



Archival and Manuscript Collections Finding Aid

ACCESSION No.: HRHS- 66

COLLECTION TITLE: Harrisonburg-Rockingham County Political Ephemera

DATES: 1991

SIZE: 1 OV folder. This is an artificial, ongoing collection

DONOR: Various donors

PROCESSED: in process. This is an artificial, ongoing collection.

BIOGRAPHICAL NOTE: In politics, campaign advertising is the use of an advertising campaign through newspapers, radio commercials, television commercials, etc. to influence the decisions made for and by groups. These ads are designed by political consultants and the political campaign staff. Political advertising is a form of campaigning used by political candidates to reach and influence voters. It can include several different mediums and span several months over the course of a political campaign. Unlike campaign finance, there are very few regulations governing the process, and many candidates use various techniques to influence their intended audience. Unlike the campaigns of the past, advances in media technology have streamlined the process, giving candidates more options to reach even larger groups of constituents with very little physical effort.

SCOPE AND CONTENT:

Artificially created collection of miscellaneous materials relating to political campaigns in Harrisonburg and Rockingham County.

COLLECTION INVENTORY:

3 political brochures for L. Wayne Harper, October 1991

Poster for L. Wayne Harper for Clerk of Court, 1991

Poster for Harry Byrd for Senator (no date)

Poster for John Warner for Senator, 1984