

Join Us for an  
Entertaining and Educational  
Presentation



# How Did Our Election Campaigns Get This Way?

by Barry Anderson

**October 7, 2016**  
**7:00 p.m.**

The U.S. was the first country in history founded not by military conquest or religious fervor, but by a small group of men who convinced the majority of people it should exist. The founding fathers understood the rules of effective public relations campaigns, and journalists were always integral to the process. But politics changed in the 1930s when Clem Whitaker and Leone Baxter, both from California, met by chance, formed a PR firm, and invented the modern negative media campaign. Anderson tells a fascinating story of the birth of the tactics evident today in every American election.



2403 N. Buffalo Bill Ave.  
North Platte, NE 69101  
308-534-5640