

Tuesday, March 18, 2008

EXPERTS

PODCASTS

VIDEO

EVENTS

SUBSCRIBE

Featured Videos

Expert Sources

Immigration Fellowship
Election 2008
Tipsheets
Faculty Op-Eds
Search All Experts

Campus News

myVU
Vanderbilt View
BlogVU
VU in the News
Science News
Medical News
Sports News
InsideVandy Student News
VUCast Home

Resources

TV Studio with Vyvx
Vanderbilt on iTunes U
Vanderbilt on YouTube
RSS News Feeds
Podcasts
Writing an Op-Ed
Radio
Photography
Media Fellowships
VU Names & Places
Grammar & Style Guide
Staff Biographies
Contact Us



About Vanderbilt

People Finder
VU Quick Facts
Directions to Campus
Webcams
Vanderbilt Home

News from Vanderbilt University

RSS

Democrats' negativity will strengthen eventual nominee, says VU professor

3-5-2008  



While some Democrats fear that the increasingly negative tone in the protracted battle for the Democratic presidential nomination will hurt the party's chances in November, a Vanderbilt University political scientist anticipates just the opposite.

John McCain could now face a much stronger opponent in the general presidential election, said Vanderbilt University political scientist [John Geer](#). "It appears that Hillary Clinton's negativity, including the 3 a.m. phone call ad, paid off in her recent primary wins," he said. "Many observers will say those tactics are bad for the electoral process, but voters need to know the weaknesses of Barack Obama as well as Clinton."

Geer, author of *In Defense of Negativity: Attack Ads in Presidential Campaigns*, thinks the 3 a.m. phone call ad was helpful because it started a conversation about whether Obama is ready to answer that type of call if he were president. In addition, Geer thinks Obama was put off stride by the recent attacks, and the NATFA issue will return in the general election.

"The Republicans are certain not to treat whoever is the Democratic nominee with kid gloves," Geer said. "These primary battles sharpen these Democratic candidates and provide the public even more information. It may not be pretty, but we need to poke and prod any candidate who wants to sit behind that big desk."

Media Contact: Ann Marie Deer Owens, (615) 322-NEWS
annmarie.owens@vanderbilt.edu

[Editor's note: To arrange an interview with Geer, a Distinguished Professor of Political Science, email john.g.geer@vanderbilt.edu.]

**VANDERBILT
NEWS SERVICE**
615-322-6397

Fax: 615-343-7708
After Hours: 615-322-2706
news@vanderbilt.edu

Baker Building
110 21st Avenue South
Suite 802
Nashville, TN 37203



[VUCast: News from Vanderbilt's news network for week of March 16](#)



[VUCast Special Report: Vanderbilt celebrates new chancellor](#)

**[Midsouth Emmy-Winning Video](#)**

Students from four Nashville universities boarded buses last January to retrace history with many of the original Freedom Riders from the 1960s. Watch this rolling history lesson, and hear first-hand from the civil rights leaders.

VU in the News

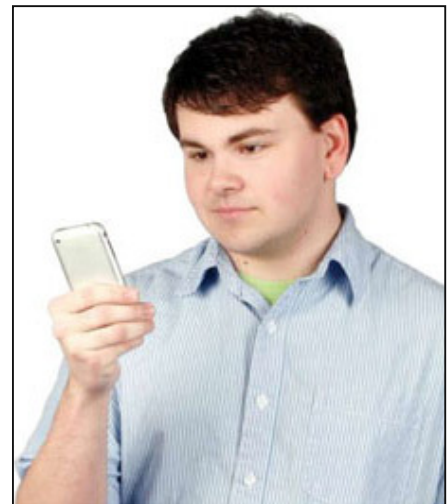


The Wall Street Journal: [Crisis highlights SEC's limits](#)

As Bear Stearns Cos. unraveled over the past several days, its primary regulator, the Securities and Exchange Commission, had few tools at its disposal to stem the crisis, a reality that could reignite the debate over how U.S. financial markets should be regulated. Hans Stoll, director of the Financial Markets Research Center, is quoted.

[More news clips >](#)

AlertVU



Win an iPhone

Register for AlertVU through March 21 to be eligible to win an iPhone.

You must sign up for AlertVU to be eligible. You may register only once.

AlertVU will replace MobileVU. MobileVU will be discontinued March 21.