“The Jesse dolls made a mint for the Ventura campaign, over a third of whose contributions were collected online.”

“The Ventura campaign also used the Internet to recruit, coordinate, and motivate volunteers... JesseNet also replaced more traditional advance teams, mobilizing volunteers whenever Ventura thundered into town.”

“The Ventura campaign marked a milestone for e-campaigning. Until his election, the Internet had never been used in a sophisticated way by a major political campaign.... Ventura changed that by demonstrating just how valuable the Net could be to a political campaign. He showed how a candidate who catches fire can make up for a lack of traditional party infrastructure by using the Internet to market himself directly to the voters, raise money, organize volunteers, and get voters to the polls— four of every campaign’s most important tasks.”

“Online campaigning has made huge strides since Ventura’s shocking netfueled election.”

“As more and more candidates embrace email, the Internet, and other information technologies, many changes coming to government in general are guiding political campaigns as well.”

“Ventura’s breakthrough campaign helped to inspire a presidential bid that, although it did not ultimately win the White House, nonetheless marked Internet campaigning’s big-time debut.”

“But it was McCain’s upset victory in the New Hampshire primary that most strikingly illustrated the Internet’s potential political power.”

“Dean raise $508,640 over the Internet in four days– almost 70 percent more than Chaney’s haul.”

“Dean and McCain both benefited greatly from the ‘clean’ image of Internet money...”

“Fund-raising, of course, was only one facet...”

“The really novel part about the Dean campaign...”