

Ch 9- Nominations & Campaigns

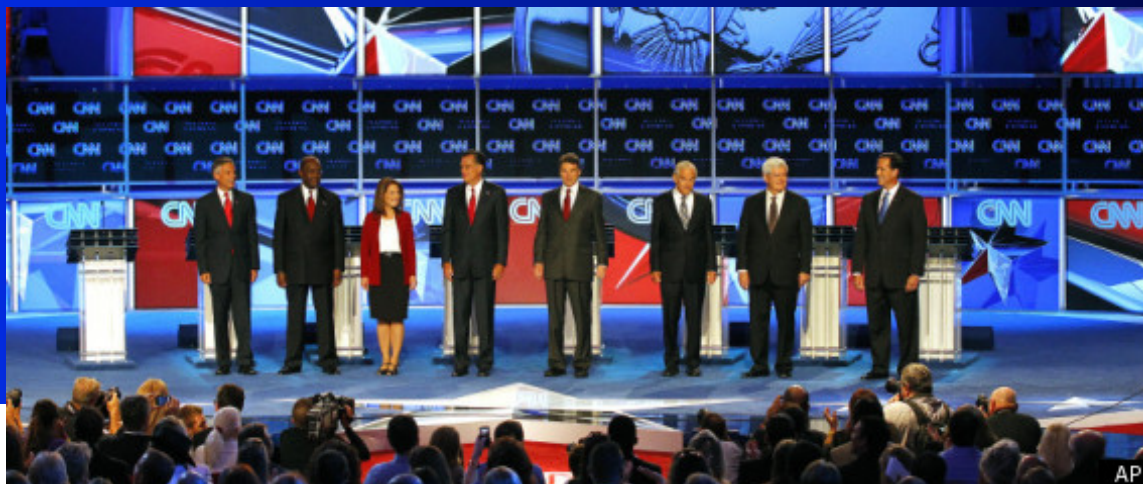
Chapter 9

Monday

- What are campaigns and nominations?
- What is the nomination process in US politics?
- Why is it so confusing and varied?

EQ #9- What are the key features of U.S. campaigns?

- What is a Nomination?
 - The official endorsement of a candidate for office by a political party. (Trump and Clinton are the 2016 nominees).
 - To be nominated requires momentum, money, and media attention.

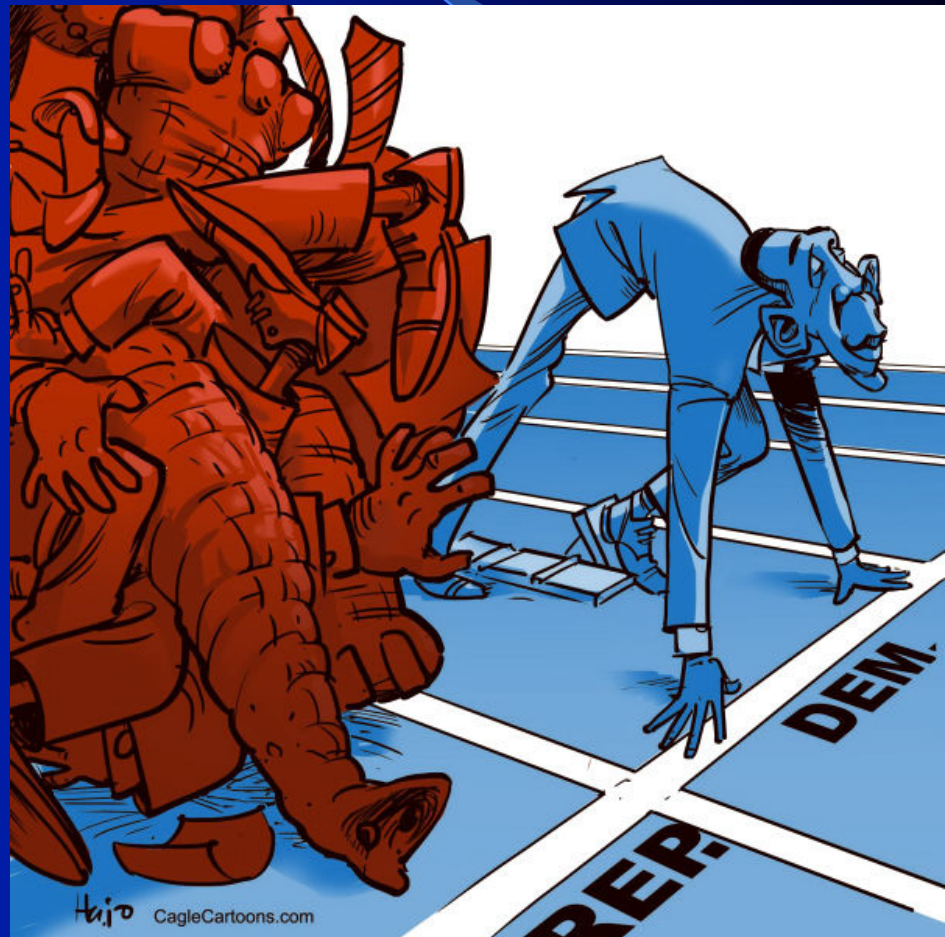


What is campaigning?

- It is the candidate's work to win the support of voters and delegates and ultimately earn their party's nomination.
- Includes strategies used to win elections
 - Advertising
 - Speaking appearances
 - Debates
 - Meeting voters
 - Read the Handout about Delegates...

What are the traits of US Presidential Campaigns?

- They are costly.
- They are exhausting physically and emotionally
- They are long...



What are key traits of US Presidential Campaigns?

- Campaigns are physically and emotionally taxing on candidates.
- They are costly \$\$\$...most spending goes for media advertizing
- Campaigns for P can last 18 months or more.
- Other countries have short campaigns - generally less than 2 months (by law).
- Most serious candidates have previous government experience

What is the Campaign Process / Road to the Presidency?

Step 1- Decide to Run

Step 2- Primaries & Caucuses
for nomination (January-June)

Step 3- National Conventions (July/August)

Step 4- General Election (November)

Step 5- Electoral College vote (January)

What is the Campaign Process?

HOW TO BECOME

☆ PRESIDENT OF THE UNITED STATES ☆

U.S. CONSTITUTION'S REQUIREMENTS FOR A PRESIDENTIAL CANDIDATE

✓ NATURAL BORN CITIZEN

✓ MINIMUM AGE 35 YEARS

✓ U.S. RESIDENT 14 YEARS



STEP 1 PRIMARIES AND CAUCUSES

THERE ARE MANY PEOPLE WHO WANT TO BE PRESIDENT, EACH WITH THEIR OWN IDEAS ABOUT HOW GOVERNMENT SHOULD WORK

PEOPLE WITH SIMILAR IDEAS BELONG TO THE SAME POLITICAL PARTY, THIS IS WHERE PRIMARIES AND CAUCUSES COME IN

CANDIDATES FROM EACH POLITICAL PARTY CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE FAVOR OF THEIR PARTY MEMBERS



NATIONAL CONVENTIONS STEP 2

THE PRESIDENTIAL CANDIDATES CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE SUPPORT OF THE GENERAL POPULATION

AT EACH CONVENTION, THE PRESIDENTIAL CANDIDATE CHOOSES A RUNNING MATE (VICE PRESIDENTIAL CANDIDATE)

EACH PARTY HOLDS A NATIONAL CONVENTION TO SELECT A FINAL PRESIDENTIAL NOMINEE

IN A PRIMARY PARTY MEMBERS VOTE FOR THE BEST CANDIDATE THAT WILL REPRESENT THEM IN THE GENERAL ELECTION

IN A CAUCUS PARTY MEMBERS SELECT THE BEST CANDIDATE THROUGH A SERIES OF DISCUSSIONS AND VOTES



...AND I APPROVE THIS MESSAGE.

STEP 3 GENERAL ELECTION

PEOPLE IN EVERY STATE ACROSS THE COUNTRY VOTE FOR ONE PRESIDENT AND VICE PRESIDENT

WHEN PEOPLE CAST THEIR VOTE, THEY ARE ACTUALLY VOTING FOR A GROUP OF PEOPLE KNOWN AS ELECTORS

STEP 4 ELECTORAL COLLEGE

IN THE ELECTORAL COLLEGE SYSTEM, EACH STATE GETS A CERTAIN NUMBER OF ELECTORS BASED ON ITS REPRESENTATION IN CONGRESS

EACH ELECTOR CASTS ONE VOTE FOLLOWING THE GENERAL ELECTION, AND THE CANDIDATE WHO GETS MORE THAN HALF (270) WINS

THE NEWLY ELECTED PRESIDENT AND VICE PRESIDENT ARE INAUGURATED IN JANUARY



DEFINITIONS

Caucus: A meeting of the local members of a political party to select delegates to the national party convention. A caucus is a substitute for a primary election.

Delegate: A person authorized to represent others as an elected representative to a political party conference.

Elector: A member of the electoral college.

What is a Primary Election?

- A preliminary or 1st election to choose each party's candidate for President (or other offices)
- States hold **primary elections** to select the GENERAL election candidate from each party.
- D= Clinton
- R= Trump



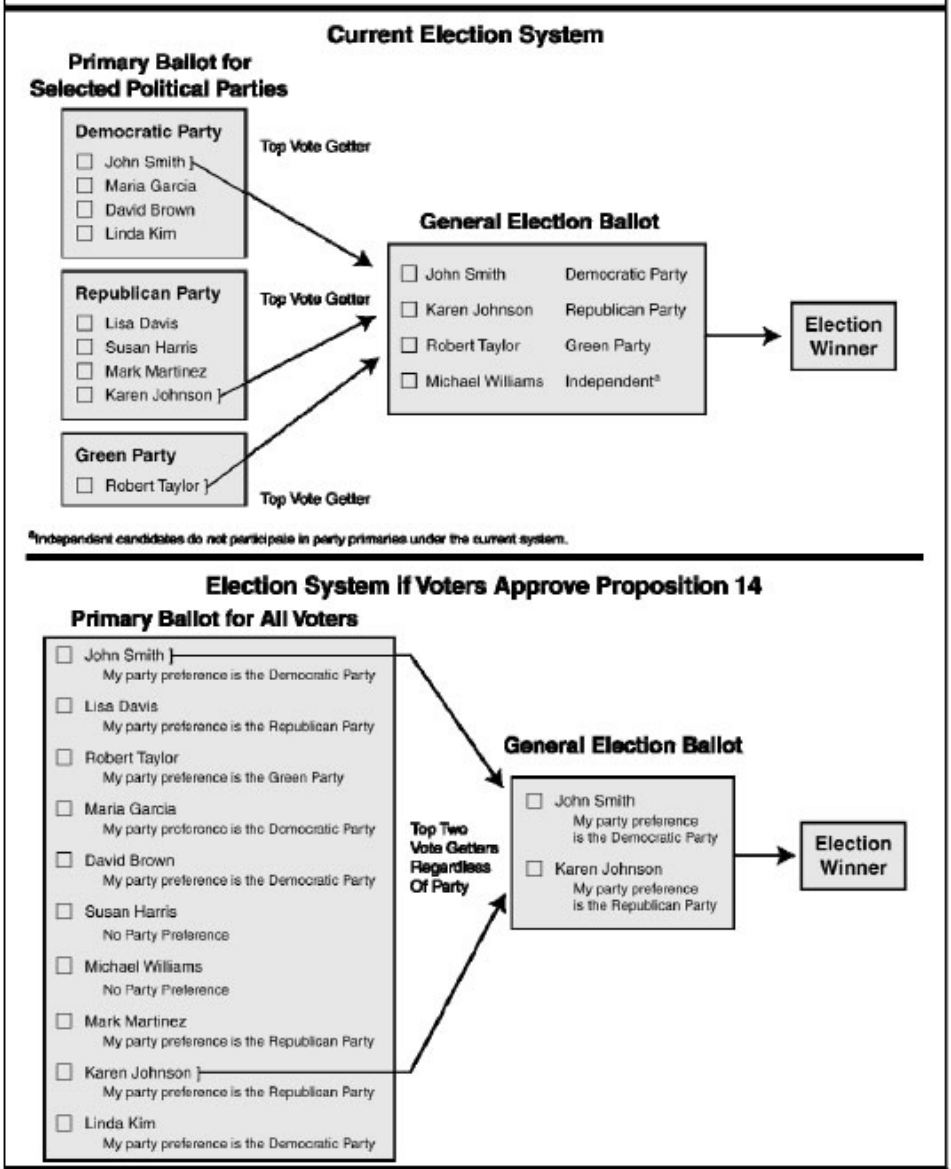
What is a primary?

- Primary elections are a race for delegates.
- Delegates will vote at Nat'l Convention
- Primaries limit the candidate pool to ONE finalist (like “heats” in track races).
- Primaries take place in Spring
- General elections (to choose office holder) take place in November



Figure 2

Example of How Ballots Would Change if Voters Approve Proposition 14



There are TWO types of Primary Elections

Consider...PIZZA!

Option 1-

- You have a choice between pizza with cheese, pizza with pepperoni or a pizza with pineapple. There is no discussion on this matter, just a simple vote. Each member of the class will cast one vote.

Option 2-

- You have the opportunity to discuss with your classmates what toppings you would choose for the pizzas and come to some sort of agreement on your own.

1. Which option would you choose, the first or second? Why?
2. What are the advantages of each method of pizza selection?
3. What are the disadvantages of each?

Primary Elections

- There are TWO types of NOMINATING (primary) elections- Primary or Caucus
- Most states hold a direct primary election
- A minority of states hold a caucus

Primary Elections

- Watch the video clips
- Complete the grid as you watch
- https://www.youtube.com/watch?v=95I_1rZiIs (this is the best video)
- <http://www.youtube.com/watch?v=6weSABfMMnM>



Warm-Up

- 1. What makes US presidential elections different than other democratic nations? Explain THREE differences/characteristics.
- 2. What's the difference between a primary and general election?

What is a Direct Primary?

- Voters from each party cast a secret ballot to choose their preferred candidate.
- Primary elections
 - Are fast / efficient
 - Directly reflect voters' preferences
 - Because direct votes are cast, they avoid the possibility of corruption

Nominating Elections- Direct Primary

Voting Method

*An ELECTION is held. Secret ballot.

Who can vote?

*Depends on state; open, closed and other primaries used.

States?

*40 states use the primary system.
New Hampshire is 1st.

Nominating Elections- Caucus

- Voting method** *Voting is conducted at local party MEETINGS and is done by raising hands or breaking up into groups; discussions.
-
- Who can vote?** *Only members registered with the political party can participate (if closed system)
-
- States** *A Minority of states hold caucuses
*Alaska, Colorado, Hawaii, Kansas, Maine, Minnesota, Nevada, North Dakota, Wyoming and Iowa

How does the Iowa Caucus Work?

- View Short Film Clip-
<https://www.youtube.com/watch?v=SJqv--jyXPg>

Caucus Elections

- Process is slow / can take hours
- Involves discourse, analysis and debate
- Because of no ballot, more open to fraud/
corruption
- Can lead to more informed choice

Tuesday

Types of Direct Primaries

- States set the rules for their primaries. These are most common-
 1. Closed Primary
 2. Semi-Closed Primary
 3. Open Primary
 4. Top Two Primary

Direct Primary

1. Closed Primary

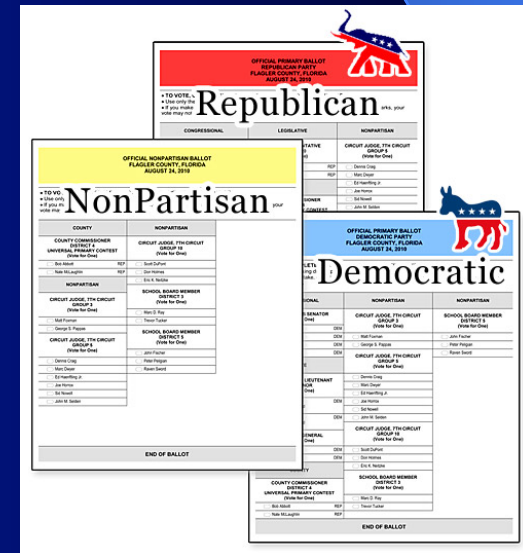
1. CLOSED PRIMARY-

- Only registered R's and D's can vote in this type of primary.

- This excludes Independents / Non-affiliated from primary voting!

- This type of primary is the MOST common

- Major parties favor these



Semi-Closed Primaries

- 2. SEMI-CLOSED Primary
 - Includes Independent / unaffiliated voters
 - They can vote in ONE of the major party's primaries
 - Must choose which one

Open Primary

3. OPEN PRIMARY-

- All registered voters can vote (R, D and I)
- Voters choose which primary to participate in on primary election day
- Allows Independent voters a vote
- LESS common than closed
- NOT favored by major parties

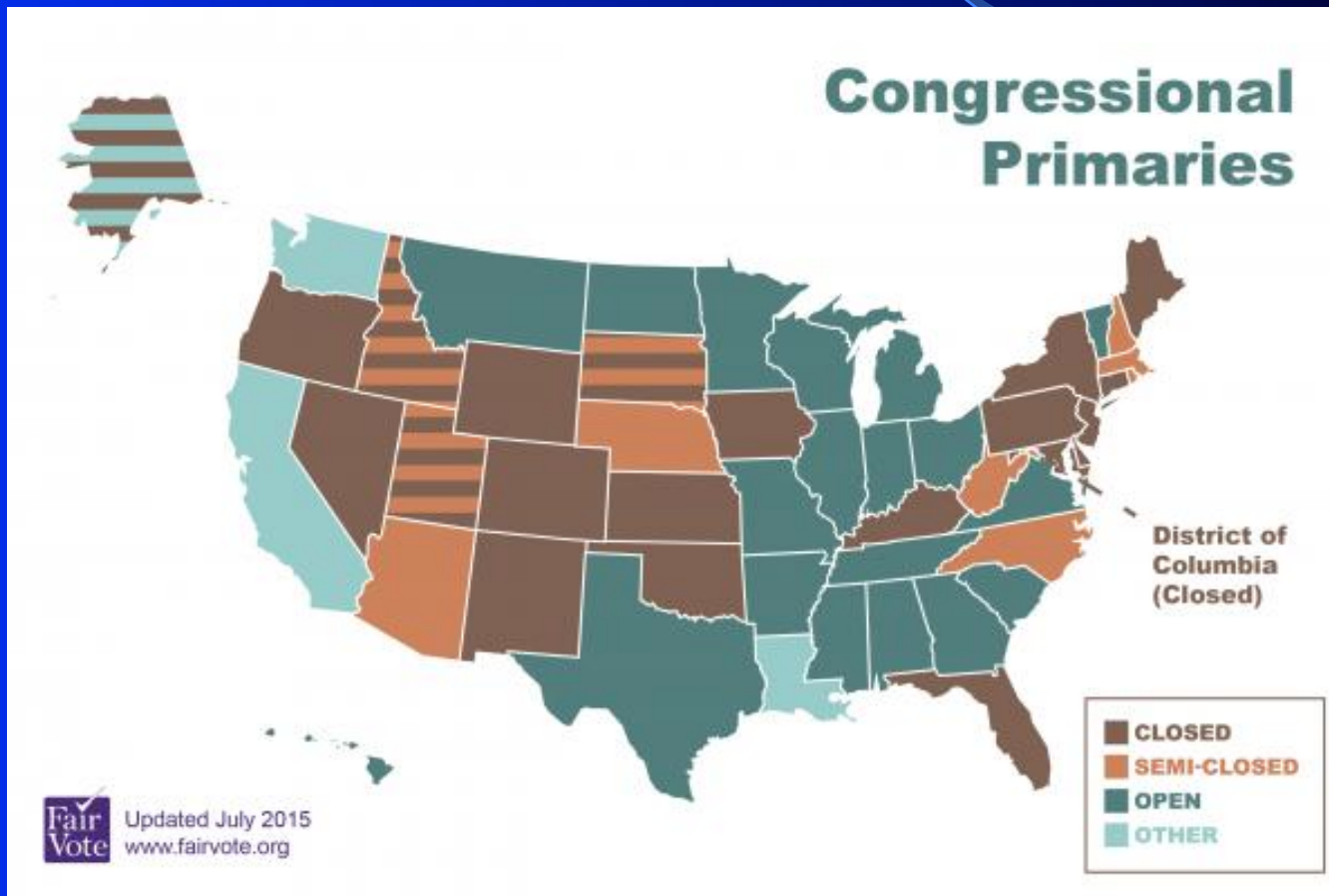
Other Primary Formats

Some states use an additional format for Congressional and state races

Top Two Primary- (CA, WA)

- *All candidates run on the same ballot regardless of party
- *Top two vote-getters face off in a general election, regardless of party.

State Primaries Today

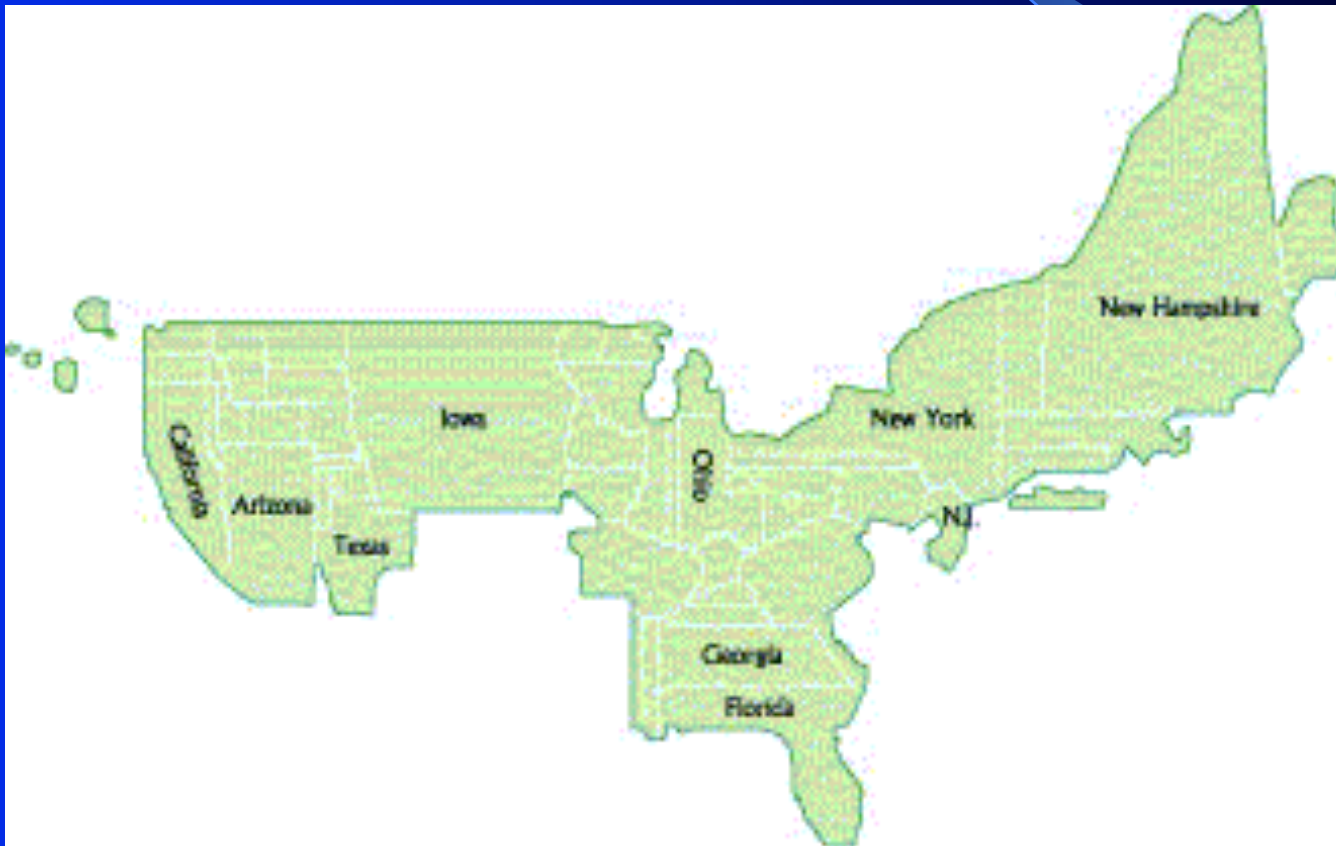


Which states have the first primaries?

- ***FRONTLOADING-** is the tendency of states to hold primaries early
- *Makes their contest more important and gains early media attention
- *New Hampshire traditionally holds the first PRIMARY
- *IOWA holds the first CAUCUS and contest & is considered most important

The Nomination Game

- The Inflated Importance of Iowa and New Hampshire (Figure 9.1)



Tasks

- Pick a team
- Try to trade?
- Write your names on the measure/
candidate you drew
- Establish a team
Google doc and
presentation with
team

Wednesday

- Graphic Organizer
- Notes and film on National Convention
- Project Work Time

Complete the Grid

- Complete the Presidential Primaries and Caucuses Grid
- Overall, what are the greatest strengths and weaknesses of our current presidential primary system? Discuss THREE.

Criticisms of the Primary System

- Disproportionate attention to the early ones.
- Time and need to fundraise weeds out good candidates.
- Money plays too big a role.
- Participation in primaries and caucuses is low and unrepresentative. (usually 5%-20%)
- The need for momentum gives too much power to the media.

National or Regional Primaries

- Read & answer the questions p. 276
 1. What's the difference between a national and regional primary?
 2. What are the + / - of each of these reforms?

 3. If you had the authority to do so, would you reform the current system? Defend your answer. (Write a complete paragraph. Use a topic sentence)

Criticisms of Primaries

- Criticisms of the Current Primary / Nominating Election System
 - Campaigns are too long
 - Low turnout / NOT representative
 - Takes money and early victories to win
 - Late primaries are often ignored; early ones receive great attention / importance
 - In closed primary states, Independent voters can't participate.

Election Process

1. Declare

- Candidates decide to run
- Are they qualified?

2. Primary or Caucus

- Voters choose narrow the field of candidates to their favorite. (in spring)

3. Nat'1 Convention / Nominate (in summer)

- Delegates from all states gather to select the ONE candidate from each party

4. General Election

- (In Nov.), Voters select office holder

The Nomination Game

- The National Convention (SUMMER)
 - Major parties (R and D) hold these the summer before each Presidential election.
 - Purpose is to officially name their candidate
 - Today, this is basically a formality—the winner is already known from primary election results
 - Leaders speak & rally interest in their candidate
 - They present the Party platform: It is a statement of each party's goals and policies and general beliefs are presented.

What is a General Election?

- Are the final stage of the presidential election process to choose office holder
- Take place on the first Tuesday after the first Monday in November (Constitution)
- Incumbent (running for re-election) presidents have advantages
 - Credit claiming, media attention
- And disadvantages
 - Poor economy can hurt; low approval ratings

What is a Mid-Term Election

- Elections that occur between Presidential election years (on even #ered years)
- Lower turnout
- Senate (1/3) and ALL House members
- Governors, too

The Campaign Game

- Modern campaign techniques include
 - Television advertising,
 - Televised public appearances,
 - Direct mail campaigns
 - An official web site with platform- the party and candidate's stance on issues and agenda if elected to office
- *Modern campaigns take A LOT of MONEY

The Campaign Game

- Role of media in the Campaign
 - Media closely follow campaigns
 - Focus on candidate's activities and poll results
 - Critics fear campaigns center around a candidate's image rather than political beliefs

Exit Ticket

- A. Describe the THREE steps of the campaign process- Primary, Convention, General election in ONE sentence.
- B. Explain TWO reasons this process could keep good candidates from running for office.

Project Work Time

The background is a dark blue gradient. A thin, light blue curved line starts from the top left and curves towards the right. A light blue wedge-shaped area is located on the right side, pointing towards the center.

Thursday - Key Concepts

- 1 Why do successful candidates need so much money to win?
- 2 What rules are in place to regulate campaign finances?
- 3 How does money affect campaigns and politics?



EQ #10- How are campaigns funded? What are the key laws?

- What does it cost to run for office in the US?
- Why does it cost so much?
- Are there limits?
- Why does it matter?

How Much Does it Cost to Run for President?

- 2004=\$717.9 million
- 2008= \$1.76 Billion
- 2012=\$1.96 billion
- 2016= About \$4.5 billion

- WHY?????

- Show graphics from pdf...

Why do we spend so much more today?

- Cost of mass media
- Length of campaign
- Expansion of the electorate
- Switch from party insiders choosing candidates to a direct primary system

What is the effect?

- Politicians spend as much time fund raising as doing their jobs
- Money comes from interest groups, corporations and individuals—does this buy influence?
- The need to raise money affects who runs.
- Candidates with the most \$ have a BIG advantage!

Where does the money come from?

1. Public financing-

1. **Individuals** via the Income Tax return box; goes to any candidate...can't choose
2. **Federal government** – Offers matching funds for candidates who raise a certain amount of money and agree to limit/cap their money (which most candidates refuse because of the limits)

Where does the money come from?

2. Private Donors

- Individuals (anyone but wealthy give far more)
 - Corporations
 - Unions
 - Interest Groups
- All sources of \$ aren't equal. Is this OK?
 - Should these sources be treated similarly?
 - Should there be limits to any? All?

Friday

- Project work time

Monday

- What laws are in place that limit campaign spending?
- How have they been challenged?
- Are they effective? Why/not?

Why do we need campaign finance laws?

- In politics, money is access. Do those with more money have more access?
- As the cost of campaigns has increased, Congress created laws to bring spending down.
- Citizens and candidates have challenged these laws as a freedom of speech issue.

Individual Donations

- Most Americans don't give directly to candidates
- Fewer than 10% of Americans have EVER donated money to ANY political campaign
- Less than 1% of Americans have ever given over \$200 or more to any campaign

What were the early Campaign Finance Laws?

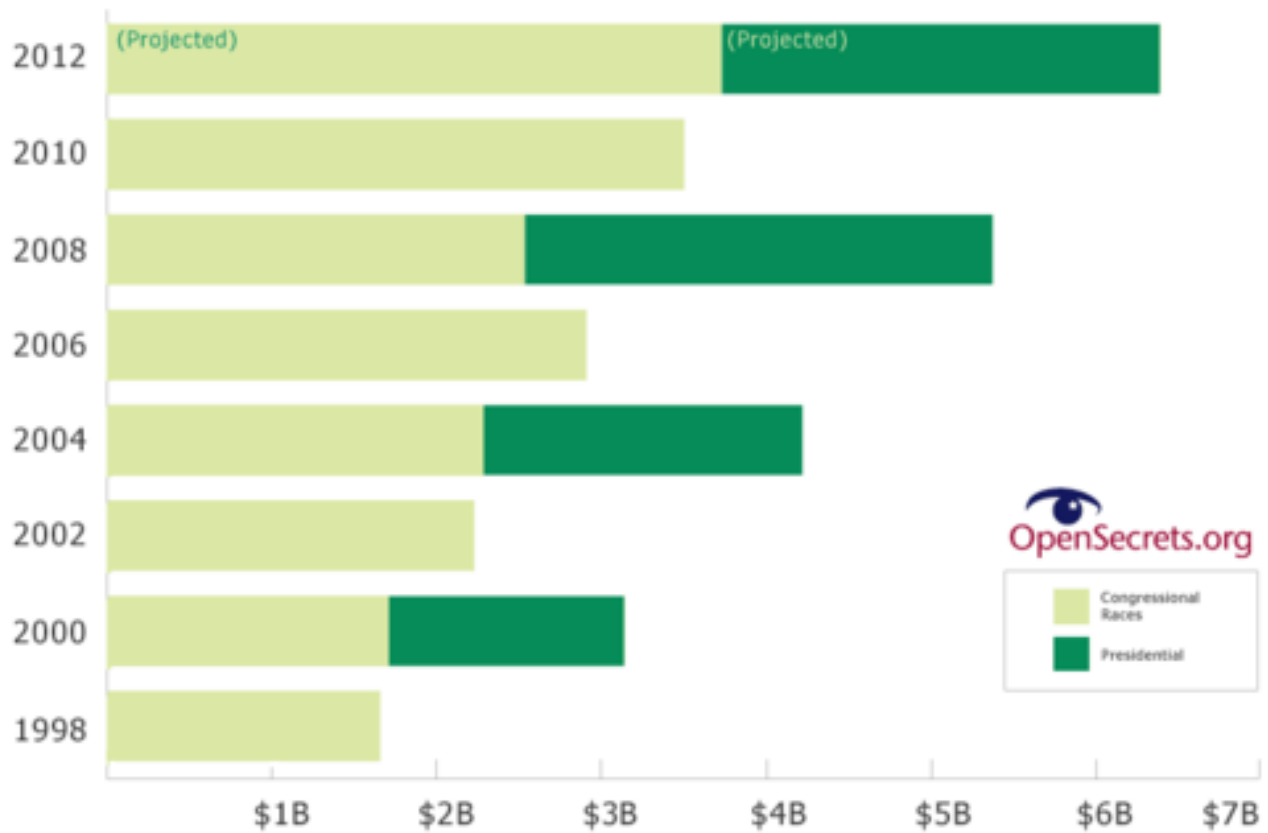
- Both were national laws passed by Congress
- Tillman Act, 1907
 - Prohibited corporations from donating directly to Presidential campaigns.
- Taft-Hartley Act, 1947
 - Prohibited Labor Unions from donating directly to presidential campaigns
 - Curtailed protests and activities of labor unions

What Changed?

- Due to the addition of TV in the 1950s-60s, campaign costs skyrocketed
- Television provided new advertising and media opportunities for candidates
- These were **costly**.
- Candidates sought funding from large corporations

On the Rise...

Total Cost of US Elections (1998 - 2012)



 OpenSecrets.org



What is FECA, 1972?

- The Federal Election Campaign Act was most sweeping campaign finance reform in history.
- Passed at end of Nixon's first term
- Almost immediately after passage, the law was challenged in court

What did the Federal Election Campaign Act (FECA), 1972 Do?

1. Candidates must track and disclose the sources of all direct donations (hard money)
2. Established Spending Limits on media advertizing (this is later repealed)
3. Created public funding options for Presidential Campaigns (if they agree to a set-limit)
4. Created Political Action Committees (PACs) for corporations & unions to contribute to campaigns.
5. Limits individual direct donations to \$1000

Amendments to FECA, 1974

- Watergate Scandal leads to major changes and additions due to abuse of the law

Biggest Change-

- *Created the Federal Election Commission (FEC) to investigate and enforce rules of this law.
- *The FEC is independent and devoted to enforcing the law.

Hard Money

- Is spending given directly to candidates
- Donors MUST be disclose,
- Is subject to contribution limits
- Examples-
 - Candidate committees, political parties, and traditional Political Action Committees (PAC).

FECA: What are PACs?

Political Action Committees (PACs)

- Created by law in 1974 as part of FECA
- Allows corporations, labor unions and other interest groups to donate money to campaigns.
- There are over 5000 PACs today.
- Donate to candidates who support their issue, regardless of party affiliation
- Can give up to \$5000 / candidate with no aggregate limit.
- All PAC \$ is tracked so considered “hard money”

Money and Campaigning

Table 9.1 The Big-Spending PACs

According to an analysis of Federal Election Commission data by the Center for Responsive Politics, here are the largest business, labor, and ideological/single-issue PAC contributors to congressional candidates for the 1999–2000 election cycle and the percentage that they gave to Republicans.

	AMOUNT CONTRIBUTED	PERCENTAGE GIVEN TO REPUBLICANS
Business		
Microsoft	\$3,942,435	53
Goldman Sachs Group	3,546,432	32
AT&T	3,510,391	62
National Association of Retailers	3,298,100	58
Association of Trial Lawyers	2,951,500	12
United Parcel Service	2,919,584	74
Philip Morris	2,830,985	80
Labor		
American Federation of State/County/Municipal Employees	6,500,889	1
Service Employees International Union	4,724,664	4
Communication Workers of America	3,687,614	1
International Brotherhood of Electrical Workers	3,369,840	3
United Food and Commercial Workers Union	3,242,057	1
Ideological/Single-Issue		
National Rifle Association	2,884,127	92
Emily's List	1,979,829	0

Source: Center for Responsive Politics.

TUESDAY

An AP Test Question...

- The primary purpose of PACs is to
 - A. Serve as fundraising organizations for challengers.
 - B. Provide members of Congress with unbiased information about proposed laws.
 - C. Consult with the President about policy.
 - D. Encourage broader participation in politics among the electorate.
 - E. Raise campaign funds to support candidates.

FECA is immediately challenged...

- Buckley v Valeo, 1976
 - Is the case that challenges the constitutionality of FECA and the spending limits it forged.

Buckley v. Valeo, 1976

- Landmark Supreme Court case challenging FECA.
 1. Contributions (\$ given directly to candidate) can be limited because they raise the danger of corruption.
 2. Expenditures (money spent on communications to voters to persuade) get higher protection. They are more like pure speech. Leaves the door open to soft money.
 3. Candidates' personal contributions to their own campaign cannot be limited. Violates freedom of speech

Buckley v. Valeo

- Significance
- Though the Supreme Court upheld parts of FECA,
- Supreme Court also ruled that spending money to influence elections is a part of FREE SPEECH and is constitutionally protected.

Soft Money

- Arose due to limits put on hard money / loophole
- Is unlimited \$ from corporations, unions and individuals
- This outside spending was allowed so long as didn't go directly to campaigns.
- **Soft \$ was unlimited and unregulated**
- The rise of soft money led to the next reform...

How to challenge the rise of soft money...

- Congress sought to challenge the rise of soft money in campaigns
- Passed BRCA in 2002

What is the BCRA/ McCain-Feingold, 2002?

Bipartisan Campaign Reform Act (BCRA) / McCain-Feingold Act (2002)

- *Banned unlimited and unregulated SOFT money (this is later struck down by court)
- *Increased amount individuals can contribute from \$1000 - \$2000 (Is now \$2500 since this limit gets adjusted for inflation or \$5000 for election cycle—Primary and General)
- *Limited “issue ads” from parties within 60 days of the election

What challenges BRCA?

- Citizens United case challenges limits in effect from the BRCA

Citizens United v. FEC, 2010

- Landmark Supreme Court case that struck down parts of McCain-Feingold Act
- Ruled that most restrictions on soft money spending by corporations and unions in elections is a violation of 1st Amendment free speech rights.
- Issue ads OK; disclosure of who funds the ads is NOT required
- Corporations are treated like “people”

What is Dark Money?

- Dark Money refers to political spending meant to influence the decision of a voter, where the donor is not disclosed and the source of the money is unknown.
- Is usually funding spent by a POLITICAL NONPROFIT or a SUPER PAC.

501(c) Groups

- Are non-profit groups
- They can raise unlimited sums of \$ and engage in some political activity.
- They do NOT have to disclose their donors!!

527 Groups

- Is a non-profit and tax-exempt group created to raise money for political activities.
- UNLIKE PACs, do NOT donate directly to candidates & campaigns but give indirectly
- Can raise unlimited funds but must disclose contributions to IRS
- Create Issue Ads

What are Super PACs?

- A registered interest group that can raise unlimited sums of money to advocate for or against candidates.
- Must disclose their donors BUT can accept unlimited contributions from political non-profits who do NOT have to disclose their donors
- Show Colbert Report on Issue Ads <http://www.cc.com/video-clips/px6doe/the-colbert-report-colbert-super-pac---issue-ads>

Money and Campaigning

- Are Campaigns Too Expensive?
 - Winning elections costs a lot of money.
 - Fund raising takes up lots of time.
 - The doctrine of sufficiency suggests that candidates need just “enough” money to win, not necessarily “more.”

The Impact of Campaigns

- Campaigns have three effects on voters:
 - Reinforcement, Activation, & Conversion
- Mostly, they only reinforce & activate
 - Selective perception: pay attention to things we agree with.
 - Party identification still has an affect
 - Incumbents start with a substantial advantage

Which law or case did it?

- Banned soft \$?
- Created PACs?
- Raised individual contributions to \$2000
- Struck down limits to one's own campaign
- Upheld right of unions and corporations to contribute to political parties without limit