

Election Winner Gerhard Schröder (September 27, 1998)

Abstract

The SPD's 1998 Bundestag campaign has often been described as "American," because the party tailored the campaign to the person of chancellor candidate Gerhard Schröder and professionalized the campaign by establishing a campaign headquarters (the "Kampa") based on Bill Clinton's and Tony Blair's campaign offices. This photo, taken on the night of the 1998 Bundestag election, shows Schröder on a stage in front of the Erich Ollenhauer House. The winner happily greets his supporters.

Source



Source: © REGIERUNGonline Photographer: Arne Schambeck

Recommended Citation: Election Winner Gerhard Schröder (September 27, 1998), published in: German History in Documents and Images, <<https://germanhistorydocs.org/en/a-new-germany-1990-2023/ghdi:image-3592>> [May 20, 2024].