**Candidates**

**BARACK OBAMA**

**HILLARY CLINTON**

**JOHN MCCAIN**

**MITT ROMNEY**

**MIKE HUCKABEE**

**Songs**

- **U2.** “City of Blinding Lights”
  - SC, ad executive
- **Bassit, music educator**
  - KN, professor
- **Beatbox, musicologist**
  - KN, professor

- **Tom Petty.** “American Girl”
  - SC, ad executive
- **The Police.** “Every Little Thing She Does Is Magic”
  - SC, ad executive
- **KT Tunstall.** “Suddenly I See”
  - SC, ad executive
- **Celine Dion.** “You and I”
  - SC, ad executive
- **Elvis Presley.** “A Little Less Conversation”
  - SC, ad executive
- **Alabama.** “Dancin’, Shaggin’ on the Boulevard”
  - SC, ad executive
- **Brooks & Dunn.** “Only in America”
  - SC, ad executive
- **Rascal Flatts.** “Life Is a Highway”
  - SC, ad executive

- **Keep your songs upbeat and relatable.**
  - KN, professor
- **Women seem neglected on the women’s theme song. “You and I” through Fleetwood Mac’s “Don’t Stop.”**
  - KN, professor
- **Middle-class men and women.**
  - SC, ad executive
- **“If you can find a song that says ‘I am trustworthy, hardworking, inspirational, and the opposite of George W. Bush.’”**
  - KN, professor
- **“It’s male-centric and baby boomer focused.”**
  - SC, ad executive
- **“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.””**
  - KN, professor
- **“It’s a mixed bag.”**
  - KN, professor
- **“Hubert Humphrey”**
  - KN, professor
- **Featured in an American Idol” way, but sadly, it didn’t play ‘Free Bird’ on their air guitar.”**
  - SC, ad executive
- **“And that’s the core of voters.”**
  - KN, professor
- **“You’re only looking to play one song over and over again.”**
  - KN, professor
- **“I don’t know. His barber?”**
  - KN, professor
- **“You may also benefit from attracting young people from art. Whether they are 20, 45-year-old middle-year middle American male didn’t play ‘Free Bird’ on their air guitar.”**
  - SC, ad executive
- **“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
- **Middle-class men and women.**
  - SC, ad executive
- **Middle-aged people that will be tough for him to attract. Also, one would assume, people who prefer action to conversation.”**
  - KN, professor

**Questions**

**Is this a rockin’ campaign or not?**

- **“Obama’s not really rockin’ out with his music. It’s pretty mainstream.”**
  - SC, ad executive
- **“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
- **“Hillary is rockin’ here … but nothing really outside the norm of pop-rock genre.”**
  - SC, ad executive
- **“It’s a mixed bag.”**
  - KN, professor
- **“Well, yeah. John’s got some good stuff on the north.”**
  - SC, ad executive
- **“A few of these songs were written before ‘rockin’ was even a term.”**
  - KN, professor
- **“He’s rockin’ in the Southern style with some country appeal. Pretty good for a guy from the north.”**
  - SC, ad executive
- **“What’s the country equivalent of rockin’? It’s that.”**
  - KN, professor
- **“Huckabee is a rocker, literally. He’s picked songs that are hard-driven, like him. They get people going.”**
  - SC, ad executive
- **“In the sense that he is literally rocking 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

**What’s the message in this music?**

- **“(With) I’ll Take You There. There’s saying two things: I am a trustworthy guy, and let’s hear it for the bass player!”**
  - HW, musician
- **“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
- **“She wants to be Petty’s ‘American Girl’ and the girl in Tunstall’s ‘Suddenly I See’”**
  - SC, ad executive
- **“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.””**
  - KN, professor
- **“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
- **“For ‘Dancin’, Shaggin’ on the Boulevard’”**
  - HW, musician
- **“Yeah, I’m a Republican and I’m young. I’ve got the most presidential hair running.”**
  - SC, ad executive
- **“I’m not sure it’s so much about messages in the music than the positive, uplifting songs themselves.”**
  - SC, ad executive
- **“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

**Who is or isn’t working?**

- **“He hit on some nice music selections and the lyrics closer fit the more you see, the less you know and I know much more than I do now.” But at least he doesn’t have anything ‘Obama Girl’ in the lineup.”**
  - KN, professor
- **“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
- **“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
- **“He probably just looked around to see what he had on his cassette pilled up in the glove box in his SUV.”**
  - SC, ad executive
- **“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
- **“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
- **“Middle-class men and women.”**
  - SC, ad executive
- **“It’s a mixed bag.”**
  - KN, professor
- **“Middle-aged people that will be tough for him to attract. Also, one would assume, people who prefer action to conversation.”**
  - KN, professor
- **“Male baby boomers.”**
  - SC, ad executive
- **“Male-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

**What advice would you give about music?**

- **“Come on Obama, throw in an Elvis or Bob Seger song, or maybe even appeal to the veterans with Sinatra or Dean Martin.””**
  - SC, ad executive
- **“Keep your songs upbeat and relatable. Hit the favorites for the demographics that you need for a Democratic primary win.””**
  - KN, professor
- **“Take a chance. Why not throw in some Pitbull? She’s a strong African-American following. Also, get on message.””**
  - SC, ad executive
- **“If you can find a song that says ‘I am trustworthy, hardworking, inspirational, and the opposite of George W. Bush.’” (only maybe a little Catcher and with a beat you can dance to), use it.””**
  - KN, professor
- **“You only need to play one song over and over and over again.”**
  - KN, professor
- **“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
- **“I don’t know. His barber?””**
  - KN, professor
- **“Keep your songs upbeat and relatable. Hit the favorites for the demographics that you need for a Democratic primary win.””**
  - KN, professor
- **“This campaign seems to be going for simple appeal from the title or lyrics more than a unifying message.”**
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- **“Women voters are a clear target (which is smart, since they are a majority of the electorate). As are Canadian rebels.””**
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