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Press Release

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Bush campaign strategist, pollster to speak at KU's Dole Institute on Nov. 1

LAWRENCE -- Matthew Dowd, chief campaign strategist for Bush-Cheney 2004, will present an insider's perspective of how Bush won last year, as well as handicap the 2008 presidential field when he speaks at 7:30 p.m. Nov. 1 at the Dole Institute of Politics at the University of Kansas.

The event, which is co-sponsored by the KU College Republicans, is free and open to the public.

"Matthew Dowd played a critical role in the President's re-election campaign," said institute Director Bill Lacy. "He oversaw all of the Bush campaign's media, message development, targeting and research."

Dowd's work earned him the title of "Pollster/Strategist of the Year" from the bipartisan American Association of Political Consultants.

"Having Matthew here is important because he is one of the key practitioners involved in the 2004 campaign. And there are a lot of lessons to be learned, for both Republicans and Democrats, from that campaign," Lacy said.

Before the 2004 presidential campaign, Matthew was senior adviser to the Republican National Committee and director of polling and media planning for the 2000 Bush for President campaign. In 2000, he managed all public-opinion efforts and spearheaded the strategic targeting and execution of the campaign's almost \$150 million advertising budget.

Previously, Dowd was president and founding partner of Public Strategies Inc., an international public-affairs firm based in Austin, Texas. During his tenure, he helped former Texas Lt. Gov. Bob Bullock win election and re-election, acting as Bullock's chief campaign consultant. He also was a member of U.S. Sen. Lloyd Bentsen's, D-Texas, Senate and campaign staffs.

A contributing analyst for the Fox News Channel, Dowd currently teaches a course titled "Campaigns and the Media" at the University of Texas at Austin and has led similar seminars at Stanford, Harvard and Yale universities among others.

The Dole Institute, established at KU in 1997 to honor the former Senate majority leader and 1996 Republican presidential nominee, is designed to encourage student participation and citizen involvement in public service. For more information, call (785) 864-4900 or visit www.doleinstitute.org.