

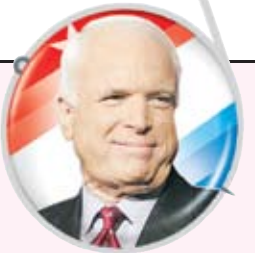








Candidates	 BARACK OBAMA	 HILLARY CLINTON	 JOHN McCAIN	 MITT ROMNEY	 MIKE HUCKABEE
Songs	<ul style="list-style-type: none"> ★ U2, "City of Blinding Lights" ★ Natasha Bedingfield, "Unwritten" ★ Curtis Mayfield, "Move on Up" ★ The Staples Singers, "I'll Take You There" 	<ul style="list-style-type: none"> ★ Tom Petty, "American Girl" ★ The Police, "Every Little Thing She Does Is Magic" ★ KT Tunstall, "Suddenly I See" ★ Celine Dion, "You and I" 	<ul style="list-style-type: none"> ★ Tom Petty, "I Won't Back Down" (Petty asked him to stop using it.) ★ Chuck Berry, "Johnny B. Goode" ★ Traditional, "Sweet Georgia Brown" ★ Duane Eddy, "Peter Gunn" theme 	<ul style="list-style-type: none"> ★ Elvis Presley, "A Little Less Conversation" ★ Alabama, "Dancin', Shaggin' on the Boulevard" ★ Brooks & Dunn, "Only in America" ★ Rascal Flatts, "Life Is a Highway" 	<p>(Plays bass guitar at campaign stops with a cover band called Capitol Offense and other groups)</p> <ul style="list-style-type: none"> ★ Lynyrd Skynyrd, "Free Bird" ★ Boston, "More Than a Feeling" ★ Robert Johnson/Eric Clapton, "Crossroads" ★ Wilson Pickett, "Mustang Sally"
Questions Is this a rockin' campaign or not?	<p>"Obama's not really rockin' out with his music. It's pretty mainstream." - SC, ad executive</p> <p>"How can you be an Afro-American male in his '40s and not have some funk or hip-hop? When I run for president, all my songs are going to be from James Brown." - HW, musician</p>	<p>"Hillary is rockin' here ... but nothing really outside the norm of pop-rock genre." -SC, ad executive</p> <p>"It's a mixed bag." - KN, professor</p>	<p>"Well, yeah. John's got some good ol' rock 'n' roll." - SC, ad executive</p> <p>"A few of these songs were written before 'rockin'' was even a term." - KN, professor</p>	<p>"He's rockin' in the Southern style with some country appeal. Pretty good for a guy from the north." - SC, ad executive</p> <p>"What's the country equivalent of rockin'? It's that." - KN, professor</p>	<p>"Huckabee is a rocker, literally. He's picked songs that are hard-driven, like him. They get people going." - SC, ad executive</p> <p>"In the sense that he is literally rockin' on bass at events, yes. So compared to virtually every other political candidate, he rocks. But compared to actual rockers, not so much." - KN, professor</p>
What's the message in this music?	<p>"(With) 'I'll Take You There' he's saying two things: 'I am a trustworthy guy, and let's hear it for the bass player!'" - HW, musician</p> <p>"Obama's people seem to be trying to reinforce his 'inspirational' credentials with these songs. With maybe the exception of the U2 song, they are all positive and punchy, and full of openness and possibility." - KN, professor</p>	<p>"She wants to be Petty's 'American Girl' and the girl in Tunstall's 'Suddenly I See.'" - SC, ad executive</p> <p>"They seem selected for the possible political message conveyed by the titles, something that she may have picked up from Bill Clinton's use of Fleetwood Mac's 'Don't Stop.'" - CR, musicologist</p>	<p>"The choices of the Republican candidates all seem designed to project a macho image." - CR, musicologist</p> <p>"This campaign seems to be going for simple appeal from the title or lyrics more than a unifying message. The theme doesn't seem coherent." - KN, professor</p>	<p>"(For 'Dancin', Shaggin' on the Boulevard)': 'Hey, I'm a Republican and I'm young. I've got the most presidential hair running.'" - HW, musician</p> <p>"Though I may seem very but-toned-up and wealthy, I am actually very much able to relate to the country-music listening base of the Republican Party." - KN, professor</p>	<p>"I'm not sure it's so much about messages in the music than the positive, uplifting songs themselves." - SC, ad executive</p> <p>"I know some songs that I can play on the bass. Cool, huh?' These choices don't have the obvious politically helpful titles or lyrics or theme." - KN, professor</p>
What is or isn't working?	<p>"He hit on some nice music selections and the lyrics fit very well with his main supporters in the African American community and urban liberals. He could have had a music selection with a little more Southern appeal." - SC, ad executive</p> <p>"His people might have read the U2 lyrics closer ('the more you see, the less you know' and 'I knew much more than I do now.')</p> <p>But at least he doesn't have anything by 'Obama Girl' in the lineup." - KN, professor</p>	<p>"Her campaign uses the fact that she could be the first woman president and be a part of history. Also, her songs are very middle America in age, ethnicity, gender and that's the core of voters." - SC, ad executive</p> <p>"The idea of picking a campaign theme song ('You and I') through online voting seemed very smart in an 'American Idol' way, but sadly, America chose a Canadian (make that French Canadian) performer doing a song used in Air Canada commercials." - KN, professor</p>	<p>"He probably just looked around to see what he had on the cassettes piled up in the glove box in his SUV." - SC, ad executive</p> <p>"Well, it seems that he 'backed down' to Tom Petty, which is too bad because the lyrics are great for McCain: 'You could stand me up at the gates of hell, but I won't back down.' Pure gold." - KN, professor</p>	<p>"These are really good songs and he did a good job on selection, but he could have stretched a bit. These are all roughly the same." - SC, ad executive</p> <p>"Overall, his people need to read the lyrics. Let's just say that the Elvis song doesn't exactly have a good LDS message. What does work is that they are all upbeat." - KN, professor</p>	<p>"It's male-centric and baby boomer focused. What white, 45-year-old middle American male didn't play 'Free Bird' on their air guitar?" - SC, ad executive</p> <p>"I guess maybe 'Free Bird' could be about freedom. But what voters are supposed to discern (from) 'Mustang Sally' is unclear at best." - KN, professor</p>
Who is the candidate trying to capture?	<p>"Baby boomers, different ethnicities and younger demographic groups," - SC, ad executive</p> <p>"The Curtis Mayfield song is genius - it appeals to the veterans of the '60s civil rights movement, but was also recently sampled by Kanye West, so he covers dual bases." - KN, professor</p>	<p>"These songs seem eager to reach a young audience. Even though 'American Girl' has patriotic and gender associations that Clinton might want, one wonders if whoever chose this is aware of the song's connection with hallucinogens and suicide." - CR, musicologist</p> <p>"Women voters are a clear target (which is smart, since they are a majority of the electorate). As are Canadian expats?" - KN, professor</p>	<p>"I don't know. His barber?" - SC, ad executive</p> <p>"Republicans who loved the Harlem Globetrotters? The Duane Eddy tune would be familiar to older voters, but also Gen-Xers from the Art of Noise version, so that one is a two-fer." - KN, professor</p>	<p>"Middle-class men and women." - SC, ad executive</p> <p>"Southern, everyday people that will be tougher for him to attract. Also, one would assume, people who prefer action to conversation." - KN, professor</p>	<p>"Male baby boomers." - SC, ad executive</p> <p>"Middle-aged men who always wanted to be in a rock band. Maybe moderates who might be nervous about his policies, but see him humanized by his musicianship." - KN, professor</p>
What advice would you give about music?	<p>"Come on Obama, throw in an Elvis or Bob Seger song, or maybe even appeal to white seniors with Sinatra or Dean Martin." - SC, ad executive</p> <p>"Keep your songs upbeat and relatable. Hit the favorites for the demographics that you need for a Democratic primary win." - KN, professor</p>	<p>"Take a chance. Why not throw in some Motown? She has a strong African-American following. Also, get on message." - SC, ad executive</p> <p>"If you can find a song that says 'I am trustworthy, hardworking, inspirational, and the opposite of George W. Bush' (only maybe a little catchier and with a beat you can dance to), use it" - KN, professor</p>	<p>"You only need to play one song over and over and over again: Judy Garland's 'Somewhere Over the Rainbow.' Done deal. Put it on and turn up the volume." - SC, ad executive</p> <p>"Women seem neglected on the Republican side, so maybe find a song by a woman. Also, your age could be a liability, so you might want to find a song from the last decade." - KN, professor</p>	<p>"Mitt, you look like a Rat Packer, so play into it but instead of Sinatra, you should have a Sammy Davis Jr. tune." - SC, ad executive</p> <p>"Not every Republican is a country music fan. He may want to throw in a woman or two, since they tend to vote, as well." - KN, professor</p>	<p>"Come on dude, spread it out a little. How about some good Southern gospel and maybe some pop female singers?" - SC, ad executive</p> <p>"You could also benefit ... from attracting young people who might not be accustomed to voting. Maybe you should incorporate a song or two from the early stages of 'Guitar Hero,' since many young Americans can relate ..." - KN, professor</p>

Design by Charles Waltmire
cwaltmire@sacbee.com
Sources: Associated Press and handout photos

Our panel of experts

 <p>Scot Crocker President of the Astone/Crocker/Flanagan ad and marketing agency</p>	 <p>Harley White Jr. Bassist, music educator and leader of the Harley White Jr. Orchestra</p>	 <p>Kimberly Nalder Assistant professor of government at California State University, Sacramento</p>	 <p>Christopher Reynolds Musicologist and professor of music at the University of California, Davis</p>
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