors

Over 45 individuals including some of the most influential political commentators, campaign managers, opinion analysts, academic researchers and organizational leaders in Democratic politics have joined the magazine’s Board of Advisors.

Alan Abramowitz, Political scientist, Emory University
Michael Alvarez, Political scientist, California Institute of Technology
Jerome Armstrong, Founder, MyDD.com
Ron Asmus, Exec. Dir., Transatlantic Center of the German Marshall Fund
Kenneth Baer, Founding editor of Democracy: A Journal of Ideas
Mark Blumenthal, Pollster and proprietor of MysteryPollster.com
Sidney Blumenthal, Columnist, Salon.com and the Guardian of London
Heather Booth, Activist, consultant, and founder of Citizen Action
Robert Borosage, Co-director, Campaign for America’s Future
Chris Bowers, Political activist and blogger, MyDD.com
Maria Cardona, Principal, Dewey Square Group
Bill Carrick, Media consultant and political strategist
Andrei Cherny, Founding editor of Democracy: A Journal of Ideas
Tom Cosgrove, President, Cosgrove Group
Ivo Daalder, Senior fellow, Brookings Institution
Brad DeLong, Economist, University of California, Berkeley
Diane Feldman, President, Feldman Group
David Fenton, CEO, Fenton Communications
Anna Greenberg, Vice president, Greenberg Quinlan Rosner Research
Jacob Hacker, Political scientist, Yale University
Marty Kaplan, Associate Dean, USC Annenberg School of Communications
Michael Kazin, Historian, Georgetown University
Celinda Lake, President, Lake Research Partners
George Lakoff, Professor of Linguistics, Berkeley
Joe Lockhart, Founding partner, Glover Park Group
David Lublin, Political scientist, American University
Mike Lux, Founder, Progressive Strategies
Hal Malchow, President, MSHC Partners, Inc.
Jim Margolis, Senior partner, GMMB
Will Marshall, President and founder, Progressive Policy Institute
Mark Mellman, President and CEO, Mellman Group
John Mollenkopf, Political scientist and sociologist, CUNY Graduate Center
Guy Molyneux, Partner and senior VP, Peter D. Hart Research Associates
Minyon Moore, Principal, Dewey Square Group
Jonathan Nagler, Political scientist, New York University
Sam Popkin, Political scientist, University of California, San Diego
Steve Rosenthal, Co-founder, The Organizing Group
Jeremy Rosner, Senior vice president, Greenberg Quinlan Rosner Research
Mara Rudman, Senior partner, Quorum Strategies
Tom Schaller, Political scientist, University of Maryland, Baltimore County
Theda Skocpol, Graduate school dean and political scientist, Harvard University
Paul Waldman, Senior fellow, Media Matters for America
Michael Whouley, Founder, Dewey Square Group
Bill Zimmerman, President, Zimmerman and Markman
V. Media Recognition

TDS has established solid institutional and personal relationships with the editors and writers of the major political magazines and websites. Some of these individuals include David Broder, Ron Brownstein, Jonathan Cohn, Noam Scheiber, Ezra Klein, Matt Yglesias, and Chris Sullentrop among many others.

The Democratic Strategist’s roundtable on the Democrats’ economic message was cross-posted with a similar discussion in The American Prospect. Other articles have been discussed in

- The New York Times
- Washington Post
- Los Angeles Times
- Washington Monthly
- The New Republic
- The National Journal’s Hotline
- Talking Points Memo
- Daily Kos
- MyDD.com
- TPM Café
- National Review Online
- OpenLeft.com

The Democratic Strategist now receives a constant stream of requests for comments from our editors and managing editor on breaking issues and for interview appearances on radio and local market TV. Comments from the editorial team have appeared in outlets as diverse as Air America, Radio Minnesota, Public Radio International, the BBC, National Journal, The American Prospect, and MTVNews.com. And bylined guest commentary has been solicited by and provided to The New Republic Online and TalkingPointsMemo.com.
VI. AUDIENCE/TRAFFIC

- The Democratic Strategist website now regularly receives over 140,000 visits a month—up from 37,000 in May of 2007.

- Around 14,000 individuals now receive personalized e-mail updates and announcements from the managing editor which summarize and review major new content on The Democratic Strategist.

- There are now 4,500 subscribers who have signed up to receive regular e-mail updates of The Democratic Strategist's content. An unknown number of additional readers access this material via automatic (RSS) e-mail feeds.
VII. ORGANIZATIONAL INFORMATION

Legal Status
Because of its explicitly partisan character, the publication is legally organized as a standard Commercial Corporation rather than a nonprofit.

Management
The editorial management of The Democratic Strategist is under the sole control of the publication's three co-editors.

In June 2007, Ed Kilgore assumed the post of Managing Editor. He is supported by four content, administrative and technical support staffers.

Contact Information
Ed Kilgore: Managing Editor
Phone: (202) 465-0804
Email: editors@thedemocraticstrategist.org
VIII. Future Plans

A. Roundtable Conferences, Forums and Discussions

From its inception, TDS has been envisioned as a publication that would provide a firmly neutral meeting ground for every point of view within the Democratic coalition and a venue where data from opinion polling and other social science research would be given a respected, central role in the design of Democratic strategy.

The Democratic Strategist has to date conducted 6 major roundtables involving over 50 leading Democratic thinkers and strategists.

We believe that further Roundtable Conferences of this kind will be of critical importance because in the period after the 2008 election there is going to be a profound need for discussions on a whole series of critical long-term challenges facing Democratic political strategy – on specific political issues like immigration and Iraq as well as on how to manage the difficult tensions between demographic and ideological groups within the Democratic coalition – Obama supporters vs. Clinton supporters, centrists vs. progressives, beltway vs netroots, young vs old, blue collar traditionalists vs. the college-educated.

Some of the major subjects The Democratic Strategist will cover are shown below.

<table>
<thead>
<tr>
<th>Fixing the Democratic Message</th>
<th>Winning on the Issues</th>
<th>Building a Majority Coalition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defining Core Values and Governing Philosophy</td>
<td>Religion/Moral Values</td>
<td>Geography – Red States, Rural areas, Suburbs</td>
</tr>
<tr>
<td>Creating New Narratives</td>
<td>Economic Insecurity</td>
<td>Latinos</td>
</tr>
<tr>
<td>Defining the Role of Framing</td>
<td>War and Terrorism</td>
<td>Blue Collar - Professionals</td>
</tr>
<tr>
<td></td>
<td>Other Issues</td>
<td>Other Demographic groups</td>
</tr>
</tbody>
</table>
The following are some examples of the kind of forums and discussions TDS will seek to develop.

<table>
<thead>
<tr>
<th>Ongoing Dialogs among Democrats</th>
<th>Forums for Specialists in Particular Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centrists and Progressives</td>
<td>Latinos</td>
</tr>
<tr>
<td>Grassroots/Netroots and Beltway</td>
<td>Blue Collar Workers/Professionals</td>
</tr>
<tr>
<td>Political Scientists and other Social Scientists</td>
<td>Economic Issues</td>
</tr>
<tr>
<td>Pollsters and Users of Polling Data</td>
<td>War/Terrorism</td>
</tr>
<tr>
<td>Strategists and Communications Professionals</td>
<td>Message Development/Framing</td>
</tr>
<tr>
<td>Message Designers and GOTV Specialists</td>
<td>Advances in Polling Methodology</td>
</tr>
</tbody>
</table>

B. Strategy Memos, Strategy White Papers and Communications Campaigns

Since its first issue TDS has looked for ways to deepen and enhance the discussion of Democratic political strategy. A pressing need, we felt, was for a format that was (1) longer and more in-depth than standard web posts, (2) more consistently focused on strategy then the occasional 1,500-2,500 word articles that appear in the major political opinion magazines and (3) more deeply and insistently based on empirical data from polling and the social sciences.

We have defined three new formats that we believe can meet this challenge:

Strategy Memos – 2,000-3,000 word discussions of a single topic. Quite distinct from standard articles in both style and content, these would either propose specific strategic ideas or critique existing strategic approaches in particular areas. Although too short for systematic reviews of the data, these memos would reflect the current body of polling and other empirical information on the topic.

Strategy White Papers – 4,000-6,000 word (or longer) analyses. These would include significant empirical data and either (1) propose relatively structured and formalized strategic plans or (2) review fundamental long-term issues and problems facing Democratic strategy.

Democratic Communications Campaigns – these would provide “end to end” analyses – from background data on the public opinion environment regarding an issue to actual
rough mock-up’s and storyboards for media campaigns. We assume that these proposals would usually involve creative collaborations between political strategists and communications specialists.

The first TDS Strategy Memos appeared in December of 2007. In the coming months we expect to commission a series of further analyses making use of all of these formats.
I. Editor Biographies

Co-Editor William Galston is a Senior Fellow in Governance Studies at the Brookings Institution. Prior to joining Brookings in 2006, he was Saul Stern Professor in the School of Public Policy at the University of Maryland and director of the Institute for Philosophy and Public Policy. In the first two years of President Clinton’s administration, Galston served as the Deputy Assistant to the President for Domestic Policy. Other experience includes stints as issue director for Walter Mondale’s presidential campaign (1982-1984) and as senior advisor to Albert Gore, Jr., in both his 1988 run for the Democratic presidential nomination and 2000 presidential campaign. His recent writings include Public Matters (Rowman and Littlefield, 2005), The Practice of Liberal Pluralism (Cambridge, 2004), and “The Politics of Polarization” coauthored with Elaine C. Kamarck (Third Way, 2005).

Co-Editor Stanley B. Greenberg is Co-Founder of Democracy Corps and Chairman and CEO of Greenberg Quinlan Rosner Research. He has served as polling advisor to President Bill Clinton and Vice President Al Gore, Prime Minister Tony Blair, Presidents Nelson Mandela and Thabo Mbeki, Prime Minister Ehud Barak, German Chancellor Gerhard Schroeder, President Gonzalo Sánchez de Lozada of Bolivia and their national campaigns. Greenberg was strategic advisor to the John Kerry for President campaign.

Greenberg is author of the new book, The Two Americas: Our Current Political Deadlock and How to Break It, published by St. Martin’s Press, described by James Carville as “the most important book on American politics in my memory.” Greenberg is also the author of Middle Class Dreams.

Co-Editor Ruy Teixeira is a Senior Fellow at both the Center for American Progress and The Century Foundation, as well as a Fellow of the New Politics Institute. He has also held positions at the Economic Policy Institute, Brookings and the Progressive Policy Institute. He is the author or co-author of five books, including The Emerging Democratic Majority, America’s Forgotten Majority: Why the White Working Class Still Matters and The Disappearing American Voter, as well as hundreds of articles, both scholarly and popular. He also produces the nationally recognized political weblog Donkey Rising.

The Emerging Democratic Majority, written with John Judis (Scribner, 2002), was the most widely-discussed political book of that year and was selected as one of the best books of the year by The Economist magazine. Teixeira’s most recent writings include The Politics of Definition (with John Halpin) and The Next Frontier: A New Study of Exurbia.

Managing Editor Ed Kilgore is a Senior Fellow at the Progressive Policy Institute. Prior to joining TDS, he was Vice President for Policy at the Democratic Leadership Council, editor and principal author of the DLC’s New Dem Daily, a senior editor for Blueprint Magazine, editorial
page editor for The New Democrat Magazine, proprietor of the popular NewDonkey weblog, and a frequent political commentator in a wide variety of print and electronic media.

Kilgore was also a federal-state relations liaison and speechwriter for three governors of his home state of Georgia, and was Communications Director for U.S. Senator Sam Nunn. He’s served in the script and speechwriting operations of the last five Democratic National Conventions.