

UNIT FIVE

CAMPAIGNS & ELECTIONS

AP AMERICAN GOVERNMENT STUDY GUIDE
CAMPAIGNS

TYPES OF ELECTIONS

TYPE OF ELECTION	SPECIFIC TYPE	DESCRIPTION
PRIMARY ELECTIONS	PRIMARY ELECTION	Election in which voters decide which of the candidates within a party will represent the party in the general election.
	CLOSED PRIMARY	A primary election in which only a party's registered voters are eligible to vote.
	OPEN PRIMARY	A primary in which party members, independents, and sometimes members of the other party are allowed to vote. (Participation of voting when not affiliated it called crossover voting) (Raiding is an organized attempt to influence the primary results of the other party)
	RUNOFF PRIMARY	A second primary election between the two candidates receiving the greatest number of votes in the first primary.
GENERAL ELECTIONS	GENERAL ELECTION	Election in which voters decide which candidates will actually fill elective public offices.
OTHER STATE ELECTIONS	BALLOT MEASURE	An election option such as initiative or referendum that enable voters to enact public policy.
	INITIATIVE	A election that allows citizens to propose legislation and submit it to the state electorate for popular vote.
	REFERENDUM	An election whereby the state legislature submits proposed legislation to the state's voters for approval.
	RECALL	An election in which voters can remove an incumbent from office by popular vote.

-These elections take place at national, state, and local levels.
 -**Electorate**: the citizen eligible to vote. At fixed intervals they vote to express opinions about issues and to judge those in power.
 -If we did not have peaceful transition of power that would only leave us with non peaceful transitions.

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PRESIDENTIAL ELECTION: SUMMARY

PHASE OF ELECTION	WHAT TAKES PLACE	WHAT THE CANDIDATES NEED
NOMINATIONS	Primaries & Caucuses are held in each State for both major parties to see which candidates the delegates will vote for their party's nomination.	<ul style="list-style-type: none"> ● At least 2,118 delegates for the democratic nomination ● At least 1,191 delegates for the republican nomination
NATIONAL CONVENTION	Both political parties hold a convention where the delegates officially nominate their party's candidate and they write the party's platform.	People in their party to come together and support them on during the general election.
GENERAL ELECTION	On election day each state's' popular vote determines how many electoral votes each candidates receives.	They need at least 270 electoral votes to become President.

The next 3 charts go into greater detail regarding these three phases of presidential elections..

PRESIDENTIAL ELECTION: NOMINATIONS

ITEM	DESCRIPTION
PRIMARIES	There are different kinds. People vote on ballot. Their vote is secret.
CAUCUSES	Participants spend several hours learning about politics and the party. There are speeches by candidates or representatives and receive advice from party leaders. People often go to corners a room to show support (if your candidate as low support you have a chance to go to your next choice)

-The political party determines how many delegates each state possesses. The primary elections and caucus votes determine which candidates the delegates support. Once a candidate receives a majority of delegates they have earned the party nomination. (At least 2,118 **delegates** for the democratic nomination and at least 1,191 **delegates** for the republican nomination)
 -Number of delegates per state are determined by the party (but they base it on population)
 -States determine the date of their own primaries (often referring to both primaries and caucuses, AKA: primary season)
 -**Frontloading**: the tendency of states to choose an early date on the primary calendar. (States do this so the candidates will come to their state and so their citizens can vote before a candidate receives a majority of delegates). Frontloading gives an advantage to early leader because it gives less time for opponents to tear them down.

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PRESIDENTIAL ELECTION: NATIONAL CONVENTION

ITEM	DESCRIPTION
WHO HAS THEM?	Both Democrats and Republicans have their own national conventions.
WHEN ARE THEY?	They take place every four years (the summer before a presidential election).
WHO GOES?	Delegates selected at local and state level to represent the people from their state.
WHAT DO THESE DELEGATES DO?	-Officially nominate the presidential and vice presidential candidates (as a team). -Write the party platform.
<p>-Some delegates do not legally have to support the person their state voted for. Some legally do. Most delegates do select their state's choice. A couple go against the grain from time to time. Weird huh</p> <p>-Superdelegates: (only exist the democrats party) A delegate slot to the Democratic Party's national convention that is reserved for an elected party official.</p> <p>-National conventions are where the political party needs to come together (unify the party). Parties spend a year tearing themselves apart in the nomination process. Now they need to stand together to take on the opposition.</p>	

PRESIDENTIAL ELECTION: THE GENERAL ELECTION

ITEM	DESCRIPTION
ELECTORAL COLLEGE	Representatives of each state who cast the final ballots that actually elect a president.
ELECTOR	Member of the Electoral College chose by methods determined in each state.
WINNING THE PRESIDENCY	The winner must receive 270 electoral votes of the 538 possible. (If no candidate receives at least 270 electoral votes then the House of Representatives selects the President and the Senate selects the Vice President)
ELECTORAL VOTES PER STATE	Each state has the same number electoral votes as the representation they have in Congress. (Example: Nevada has 4 House of Representatives + 2 Senators = 6 Electoral Votes)
WINNER-TAKE-ALL (SINGLE-MEMBER DISTRICT) (PLURALITY)	In 48 states, whichever candidate receives the majority of the votes (popular vote) wins all the electoral votes from that state. (Under this system it is possible to win the electoral college while losing the popular vote. Nebraska and Maine both have a proportional disbursement of electoral votes based on how the population of their states voted).
<p>-Least amount of elector votes a state can have is 3. California has the most with 55.. Washington D.C. has 3. (23rd amendment).</p> <p>-Some people want a popular vote to determine the presidency instead, because in 1824 John Quincy Adams, 1876 Rutherford Hayes, 1888 Benjamin Harrison, and 2000 George W. Bush won the presidency without winning the popular vote.</p>	

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CONGRESSIONAL CAMPAIGNS

ITEM	DESCRIPTION
MODERN CAMPAIGNS	To compete for a seat in the House of Representatives and the Senate, a candidate must create a networked organization that resembles a small corporation, spend much of his or her own money, solicit hundreds of donors for contributions, and sacrifice many hours and days to the process.
MIDTERM ELECTIONS	All House candidates and $\frac{1}{3}$ of Senate candidates run for election every two years. Federal elections that take place halfway through a president's term are called midterm elections .
FUNDRAISING	-The size of a candidate's war chest , or bank account for campaigning can play a role in determining victory or loss. (Half of all House candidates raise more than \$1 million dollars, which would require them fundraising \$16,000 a week) (Senate candidates spend on average 12 million) -Candidates generally spend $\frac{1}{4}$ of their campaign time making personal phone calls and holding formal fundraisers (cocktail parties, picnics, and formal dinners with celebrities and officials has guest speakers).
FINDING OUT WHAT THE PUBLIC WANTS	A typical campaign spend 3 percent of its revenue on polling and surveys to understand what voters think. They also use focus groups, internet blogs, radio call-in shows, and conversations with party leaders & political analysts to find out what the public wants.
GETTING MESSAGE OUT TO VOTERS	-The candidate gets their message out (common themes of decency, loyalty, and hard work). The three phases a campaign include: the biography, the issues, and the attack. - $\frac{3}{4}$ of all voters say they get most of their information about elections by watching television. A visual is a short news segment showing the candidate in action (cost the candidate nothing to show). A spot is short expensive commercial.
<p>-Redistricting: the process of of redrawing congressional districts to reflect increases or decreases in seats allotted to the states. This effects how many seats each state gets in the House of Representatives. The census counts the population every 10 years. If a state is gain or lose seats in the House it is up to the State legislatures to draw the congressional districts for their state. Gerrymandering: the drawing of boundaries in a way to produce a particular electoral outcome without regard to the shape of the district.</p>	

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INCUMBENCY ADVANTAGES & DISADVANTAGES

ITEM	SPECIFIC ITEM	DESCRIPTION
ADVANTAGES	Name Recognition	People often know their members by name. This is partly due to the franking privilege in which free mailing is available so Congress members can inform constituents about new things going on in their states and districts. Some members become household names being re-elected over and over again.
	Money	Incumbents nearly always have more money than challengers. Political action committees (PAC's) donate heavily to incumbents.
	Presence	Officeholders can provide services to constituents, including answer questions about issues of concern to voters. Incumbent keep offices in their hometowns and in Washington D.C.
	Coattail Effect	Congressional candidates can often ride on the popularity of their party's presidential candidate.
DISADVANTAGES	Role of Economy	The single greatest predictor of an incumbent's loss is a poor economy. When times are tough the voting public will often hold incumbents and their party responsible.
<p>Incumbent: the office holder who is seeking re-election.</p>		

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A CAMPAIGN’S KEY PLAYERS

PLAYERS	DESCRIPTIONS	
CANDIDATE	A person chooses to run for office for a number of reasons which include personal ambition, the desire to promote a certain ideology and pursue specific public politics, or simply because they think they can do a better job than their opponents.	
VOLUNTEER CAMPAIGN STAFF	Volunteers are the lifeblood of every national, state, and local campaign. Voter canvas: the process by which a campaign reaches individual voters, either by door-to-door solicitation or by telephone. Closer to election day volunteers begin vital get out the vote (GOTV) efforts, falling and e-mailing supports to remind them to vote and arranging their transportation if necessary.	
THE CANDIDATE’S PROFESSIONAL STAFF	Campaign Manager	The individual who travels with the candidate and coordinates the many different aspects of the campaign.
	Finance Chair	A professional who coordinates the fund-raising efforts for the campaign.
	Pollster	A professional who gives and analyzes public opinion surveys that guide political campaigns.
	Direct Mailer	A professional who supervises a political campaign's direct mail fund-raising strategies.
	Communications Director	The person who develops the overall media strategy for the candidate, blending free press coverage with paid TV, radio and mail media.
	Press Secretary	The individual charged with interacting and communicating with journalists on a daily basis.
	Internet Team	The campaign staff that makes use of Web-based resources to communicate with voters, raise funds, organize volunteers, and plan campaign events.
THE CANDIDATE’S HIRED GUNS	Campaign Consultants	A private-sector professional who sells to a candidate the technologies, services, and strategies required to get that candidate elected.
	Media Consultants	A professional who produces candidates’ television, radio, and print advertisements.

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CAMPAIGN MEDIA

MEDIA TYPE	DESCRIPTIONS
PAID MEDIA	<p>Political advertisements purchased for a candidate's campaign.</p> <p>Types of Ads: positive ads: Advertising on behalf of a candidate that stresses the candidate's qualifications, family, and issue positions, without reference to the opponent. negative ads: advertising on behalf of a candidate that attacks the opponent's platform of character. contrast ad: Ad that compares the records and proposals of the candidates, with a bias toward the sponsor. spot ad: Television advertising on behalf of a candidate that is broadcast in sixty-, thirty-, or ten-second durations. inoculation ad: Advertising that attempts to counteract and anticipated attack from the opposition before the attack is launched.</p>
FREE MEDIA	Coverage of a candidate's campaign by the news media.
NEW MEDIA	New technologies, such as the Internet, that blur the line between paid and free media sources.

Candidates want favorable coverage. Campaign teams use media consultants in an attempt to influence the media by 1) Staff members seek to isolate the candidate from the press 2) the campaign stages media events (**sound bites:** brief clever quotes with appealing backdrops so they will be covered on the news) 3) Spin any circumstance they can (make their candidate look good and the other look bad) 4) Circumvent the news by going on talk shows.

THE FEDERAL ELECTIONS CAMPAIGN ACT (FECA)

ITEM	DESCRIPTION
FEDERAL ELECTIONS COMMISSION (FEC)	This law created an independent agency created to monitor and enforce campaign regulation. (6-member nonpartisan body)
REGULATED MONEY	This law prevented donors from giving more than \$1,000 to any federal candidate and more than \$5,000 to a political committee.
POLITICAL ACTION COMMITTEES	<p>This law defined that Political Action Committees must:</p> <ul style="list-style-type: none"> • Must have at least 50 members. • Must donate to at least five candidates. • Must register with the FEC at least six months in advance of the election.
PUBLIC FUND	This law created a voluntary public fund to assist viable presidential candidates. (When you file taxes you have chance to give \$3 bucks. Candidates use public funds to match individual donations of \$250, if they spend less than 50K own money and raise 5k in at least 20 states)

-This law was created in 1971 and amended in 1974 and 1976 in response to Americans' distrust of money in politics and politics in general after the Watergate scandal.

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CAMPAIGN FINANCE

ITEMS	DESCRIPTION
FEDERAL ELECTIONS COMMISSION	The FEC is an extremely important independent agency that is responsible for regulating elections. Laws and court cases have also had great importance on this issue.
HARD MONEY	Donations given directly to a candidate for campaigning.
SOFT MONEY	Donations given to a political party for party-building purposes (Such as get out the vote drives or issue ads) (Soft money skyrocketed after FECA)
<p>McCain-Feingold Law</p> <p>(AKA: BIPARTISAN CAMPAIGN REFORM ACT OF 2002)</p> <p>(AKA: BCRA)</p>	<ul style="list-style-type: none"> ● Banned soft money contributions to the national parties ● Increased limits on hard money donations per election cycle: <ul style="list-style-type: none"> ○ \$2,000 from individuals (with an adjustment for inflation) ○ \$5,000 from PACs ○ \$25,000 from the national parties ● Prohibited corporations, trade associations, and labor organization from paying for electioneering communications using campaign treasury money within 60 days of the general election and 30 days of a primary. ● Candidates must explicitly acknowledge approval of all TV ads.
527 POLITICAL COMMITTEES	Non profit and unregulated interest groups that focus on specific cause or policy positions and attempt to influence voters. They cannot directly engage in advocacy for or against a candidate.
501(C)(3) COMMITTEES	Nonprofit and tax-exempt groups that can educate voters about issues and are not required to release the names of their contributors.
<i>McConnell v. FEC</i> (2003)	The McCain-Feingold law was largely upheld.
<i>Citizens United v. FEC</i> (2010)	The Court ruled that corporations have a right to free speech and cannot be denied the that right in the final days before an election.
<i>McCutcheon v. FEC</i> (2013)	The Court ruled that the free speech clause prevents Congress from limiting the aggregate total an individual may donate to various candidates.
<p>-Hatch Act, 1939: federal employees and companies doing business under federal contracts were forbidden from contributing to elections.</p> <p>-<i>Buckley v Valeo</i>, 1976: The Court ruled that Congress could limit some contributions to candidates but protected other forms of using to parties as forms of free speech.</p> <p>-527 committees and 501 (c) (3) committees are named after tax code: they show that taking money out of politics is not going to be easy.</p>	

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GOVERNING ELECTIONS

LEVEL OF GOVERNMENT	DESCRIPTION
STATE	<ul style="list-style-type: none"> ● Sets times and locations for elections. (Sets dates for non-federal elections) ● Chooses format of ballot and how to file for candidacy. ● Creates rules and procedures for voter registration. ● Draws congressional district lines (state legislatures). ● Certifies election results days after election day.
NATIONAL (AKA: FEDERAL)	<ul style="list-style-type: none"> ● Set date for federal elections: (Currently: Tuesday following the first Monday in November of even numbered years). ● Has judicial jurisdiction on election policy. ● Addresses suffrage in constitutional amendments ● Enforces relevant civil rights legislation. ● Administers and enforces campaign finance rules (FEC)