

Roadmap to the White house

INTRODUCTION

GETTING STARTED

- The Installation
- The Updates

STARTING A NEW GAME

- The Main Menu
- The 'Quick Game' Button
- The 'Campaign' Button
- The 'Multiplayer' Button
- The 'Load Game' Button
- The 'Tutorials' Button
- The 'Options' Buttons
- The 'Exit' Button

CREATING YOUR CANDIDATE

- The Facts
- The Look

SCENARIOS

- The 2008 Campaign
- The Race of 1860
- The Future United States
- The Emperor of Drengi
- The Nations of Europa

CAMPAIGN BASICS

- The Controls
- The Main Screen
- The Map Views

PLAYING THE GAME

- The States
- The Issues
- The Campaign Jet
- The Advertisements
- The Speeches
- The Fundraisers
- The Headquarters
- The Operatives
- The Endorsements

PLANNING FOR THE UNPLANNED

- The Activists
- The Interviews

VICTORY AND DEFEAT

- The Big Night

Introduction

Shine up your fanciest shoes, clip on your most dignified tie, it's time to start your Race for the Presidency!

In the Political Machine, you get to make-it or break-it in the United States political arena. Starting off with only your candidate and headquarters in your home state, you only have a few weeks to build your campaign, rally your voters, and cross your fingers on that fateful night - *Election Night*.

But what if you find that ultimate childhood dream – “I wanna’ to be president when I grow up!” - incredibly *blasé*. What if your idea of greatness lies beyond the ordinary desire for that cushy seat in the Oval Office?

Fear not, fellow patriot! While the 2008 campaign trail may be enough for the *common* candidate, you can now wage your quest for power through dangerous new battlefields.

Perhaps you can enlist in the Election of 1860. Do you have the political know-how to keep the South from seceding? Could you best 'Honest Abe' during that time of national distress?

Or perhaps your heart thumps to an imperial tune? Do you see yourself as the all-powerful emperor of an alien civilization? On planet Drengi, light-years from Earth, the vile alien race known as the Drengin Empire have (reluctantly) decided to include the citizenry in their first stab at democracy. Can you defeat the reigning emperor, Lord Kona, and steal your rightful place on his galactic throne?

Whether your ambition leads you to presidential, imperial, or historical glory, the only way to victory is through mastery of the Political Machine!

Getting Started

To play The Political Machine, your PC will need to meet at least the following minimum requirements (but hopefully you knew all this before buying the game):

- Windows XP SP2 / Windows Vista
- 1 GHz Pentium III or AMD equivalent processor
- 512 MB RAM
- 64 MB Direct X 9.0c compatible video card

However, if your PC has the following specs or better, the game is going rock even harder, or as hard as a ‘Political Simulator’ *can* rock.

- 2 GHz Pentium 4 or AMD equivalent processor
- 1 GB RAM
- 128 MB Direct X 9.0c compatible video card

The Installation

If you’re running the retail edition, place the CD in your CD-ROM or DVD-ROM drive, bringing up The Political Machine 2008 launch pad. Choose ‘Install Game’ and follow the prompts when asked where you’d like to install. The files will be copied to your hard drive; it is not necessary to have the CD in the drive to play after installation is complete.

The Updates

Included with your installation of The Political Machine 2008 is Impulse, a new program that will keep your game up-to-date with little hassle. By registering your copy's unique serial number with Impulse, you will be able to obtain the latest updates to The Political Machine, plus gain the ability to download the full version again at no additional charge.

Starting a New Game

The Main Menu

When you start the game, your senses will be treated to a lighthearted cartoon about the race for the White House. You should watch this, because the folks at Stardock spent a lot of time on it. If you're a heartless monster and wish to bypass this grand spectacle, just press any key to skip directly to the Main Menu, your hub for getting a game started.

Here you have several options at your disposal, a few of which being:

Quick Play: Lets you play a game quickly.

Campaign: Lets you play against our nations fore fathers.

Multiplayer: Lets you play against anyone online.

Options: Lets you play with the settings.

Exit: Lets you not play at all.

Let's go over all the options in more depth.

The 'Quick Play' Button



The fastest way to get into the action is with a 'Quick Play' game. Here you simply select your game settings, your candidate, and your computer opponent; then it's off to the frontlines of political warfare!

The 'Create Game' screen holds your initial options. Here you can set your starting funds, how many turns to play, and select the scenario (see 'Scenarios').

You can also tweak the difficulty level, which determines how intelligently the computer opponents behave, as well as give them a slight bonus to their startup funds.

The next screen, the Select Candidate window, gives you a list of available candidates to choose from. When you first play, all of these will be pre-generated caricatures of their real-world counterparts (McCain, Obama, Clinton, etc). Most of these candidates are well-rounded and will help beginners get their strategic footing.

You can also design your own custom candidate, giving them the stats and the look that you prefer. A custom designed character is ideal for players that know the ropes and wish to specialize a character to their style of play (see 'Creating your Candidate').



The last step is to choose your opponent. The list will be filled with candidates from the political party opposite your own. You can also create a custom opponent to campaign against.

The 'Campaign' Button

Campaign play is similar to Quick Play, only your opponents are chosen for you as you ascend the political ladder. These candidates will range from the infamously lackluster to the historically praised of our nation's past.

Make it to the top of the ladder to claim presidential superiority!

The 'Multiplayer' Button

When you get tired of playing against computer-controlled opponents, you can meet up with players online in multiplayer mode.

Clicking this button will take you to a lobby where you can either start a new game, or join a game in progress.

The player can be on your local LAN or on the other side of the world. In all other ways, the multiplayer game behaves like the single-player one.

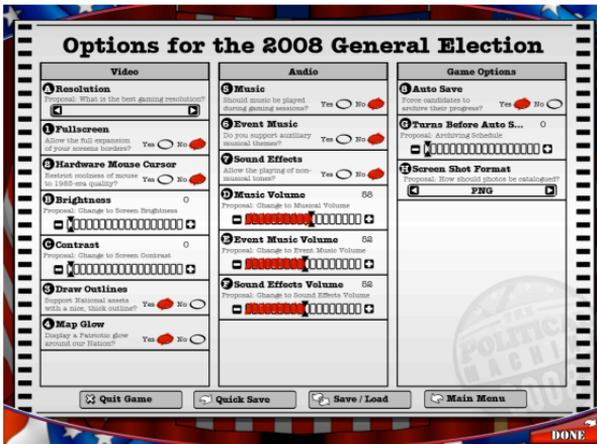
The 'Load Game' Button

Have a saved game? Load it back up through this button!

The 'Tutorials' Button

If you're new to the world of 'Simulated Political Strategy Gaming' you may want to digest some of the video tutorials on how to play. With a slew of different ways to wage your campaign, it'd be a good idea to understand the pros and cons of your available actions.

The 'Options' Button



The Options screen allows you to tweak the game's display, audio, and interface preferences.

If you're getting slowdown while playing...don't be a hero. Just turn off anti-aliasing, outlines, and map glow in the display section. These options take some serious video muscle to pull off, and may leave slower computers wheezing as they try and keep up.

The 'Exit' Button

If you find yourself tiring of life on the campaign trail, your Windows desktop is only an 'Exit' click away.

Creating your Candidate

What would be the fun in running for president if you couldn't put *yourself* in the spotlight? I mean, isn't that *why* you bought the game?

To ensure a full realization of your presidential ambitions, the Political Machine lets you customize your politician down to the last detail. Everything from their home state to the color of their shoes is under your complete control.

The Facts

While the fun part may be tinkering with your candidate's looks (we'll get to that later) the real meat 'n potatoes of the creation lies in their statistics.

You can tweak your candidate's stats by either creating a new candidate or editing a custom candidate that you've saved (preloaded candidates cannot be edited).

Let's look at what basic stats define your candidate.



Stamina: Campaigning is hard work, and without enough stamina, your candidate will be forced to make some hard calls on the campaign trail. Every action has a stamina cost, so the more you have, the better.



Fundraising: When gathering contributions from supporters, the amount brought in is directly related to your fundraising stat. Are you a stud or a dud when asking for monetary support?



Starting Funds: A candidate is only as viable as their war chest is stocked, so a high 'Starting Funds' stat is worth its weight in gold (literally).



Charisma: Higher charisma will increase the effects of your speeches and advertisements.



Comeliness: This is how physically attractive your candidate is in the eyes of the voters, giving your candidate an awareness boost when appearing on a TV interview or an Ad.



Intelligence: This stat impacts what responses are available when conducting a TV interview. High intelligence unlocks the best answers, while low intelligence yields more...interesting...responses.



Credibility: Determines how effective your negative ads/speeches are on your opponent, as well as the effect of your opponent's negative attacks on you.



Experience: A key factor in the cost of Endorsements.



Media Bias: Determines how loved/despised your candidate is by the media, which can help to sway undecided voters.



Minority Appeal: This stat will help your candidate's awareness amongst minority voters.



Religious Appeal: This stat will help your candidate's awareness amongst voters of strong religious convictions.

First and Last Names:

Your candidate's first and last name. Of all the elected presidents, *every one of them* had a name, so keep that in mind.

Party:

Your political party stance is one of the most important stats you can set. It determines your tie color, what animal represents you, and what stance you need to take on issues, lest you alienate your base and get booted into the forgotten wastes of electoral obscurity.

Home State:

Your Home State is where the campaign trail starts. You'll have a 'Level 1' Election Headquarters in place, as well as a substantial boost in awareness in whichever state you call 'home'.

Gender:

Ladies, do you have what it takes to be the first Female president? Guys, do you have what it takes to be the 44th Male president?

Besides the above stats, you can also modify your candidate's Characteristics by spending points on adjusting their values.

The Look

Now onto the really fun part - designing how your candidate looks.



With the new 'Political Machine Figurehead Designer', you'll have the power to make the candidate of your dreams.

- Pick from various bodies, heads, hairstyles, and facial feature using the tabs along the top.
 - Adjust the size, position, and rotation of pieces using the 'Adjust' window.
 - Tweak the colors of your skin, hair, shirt, pants, and accessories by clicking the appropriate color swatch.
- If you want to access a piece quickly, just click that part of your candidate.
 - Use the scroll-wheel to get an up-close or bird's-eye view.
 - Save your configs (files storing your candidate's appearance) for later use, or send them to a friend for them to use.
 - In the end, just have fun! It's what our fore fathers would have wanted.

Scenarios

While running for the President of modern day USA is always fun, sometimes people want to add some spice to their political simulation.

Here are the political scenarios available for you to play right out of the box, but keep an open eye for updates that will add additional scenarios through the end of November.

The 2008 Campaign

Politicking as we're used to it, the 2008 campaign includes all the ridiculous issues, statistics, and candidates of our current electoral cycle. Pick your favorite political figurehead or throw yourself into the ring to see how your fare.

The Race of 1860

The United States presidential race of 1860 was a heated match between the Northern and Southern states. While any outcome would have resulted in a torn nation, you now have the opportunity to go back in time and try to keep the peace.

The Future United States

A lot has changed in the United States by the year 3008. California has made its slow plunge into the Pacific, the terraforming of the Gulf of Mexico has resulted in three new states, and the fear of Global Cooling has everyone on edge. What's a cybernetic humapod wired for presidential superiority to do?

The Emperor of Drengi

Light years beyond our little blue planet, a vile alien race known as the 'Drengin Empire' is faced with electing a treacherous new leader. Are you evil enough for the job?

The Nations of Europa

Liberals and Conservatives across the whimsical 'Nations of Europa' butt heads trying to find solutions to the issues that plague them. Issues like 'Two Day Work Weeks', 'Paying the Homeless', and 'Enforcing Strict Cheese Rations' have the united countries torn, and only you can bridge the divide.

Campaign Basics

The Controls

Like most strategy games, the Political Machine is played mostly with your mouse. While a basic two button mouse will work, we suggest using one with a scroll wheel for that extra bit of control.

Select a Unit or State: Click the left-mouse button.

Move a Selected Unit: Click the right-mouse button on the destination state (only certain units can be moved).

Zoom In or Out: Scroll the Mouse Wheel or use the + and - keys.

State or Unit Details: Double-click, using the left-mouse button, on a state or unit.

Panning Around the Map: Click and drag with the left-mouse button, move the mouse to the edge of the screen, or use the cursor keys.

Advanced players will also want to use the keyboard to quickly bring up the data they need or select the units they want.

C - Select Player's Candidate Icon

Tab - Cycle through Assets (Operatives, Ads, Headquarters, etc.)

Space Bar - Request New Week

F1 - Normal Mode

F2 - Awareness

F3 - Wealth

F4 - Electoral Votes

F5 - Polling Data

F6 - Liberals/Conservatives

F7 - Popular Vote

F8 - Political Strategy

- 1 - Create Ad (unhides the window)
- 2 - Campaign
- 3 - Raise Funds
- 4 - Headquarters
- 5 - Special Interest
- 6 - State Details
- 7 - Your Assets
- 8 - News Window
- 9 - Candidate Details
- 0 – Polling Data

The Main Screen



The majority of your campaigning will be done from the Main Map Screen. Here you have access to the most important game data.

Working our way clockwise from the lower left corner we'll find the following:

Candidate Details Button: This will bring up the full dossier on both your candidate and your opponent.

Candidate Data: All your candidates vitals are shown here. Money, Stamina, and a button that will bring up your campaign assets.

Selected State Data: The most pertinent data for the selected state is shown here, including the top 3 issues, and which candidates the voters are currently favoring.

Selected Item: Basic information on the selected map object is displayed here. If something can be decommissioned (ads, headquarters) it can be done here.

Turn Button: When your stamina has been depleted and you have nothing more to do, it's time to press 'Turn' and move on to the next week.

Current Week: Keep track of how many weeks you have before the election! It's easy to get caught up in the campaign and forget to do that last-minute state hopping for votes.

News Ticker: Recent actions will show up on the news ticker, giving you insight into your opponents campaign.

Map View: Select the data you want displayed on the map with this drop-down menu (see 'The Map Views' section below).

News Button: The details on your and your opponents activities with a new rundown.

Polling Data: The national polling average of how voters are currently swaying. Big numbers on your side is always good.

Polls Button: Brings up a detailed report on how you and your opponent are doing nationally, along with a full list of the issues and where everyone stands (you, your opponent, and the voters).

Menu: Brings up the options screen for any game-related tweaking.

National Map: This is where all the action takes place. Candidates and their assets are all displayed across the board, so zoom in and out to get an idea of what's being done and what to do next.

You can also change your 'map view' to display different state data based on your current strategy.

The Map Views

At the top right of the main map screen is a box that allows you to switch between map views.

These map views give you important information about the various states. They are:

Awareness: This view shows you which states are most aware of your candidate. The brighter the green, the greater the awareness.

Electoral Votes: This is a very important view, particularly to new players and to those playing a scenario. The brighter the state, the more valuable it is.

Liberal vs. Conservative: Some states tend to go one way or the other based on demographics. Reddish states tend to be conservatives and bluish states tend to be liberal.

Normal: This just shows the map's au-natural terrain colors. It's really just for screenshots.

Popular Vote: This shows you how well you are doing in a given state. As the state turns more your color (red for Republicans; blue for Democrats), you know that you are doing better. During the game, there is a +/- 3% margin of error for all polling data. So states within that margin of error are toss-ups. Don't be sure you're going to win a state simply because you have a 1% lead there.

Polling Data: This view shows which states you will probably win, within the +/- 3% margin of error.

State Wealth: This is also a very important view for new players and those playing in Fantasy mode because the richer states are key targets for effective fundraising.

Political Strategy: This is an interactive map mode. Click on a state once to turn it one color; click on it again to turn it the other color. The game will then add up the number of electoral points each color is receiving. The player can then use the tally at the bottom of the screen to determine which states are vital to ensure their party is victorious.

Playing the Game

The States

While scenarios can range from the United States to Alien Planets, all maps have one thing in common...the Electoral College.

Maps are broken up into individual States, each with a given number of electoral votes. Your goal is to win more of these electoral votes than your opponent, meaning that the states you win are actually more important than the total number of votes received (which is why it's possible to win the popular vote but lose the election).

Besides their electoral votes, each state has its own polling data that you'll need to study.

Population: How many voters live in the state.

Wealth: The wealth of the state is directly related to how much you can make when fundraising there.

Voter Demographics: How the voters of the state fall in with the three basic political demographics – left (Democrats), right (Republicans), and undecided (independents). A state that favors your opposing political views will be more difficult to win.

Views on the Issues: How the voters feel on the various national issues. Your understanding and manipulation of these numbers will decide your fate come election night (see below).

Awareness: This is the percentage of voters that feel they know you as a candidate. The more actions you perform in a state, the higher this value will climb. Remember, turnout is a crucial part of any election, so high awareness is vital in your key states.

Approval: This is the sum of all your campaigning efforts in the state to date. Come election night, you want this number to be higher than that of your opponent.

By default your campaign will only have a good understanding of the top five issues that a state cares about. By building and upgrading a Campaign Headquarters in that state you'll gain a better understanding of that states' political landscape and have the option to talk about even more issues.

The Issues

The heart and soul of the political landscape lies in the issues. What matters most in one state may be a non-issue to their neighbors. An issue that is the cornerstone of your political party may put your at odds with undecided voters, and one issue related slip-up on the campaign trail may spell ruin for a candidate in any given state.

There are three points of control when dealing with any given issue:

Voters' Stance: Broken into the three political demographics (left, right, and undecided) the views of joe-taxpayer are important to keep in mind when stating your personal views on an issue.

Your Stance: While you will be fighting for and against many issues while campaigning, it's important to remember that you're representing the views of your party, and not necessarily your own.

Let's say there's a huge *nationwide* issue called 'Eggs'. Even if you feel strongly against 'Eggs' - let's say you *hate* 'Eggs'. If your party strongly favors 'Eggs', then you better learn to like 'Eggs'. Or change parties, because they will expect you to like 'Eggs' and be very angry if you don't. (And you won't win the presidency.)

All because of 'Eggs'.

Opponents' Stance: How your opponent manipulates the issues is important to keep track of. Don't let issues that sway the undecided vote in your opponent's favor get too important.

From there, it's relatively straightforward to calculate the winning and losing candidates using two primary variables:

- Your awareness level.
- Your relative stance on the issues in that state.

Your awareness level is determined by how many people know who your candidate is and how excited they are about him or her. Turnout is crucial in any election.

Your stance on the issues (versus your opponent's) determines what percentage of the voters who do come to the polls will vote for you. It's a fairly straightforward calculation:

Your voter points = your position on a given issue X each faction's position on the issue

A positive value on a position means that your candidate (or a particular faction of voters) favors that position. A negative value means that your candidate (or a particular faction of voters) opposes that position. The higher the number of voter points either positively or negatively, the more strongly voters feel about it. Giving speeches, taking out ads, and appearing on TV interviews can alter their positions.

Example:

Candidate: John McCain

State: New York

Issue: Universal Health Care

Position: Somewhat against it (-5)

Democrats in New York: Strongly favor it (+20)

Independents in New York: Mildly favor it (+4)

Republicans in New York: Mildly against it (-6)

Your candidate's score would therefore be -100 with Democrats, -20 with Independents, and +30 with Republicans.

Candidate: Barak Obama

State: New York

Issue: Universal Health Care

Position: Somewhat in favor of it (+10)

Democrats in New York: Strongly favor it (+20)

Independents in New York: Mildly favor it (+4)

Republicans in New York: Mildly against it (-6)

Obama's score would therefore be +200 with Democrats, +40 with Independents, and -60 with Republicans.

The greater the lead one candidate has over another with a given faction determines what percentage of that faction will vote for the candidate. In this example, Obama has a 300-point lead over McCain with Democrats and a 60-point lead with Independents. He trails by 90 with Republicans.

Through calculations, this means that Obama would get approximately 90% of Democrats, 67% of Independents, and 25% of Republicans to vote for him. In New York 45% of the voters are Democrats, 28% are Republicans, and 27% are Independents. Assuming maximum turnout (100% awareness on both sides), Obama would get 90% of 45% of the voters + 67% of 27% of the voters + 25% of 28% of the voters.

So, if universal health care was the only issue New Yorkers cared about, then Obama would win 40% to 60% of that state. Candidates in the real world recognize which issues are important in which states, which is what led to the concept of "talking points." Part of your campaign strategy is to get people to focus on only the few key issues that your candidate is strong on. Of course, universal health care doesn't play so well in, say, Texas, so a strength in New York can be a weakness elsewhere.

But while these calculations are straightforward, getting to this point can be much more challenging.

For example, let's say McCain decides he really needs to win New York. He could send in political operatives to muddy the waters on these issues.

The political activist known as the Definer has the job of distorting your opponent's position on issues by a set percent. So if, for example, voters are made to think that Obama only favors universal health care by +2 instead of +10, his score can drop significantly. Alternatively, if Obama wanted to win in Texas, he could air advertisements there that distort McCain's record on health care.

The calculations we just discussed are not necessarily based on the player's actual positions but on the public's perception of those positions – just as it works in the real world. This is where negative campaigning and dirty tricks come into play.

Your job, as campaign manager, is to try to make your candidate's real positions on the key issues known and to make people care more about those issues. At the same time, you have to try to keep your opponent from getting his or her message out and to highlight his or her weaknesses (real or otherwise)."

The Campaign Jet

You can't win the presidency by staying in one state, so moving your candidate around the country is key to getting things done. Select your candidate and right click in the state you want them to move to.



Stamina Cost: 1 sp



Monetary Cost: \$25,000

Besides enjoying the airline peanuts, moving to a state is important in many ways.

- Increases your awareness.
- Allows you to snatch Political Events when they occur (see 'The Activists')
- Lets you participate in a national Television Interview.
- All major actions (Creating Ads, Giving Speeches, ect) are dependant on the state your candidate is in.

The Advertisements

When you want to build an issue's importance in a state over time, you'll want to take out an Advertisement. With both an up-front cost, and weekly fees to keep them in circulation, advertisements are very expensive but can become very powerful.



Stamina Cost: 3 sp



Initial Cost: \$50,000 - \$450,000

Weekly Cost: \$3,000 - \$30,000

Taking out an ad forces your candidate to pick an issue to focus on, as well as a stance. The trick to winning over voters is to pick a issue/stance combination that garners approval from both your political party as well as the undecided group.

After picking your issue and stance, there are three levels of advertisement that can be purchased:

Newspaper: Changes your stance and voter stance on the issue by 1 pt / week. A newspaper ad costs \$50,000 up-front and \$3,000 weekly to keep it in circulation.

Radio: Changes your stance and voter stance on the issue by 2 pts / week. A radio ad costs \$100,000 up-front and \$10,000 weekly to keep it on the airwaves.

TV: Changes your stance and voter stance on the issue by 3 pts / week. A TV ad costs \$250,000 up-front and \$30,000 weekly to keep it airing.

Advertisements also effect your awareness, giving you a boost in the state your ad is running, as well as runoff awareness in the surrounding states.

The Speeches

When you want to instantly build the importance of an issue in a state, it's time to get your candidate up on stage and give a good old-fashioned speech.



Stamina Cost: 5 sp

Pressing the 'Give Speech' button brings up a dialog listing the issues available to talk about in the state you're currently visiting (remember, building Campaign Headquarters unlocks more issues to speak on). Once an issue is picked, you can then choose to pronounce your stance on the issue *or* attack your opponent's stance.

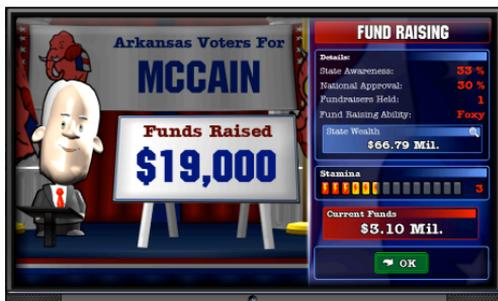
As with advertisements, you'll want pick an issue/stance combination that rallies your base *and* attracts undecided voters to your cause.

You can view the estimated audience response as you adjust the topic of your speech. You want at least two thumbs up: one from your party's voters, and one from the undecided voters. A thumbs-up from your opposing party isn't bad, but most likely won't net any votes.

No matter what, giving the speech will increase your voter awareness in that state, boost the state-wide importance of the issue, and even raise national awareness of the issue.

Additionally, a speech will also give you +1 Political Capitol, which can be used to recruit special Operatives(see 'The Operatives' for more information)."

The Fundraisers



When your candidate's war chest begins to dwindle, it may be time to launch some fundraisers. To throw a fundraising event, send your candidate to a given state and press the 'Raise Funds' button.

How much you earn is based on several factors:

- Your fundraising ability.
- How wealthy the state is.
- How popular you are in that state.
- How many times you've previously raised funds there.

Remember, you can only tap into a state so many times before your supporters will stop turning out...no matter how good the main entree is, so be certain you need the money before pressing that 'Raise Funds' button.

The Headquarters

When your candidate visits a state, they can oversee the building or upgrading of their headquarters by pressing the 'Build HQ' button on the bottom of the Main Screen.



Stamina Cost: 3 sp



Monetary Cost: \$250,000 - \$1 Million

If you have no previous headquarters built in the state, you will be greeted with the blueprint options for three building types.



If the state already has a building in place, you'll get the upgrade screen. Each headquarters type can be upgraded three times.

Election Headquarters: This type of building will bring in money, raise awareness, and increase the number of state issues you can campaign about.



Level 1

- + 1 Awareness Pt. / Week
- + \$10,000 / Week
- + Unlocks Top 10 Issues in State



Level 2

- + 2 Awareness Pt. / Week
- + \$30,000 / Week
- + Unlocks Top 15 Issues



Level 3

- + 3 Awareness Pt. / Week
- + \$90,000 / Week
- + Unlocks All Issues
- + You will know when a Random Event Is Good or Bad

Consultants Office: This type of headquarters will raise 'Political Capitol' (PC) which can be used to hire Operatives. Also, when a random event occurs in this state, you will *always* know whether it is good or bad.



Level 1

- +1 Political Capitol / Week



Level 2

- +3 Political Capitol / Week



Level 3

- +7 Political Capitol / Week

Outreach Center: The final type of headquarters focuses on raising the goodwill of the community, giving your candidate 'PR Clout' (PRC) which can be used to gain the endorsements of various organizations.



Level 1

- + 1 PR Clout / Week



Level 2

- + 3 PR Clout / Week



Level 3

- + 7 PR Clout / Week

The Operatives

Once you've built enough Political Capitol, you can click on the 'Special Interest' button and hire some Operatives.

There are two types of operatives: movable and general. The following movable operatives need to be placed on the map to have an effect.

Fixer: Eliminates any unit (including himself) when placed into a given state. If sent to a state with multiple operatives, he will randomly eliminate one of them.

Consultant: The consultant raises awareness of your campaign in any state she is in by 1% per week.

Smear Merchant: Get someone sympathetic to you in the media to write a book trashing your opponent. Decreases your opponent's ratings on all statewide issues by 15%.

Spin Doctor: This special unit increases all your ratings in the state he's in by 15%.

The Webmaster: Get some politically active .org on your side to get free publicity. Ads in the state where he's located cost half as much to maintain.

Intimidator: This bruiser will go around knocking down campaign signs, putting pressure on stations, and keeping people away from polls. A very under-handed way to win but hey, ya gotta win. Lowers opponent's awareness by -5% per week.

These general operatives give an overall bonus to your candidates' stats...they don't need to be placed to have an effect.

Speech Writer: Ensures you're getting the proper message across by boosting your Charisma +25%.

Fashion Consultant: Ensures you look good from every angle by boosting your Comeliness +30%.

PR Consultant: Ensures the media doesn't use your candidate as their whipping-boy by boosting your Media Bias +35%.

Keep in mind, however, that every time you recruit an operative, the cost of that type of unit increases. If you rely on one unit type too much you'll quickly find your Political Capitol in the red.



The Endorsements

That PR clout you've amassed can be used to win endorsements from major special interest groups.

Be careful, though. While you can use your PR clout to win endorsements, you should make sure that you and the special interest have similar political views. Once you have an endorsement, your ratings on those views will be affected accordingly.

To put it another way, organizations won't endorse candidates who do not promote the principles they value. So when you win their endorsement, you have, in effect, endorsed their principles for the public to see.

For example, if you're a pro-life candidate and you win the endorsement of the National Association of Women, you are no longer a pro-life candidate, but a pro-choice candidate. You cannot change the organizations, they change you.

The NGA

The National Gun Owner's Association is an organization dedicated to protecting the Second Amendment of the United States. The NGA's endorsement will add +25 to your Gun Owner's Rights rating and +10 to your opposition to gun control legislation.

The Environmentalists Club

The Environmentalists Club is an organization dedicated to protecting the environment. They support laws that protect the environment. Their endorsement will add +25 to your Protecting the Environment rating and +10 to your opposition to drilling in the Arctic National Wildlife Reserve.

National Association for Women

The National Association for Women is an organization dedicated to promoting the rights of women. In particular, NAW works to ensure the continued right to reproductive freedom and promotes equal treatment of the sexes. Their endorsement will add +25 to your Abortion Rights rating and +10 to your Gay Marriage rating.

Christian Confederation

The Christian Confederation is an organization dedicated to promoting and protecting America's traditional values. Their endorsement will add +25 to your Traditional Values rating and +10 to your Right to Life rating.

NCLU

The National Civil Liberties Union is an organization dedicated to protecting the First Amendment of the U.S. constitution. Their endorsement will add +25 to your Protecting Your Individual Liberties rating and +10 to your opposition to prayer in schools.

NOSCP

The National Organization for the Support of Colored People is an organization that fights for the rights of African Americans and other racial minorities. Their endorsement will add +25 to your Civil Rights rating and +10 to your Affirmative Action rating.

U.S. Chamber of Business

The U.S. Chamber of Business is an organization dedicated to helping American businesses. Their endorsement will add +25 to your Business and Free Market rating and +10 to your Support of NAFTA rating.

National Foreign Policy Committee

The NFPC is an organization dedicated to promoting a foreign policy that will protect American interests across the globe and keep Americans safe at home. Their endorsement will add +25 to your War on Terror rating and +10 to your Homeland Security rating.

National Union Action Network

The National Union Action Network is a union that promotes the rights of workers to organize themselves for collective bargaining. Their endorsement will add +25 to your Support for Unions rating and +10 to your opposition to outsourcing jobs.

National Taxpayer's Federation

The National Taxpayer's Federation is an organization dedicated to ensuring that Americans keep as much of their income as possible. Their endorsement will add +25 to your Tax-Cutting rating and +10 to your support for spending freezes or cuts.

Planning for the Unplanned

The Activists

Occasionally a special Political Event icon will be displayed on the map (a big, bouncing ?). This means something of political interest is occurring there that requires your attention.

These events can be either good or bad. If you have a level 3 Election HQ, or any level Consultants Office, in the same state as the event, the icon will be color-coded based on whether the event is good (green) or bad (red). Otherwise, the icon will be yellow.

Whichever candidate travels to the state first gains (or suffers) from the political event. Political events typically result in gaining one of the following political activists.

Scandal Monger: This is a very devastating special unit you can put into any state who will halve your opponent's personal ratings in that state.

Hollywood Friend: This special Hollywood celebrity will increase your awareness by three points per turn in whichever state you use him.

Storyteller: You can move this activist to any state to tell the story of how nice you are, doubling your personal ratings in that state.

Time Waster: This has-been politician uses your time to make himself look good. You lose all remaining Stamina points for the week.

The Heckler: You can move this activist into any state. When your opponent enters that state, all his or her actions will cost twice as many Stamina points.

The Kook: This unit endorses you loudly and clearly, but his crazy views change your rating on a random issue by a random amount (not necessarily good or bad, just not in your control).

The Money Man: This special unit, when planted, will increase the amount of money you receive in fundraising in that state by 25%. Once planted, the Money Man can't be moved.

Media Darling: Some people are just so beloved by the media that anything they say seems to automatically get great press coverage. This unit, once planted in a target state, gives the player a 10% boost across the board.

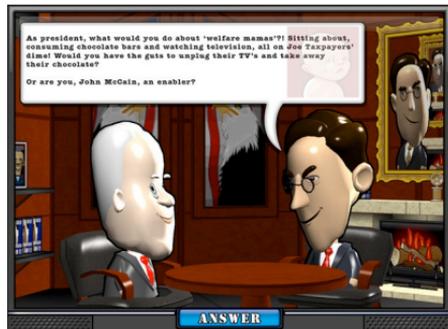
Jaded Consultant: This is the former consultant who is now ticked off at you and spends time going on cable TV shows blasting your every move. He exists only in the state you find him – which is lucky, because he has the net effect of lowering your ratings by 10%.

The Cheerleader: This unit is quite powerful. Every successful campaign has someone like her – she motivates all those around her. On her own, she is not powerful, but she doubles the effects of all awareness-increasing activities in that state.

The Movie Producer: This unit, when planted in a state, decreases your advertising costs by 50% when producing ads in that state.

The Interviews

Besides the random Political Events that can spring up, you can also get invited to interview on a national talkshow.



When a talkshow icon (a television camera) appears on the map it'll be color coded to indicate which candidate is being invited. If the color of the camera matches your party color, fly there immediately to accept the invitation. If you wait, the invitation will be withdrawn.

Once on the show, your possible answers are determined by your candidate's intelligence. Your answers will affect your national stance on issues, and can also effect the stance of the viewers.

The media is a double-edged sword. It is not a tool, nor are its goals your goals. You need media exposure to increase your presence and get your talking points out to the general public, but an error or poor answer on one of the questions can be devastating.

The media comes in the form of network and cable news shows. They are great for getting exposure, but they are not going to make things easy for you. It takes a savvy candidate to successfully navigate the pitfalls of the national media!

Victory and Defeat

The Big Night

Ultimately, it all comes down to Election Night. By default, there are 41 weeks in the game. At the end of those weeks, the election takes place and one candidate will win.

On election night, the game walks the player through the results in different states. It takes 270 electoral votes to win the presidential election in the United States.



Once the final outcome is known, you will be taken to the Exit Poll screen, where you can find out exactly how many people voted for you and which issues mattered in this election. You will also be able to see your score.

Good luck, future Mr. or Mrs. President!

Credits

Designer

Brad Wardell

Developers

Cari Begle
Keith W. Thompson
Jesse Brindle
Charles Lentz
Trent Polack
Ross Dexter

Game Artists

Paul Boyer
Scott Tykoski
Akil Dawkins

Music

Mason B. Fisher

IT

Pat Ford
Andrew Powell
Nick Quaranto
Mike Crassweller
Keith Jeter
George Marsack

Interface

Paul Boyer

Computer AI

Brad Wardell

Media Relations

Alexandra Miseta
Stephanie Tinsley Schopp
Jillian Santos

Quality Assurance

Jeff Sanders
Paul Kaski
Mike Rodenbaugh
Sebastian Uehle
Ron Lugge
Robert Kosc
William Faust

Biz Guy

Brian Clair

Manual

Scott Tykoski
Brad Wardell

Proofreader

Brian Clair

Install

Kris Kwilas

LIMITED SOFTWARE WARRANTY AND LICENSE AGREEMENT

YOUR USE OF THIS SOFTWARE IS SUBJECT TO THIS LIMITED SOFTWARE WARRANTY AND LICENSE AGREEMENT (THE "AGREEMENT") AND THE TERMS SET FORTH BELOW. THE "SOFTWARE" INCLUDES ALL SOFTWARE INCLUDED WITH THIS AGREEMENT, THE ACCOMPANYING MANUAL (S), PACKAGING AND OTHER WRITTEN, ELECTRONIC OR ON-LINE MATERIALS OR DOCUMENTATION, AND ANY AND ALL COPIES OF SUCH SOFTWARE AND ITS MATERIALS. BY OPENING THE SOFTWARE, INSTALLING, AND/OR USING THE SOFTWARE AND ANY OTHER MATERIALS INCLUDED WITH THE SOFTWARE, YOU HEREBY ACCEPT THE TERMS OF THIS LICENSE WITH [KALYPSO MEDIA UK Ltd.] ("LICENSOR").

LICENSE

Subject to this Agreement and its terms and conditions, LICENSOR hereby grants you the non-exclusive, non-transferable, limited right and license to use one copy of the Software for your personal use on a single home or portable computer. The Software is being licensed to you and you hereby acknowledge that no title or ownership in the Software is being transferred or assigned and this Agreement should not be construed as a sale of any rights in the Software. All rights not specifically granted under this Agreement are reserved by LICENSOR and, as applicable, its licensors.

OWNERSHIP

LICENSOR retains all right, title and interest to this Software, including, but not limited to, all copyrights, trademarks, trade secrets, trade names, proprietary rights, patents, titles, computer codes, audiovisual effects, themes, characters, character names, stories, dialog, settings, artwork, sounds effects, musical works, and moral rights. The Software is

protected by United Kingdom copyright law and applicable copyright laws and treaties throughout the world. The Software may not be copied, reproduced or distributed in any manner or medium, in whole or in part, without prior written consent from

LICENSOR

Any persons copying, reproducing or distributing all or any portion of the Software in any manner or medium, will be willfully violating the copyright laws and may be subject to civil and criminal penalties. Be advised that Copyright violations are subject to penalties of up to £100,000 per violation. The Software contains certain licensed materials and LICENSOR's licensors may protect their rights in the event of any violation of this Agreement.

LICENSE CONDITIONS

You agree not to:

- (a) Commercially exploit the Software;
- (b) Distribute, lease, license, sell, rent or otherwise transfer or assign this Software, or any copies of this Software, without the express prior written consent of LICENSOR;
- (c) Make copies of the Software or any part thereof, except for back up or archival purposes;
- (d) Except as otherwise specifically provided by the Software or this Agreement, use or install the Software (or permit others to do same) on a network, for on-line use, or on more than one computer, computer terminal, or workstation at the same time;
- (e) Copy the Software onto a hard drive or other storage device and must run the Software from the included DVD/CD-ROM (although the Software may automatically copy a portion of itself onto your hard drive during installation in order to run more efficiently);
- (f) Use or copy the Software at a computer gaming center or any other location-based site; provided, that LICENSOR may offer you a separate site license agreement to make the Software available for commercial use;
- (g) Reverse engineer, decompile, disassemble or otherwise modify the Software, in whole or in part;
- (h) Remove or modify any proprietary notices or labels contained on or within the Software; and
- (i) Transport, export or re-export (directly or indirectly) into any country forbidden to receive such Software by any export laws or accompanying regulations or otherwise violate such laws or regulations, that may be amended from time to time.

THE SOFTWARE UTILITIES

The Software may contain a level editor or other similar type tools, assets and other materials (the "Software Utilities") that permit you to construct or customize new game levels and other related game materials for personal use in connection with the Software ("Customized Game Materials"). In the event the Software contains such Software Utilities, the use of the Software Utilities is subject to the following additional terms, conditions and restrictions:

- (a) All Customized Game Materials created by you are exclusively owned by LICENSOR and/or its licensors (as the case may be) and you hereby transfer, assign and convey to LICENSOR all right, title and interest in and to the Customized Game Materials and LICENSOR and its permitted licensors may use any Customized Game Materials made publicly available to you for any purpose whatsoever, including but not limited to for purposes of advertising and promoting the Software;
- (b) You will not use or permit third parties to use the Software Utilities and the Customized Game Materials created by you for any commercial purposes, including but not limited to distributing, leasing, licensing, renting, selling, or otherwise exploiting, transferring or assigning the ownership of such Customized Game Materials;
- (c) Customized Game Materials must be distributed solely for free; provided, that you may contact LICENSOR for a license to commercially exploit the Customized Game Materials which LICENSOR may grant or deny in its sole discretion;
- (d) Customized Game Materials shall not contain modifications to any other executable files;
- (e) Customized Game Materials must be used alone and can be created if the Customized Game Materials will be used exclusively in combination with the commercially released retail version of the Software.

(f) Customized Game Materials cannot contain libelous, defamatory or other illegal material, material that is scandalous or invades the rights of privacy or publicity of any third party, or contain any trademarks, copyright-protected work or other property of third parties (without a valid license); and

(g) All Customized Game Materials must contain the proper credits to the authors of the Customized Game Materials and must indicate that LICENSOR is not the author of the Customized Game Materials with additional language that "THIS MATERIAL IS NOT MADE, GUARANTEED OR SUPPORTED BY THE PUBLISHER OF THE SOFTWARE OR ITS AFFILIATES."

LIMITED WARRANTY

LICENSOR warrants to you (if you are the initial and original purchaser of the Software) that the original storage medium holding the Software is free from defects in material and workmanship under normal use and service for 90 days from the date of purchase. If for any reason you find a defect in the storage medium during the warranty period, LICENSOR agrees to replace, free of charge, any Software discovered to be defective within the warranty period as long as the Software is currently being manufactured by LICENSOR. If the Software is no longer available, LICENSOR retains the right to substitute a similar program of equal or greater value. This warranty is limited to the storage medium containing the Software as originally provided by LICENSOR and is not applicable to normal wear and tear. This warranty shall not be applicable and shall be void if the defect has arisen through abuse, mistreatment, or neglect. Any implied warranties prescribed by statute are expressly limited to the 90-day period described above.

Except as set forth above, this warranty is in lieu of all other warranties, whether oral or written, express or implied, including any other warranty of merchantability, fitness for a particular purpose or non-infringement, and no other representations or warranties of any kind shall be binding on LICENSOR.

When returning the Software subject to the limited warranty above, please send the original Software only to the LICENSOR address specified below and include: your name and return address; a photocopy of your dated sales receipt; and a brief note describing the defect and the system on which you are running the Software.

IN NO EVENT WILL LICENSOR BE LIABLE FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM POSSESSION, USE OR MALFUNCTION OF THE SOFTWARE, INCLUDING DAMAGES TO PROPERTY, LOSS OF GOODWILL, COMPUTER FAILURE OR MALFUNCTION AND, TO THE EXTENT PERMITTED BY LAW, DAMAGES FOR PERSONAL INJURIES, EVEN IF LICENSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. LICENSOR'S LIABILITY SHALL NOT EXCEED THE ACTUAL PRICE PAID FOR USE OF THE SOFTWARE. SOME STATES/COUNTRIES DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY LASTS AND/OR THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATIONS AND/OR EXCLUSION OR LIMITATION OF LIABILITY MAY NOT APPLY TO YOU. THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS, AND YOU MAY HAVE OTHER RIGHTS THAT VARY FROM JURISDICTION TO JURISDICTION.

TERMINATION

This Agreement will terminate automatically if you fail to comply with its terms and conditions. In such event, you must destroy all copies of the Software and all of its component parts. You can also end this Agreement by destroying the Software and all copies and reproductions of the Software and deleting and permanently purging the Software from any client server or computer on which it has been installed.

EQUITABLE REMEDIES

You hereby agree that if the terms of this Agreement are not specifically enforced, LICENSOR will be irreparably damaged, and therefore you agree that LICENSOR shall be entitled, without bond, other security, proof of damages, to appropriate equitable remedies with respect any of this Agreement, in addition to any other available remedies.

INDEMNITY

You agree to indemnify, defend and hold LICENSOR, its partners, licensors, affiliates, contractors, officers, directors, employees and agents harmless from all damages, losses and expenses arising directly or indirectly from your acts and omissions to act in using the Software pursuant to the terms of the Agreement.

MISCELLANEOUS

This Agreement represents the complete agreement concerning this license between the parties and supersedes all prior agreements and representations between them. It may be amended only by a writing executed by both parties. If any provision of this Agreement is held to be unenforceable for any reason, such provision shall be reformed only to the extent necessary to make it enforceable and the remaining provisions of this Agreement shall not be affected. This Agreement shall be construed under England and Welsh law. Leicester, Leicestershire.

If you have any questions concerning this license, you may contact in writing Kalypso Media Ltd.

Kalypso Media UK Ltd.
Asmec Centre
Eagle House
The Ring, Bracknell
Berkshire RG12 1HB
United Kindom

Support Kalypso Media:

support@kalypsomedia.com
forum.kalypsomedia.com

Kalypso Media UK Ltd.
Asmec Center
Eagle House
The Ring, Bracknell
Berkshire RG12 1HB
United Kingdom