



The Perpetual Clinton Campaign

Former President Clinton Is Outshining Obama

Today, Obama Is Taking Clinton Out On The Campaign Trail. “President Obama and Bill Clinton will campaign together Monday, opening the final full week before Election Day with a three-state battleground blitz.” (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)

BILL CLINTON IS “MORE APPEALING THAN OBAMA”

Some Democrats Worried That Clinton Would “Overshadow” Obama. “Yet Clinton's prominent campaign role could pose some potential downsides for Democrats. Some Democrats fret Clinton could overshadow Obama.” (Andrew Miga, “Clinton Lends Star Power To Democratic Candidates,” [The Associated Press](#), 10/13/12)

Pew Research Center: “Democratic Convention Highlights: Clinton Outshines Obama.” (“Democratic Convention Highlights: Clinton Outshines Obama,” [Pew Research Center](#), 9/10/12)

- **Pew Research Center Poll: “Among Those Who Watched At Least A Little Coverage Of The Democratic Convention, 29% Say The Highlight Was Bill Clinton’s Speech, While 16% Name Obama’s Speech As The Highlight”** (“Democratic Convention Highlights: Clinton Outshines Obama,” [Pew Research Center](#), 9/10/12)

“Among Voters Generally, Bill Clinton Is More Appealing Than Obama.” “Among voters generally, Bill Clinton is more appealing than Obama. A CBS News/New York Times poll in September found 66 percent of registered voters with a favorable view of Clinton, compared with 45 percent for Obama. ‘He’s got a way of communicating complex ideas in plain ways that no one else has,’ said Greg Haas, who ran Clinton's 1992 campaign in Ohio and who is Democratic chairman in Franklin County, which includes Columbus. ‘No one in my lifetime. He’s in a class by himself.’” (Andrew Miga, “Bill Clinton’s Back In The Campaign Game Big Time,” [The Associated Press](#), 10/13/12)

OBAMA IS RUNNING ON CLINTON’S POPULARITY RATHER THAN HIS OWN

“In Campaign Events, Television Advertisements And A Well-Regarded Speech At The Democratic Convention, The Former President Has Been A Chief Defender Of Obama's Economic Record, Winning Praise For Sometimes Explaining That Record Better Than Obama Himself.” (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)

Obama Is “Relying On The Bill Clinton Crutch.” “The presidential race appears to be moving in President Barack Obama’s favor, but he’s still relying on the Bill Clinton crutch. Clinton heads to New Hampshire next Wednesday to provide the overture for Obama in the hours before the first debate, and more stops are in the works.” (Edward-Isaac Dove, “Obama’s Clinton Crutch,” [Politico](#), 9/28/12)

- **The Obama Campaign Uses Clinton To Bring “Credibility To The Connection Between An Obama Presidency And A Strong Economy.”** “The Obama campaign used Clinton to buoy the Democratic convention, then had him star in the president’s post-convention ad buy — and not just because the former president remains immensely popular. As the campaign acknowledges, Clinton brings credibility to the connection between an Obama presidency and a strong economy, reinforcing the idea that there’s a straight line between Obama’s proposals and Clinton’s legacy of budget surpluses and middle class prosperity.” (Edward-Isaac Dove, “Obama’s Clinton Crutch,” [Politico](#), 9/28/12)
- **“I Can’t Recall A Time When Someone Who’s Not On The Ballot Has Been This Important,’ Said Paul Begala, The Former Clinton Strategist And Current Adviser To The Pro-Obama Super PAC Priorities USA Action.”** (Edward-Isaac Dove, “Obama’s Clinton Crutch,” [Politico](#), 9/28/12)

Obama Advisers Are Banking That Clinton’s Presence On The Campaign Trail Will Shore Up The Democratic Base. “Obama advisers are banking that Clinton’s presence on the campaign trail will shore up the Democratic base. And they hope undecided voters will draw a connection between Obama’s policies and the ones Clinton pushed when he presided over a thriving economy.” (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)

“The Joint Rallies Underscore Clinton’s Role As Perhaps Obama’s Most Important Surrogate In The Tightly Contested White House Race With Republican Mitt Romney.” (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)

- **“Following His Convention Speech, Clinton Has Made A Series Of Solo Appearances On Obama’s Behalf. A High-Profile Event In Ohio Last Week Also Featured Bruce Springsteen.”** (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)
- **Clinton Has Appeared In Campaign Ads And Headlined Fundraisers For Obama.** “Clinton has also appeared in campaign ads, including one out this week where the former president argues that Obama ‘got it right’ with his economic agenda. And he’s helped both Obama’s campaign and the main super political action committee supporting him raise money.” (“Obama, Bill Clinton To Campaign Together,” [The Associated Press](#), 10/25/12)