

AMERICAN GOVERNMENT
AND POLITICS TODAY 2015-2016 EDITION



Chapter Nine

Campaigns, Voting, and Elections

Learning Outcomes

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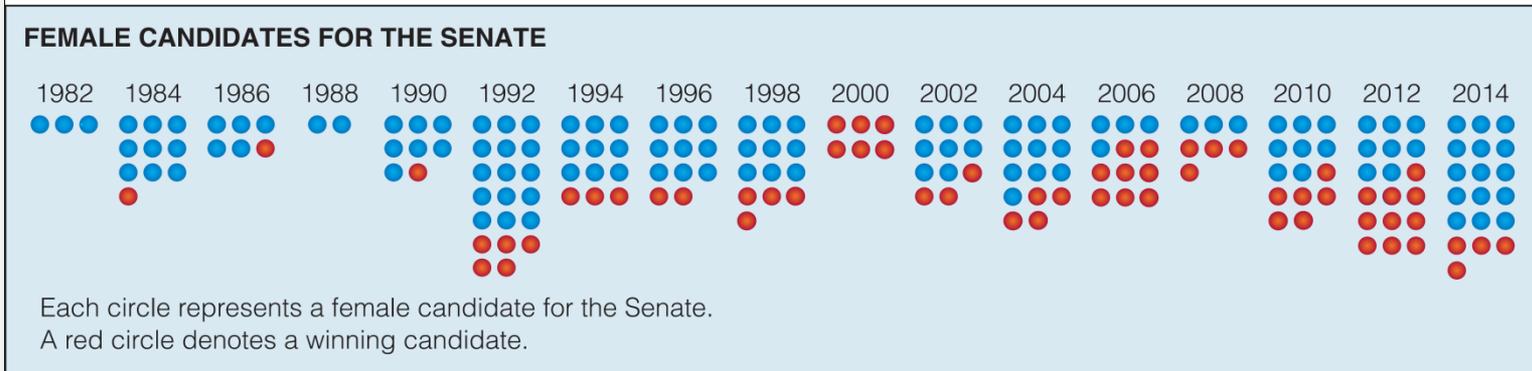
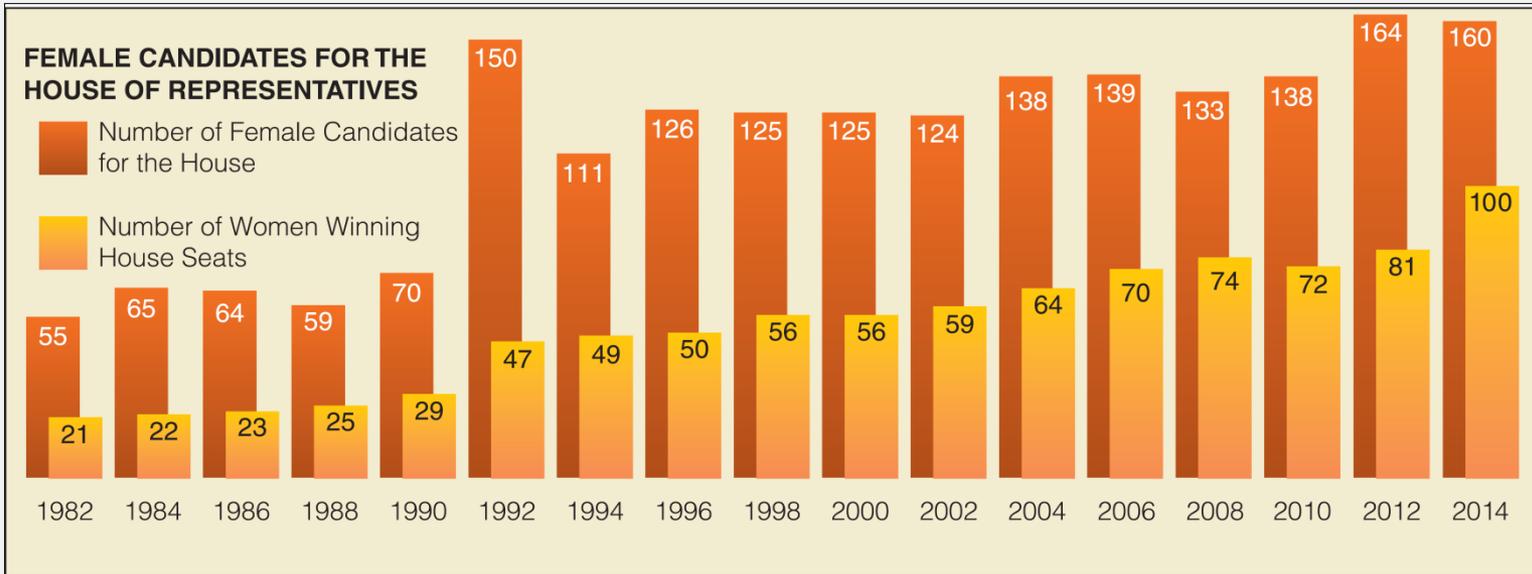
- 9.1 Explain the eligibility requirements for president, senator, and representative; discuss why an individual might choose to become a candidate for office.
- 9.2 Produce a plan for a modern campaign for the United States Senate; include the strategy, staff, and finances necessary for such an endeavor.
- 9.3 Demonstrate an understanding of the evolution of campaign finance regulation, the development of political action committees (PACs), and the current state of such regulation.
- 9.4 Describe the general outline of today's campaign for the presidency and discuss the impact of the primary system on the outcome of the nomination process.
- 9.5 Demonstrate an understanding of the electoral process in the United States, and explain how it relates to democratic theory.
- 9.6 Discuss the factors that influence voter turnout in the United States, and compare American voter turnout to that of other nations.
- 9.7 Describe historical restrictions on the vote in the United States, and explain how these restrictions have been ended.
- 9.8 Discuss the impact of the mechanics and technology of voting on voter turnout, vote fraud, and the ability of citizens to trust the process.
- 9.9 Demonstrate an understanding of the electoral college and its impact on the presidential election campaign.

Who Wants to Be a Candidate?

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- Why They Run
 - Self-starters
 - Recruited
- The Nomination Process
- Who Is Eligible?
- Who Runs?
 - Women as Candidates

Women Running for Congress (and Winning)



The Twenty-First Century Campaign

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- The Changing Campaign
- The Professional Campaign Staff
 - Political consultant
 - Finance chairperson
 - Communications director
 - Press secretary

The Strategy of Winning

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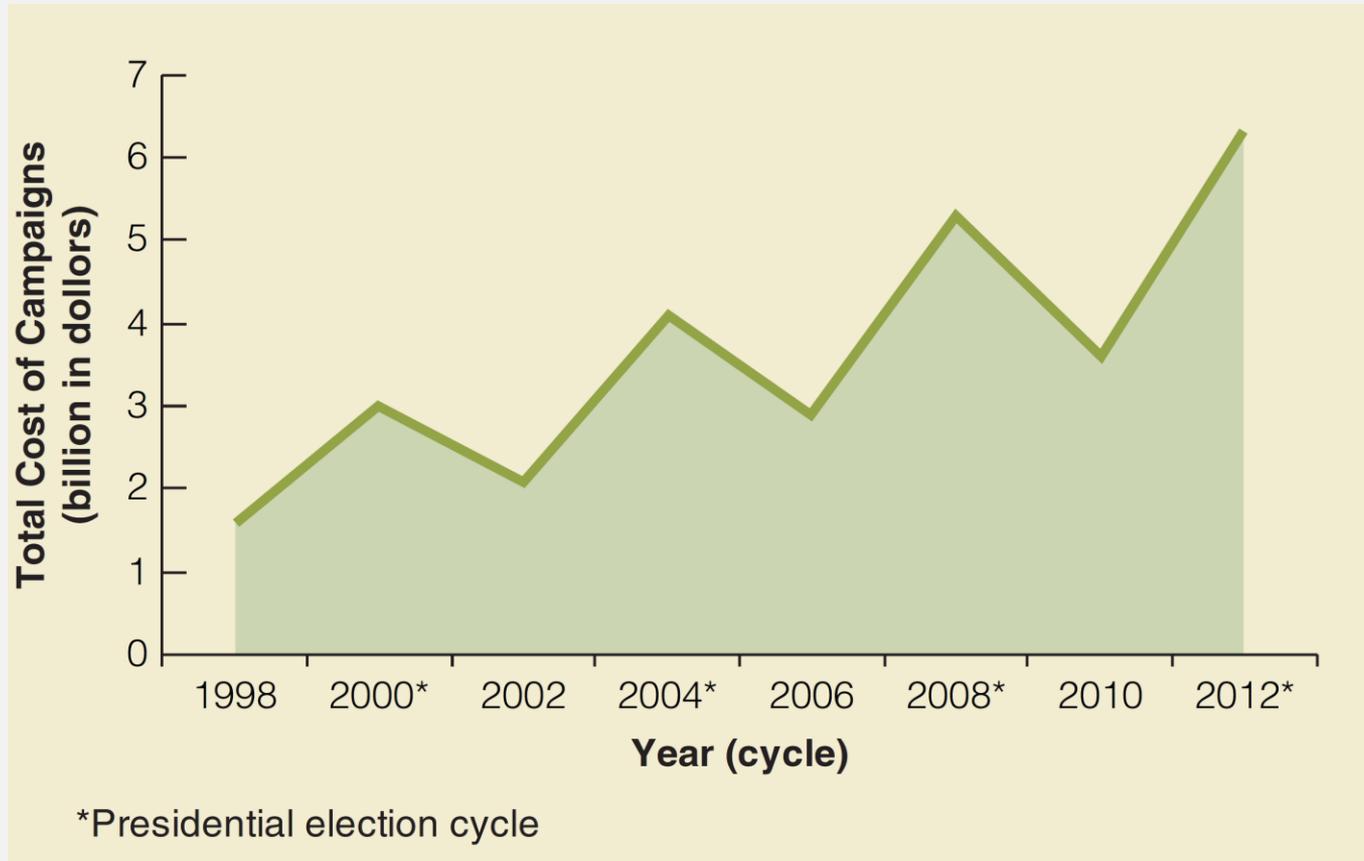
- Candidate Visibility and Appeal
- Taking the Public Pulse
 - Tracking polls
 - Focus group
 - The Media and Political Campaigns

Financing the Campaign

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- Regulating Campaign Financing
 - Hatch Act (1939)
- The Federal Election Campaign Act
 - Further Reforms in 1974
 - Federal Election Commission
 - *Buckley v. Valeo*

Growth in Campaign Spending, 1998-2012



Interest Groups and Campaign Finance: Reaction to New Rules

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- PACs and Political Campaigns
 - Political Action Committees
 - Soft money
 - Issue advocacy advertising
 - Super PACs

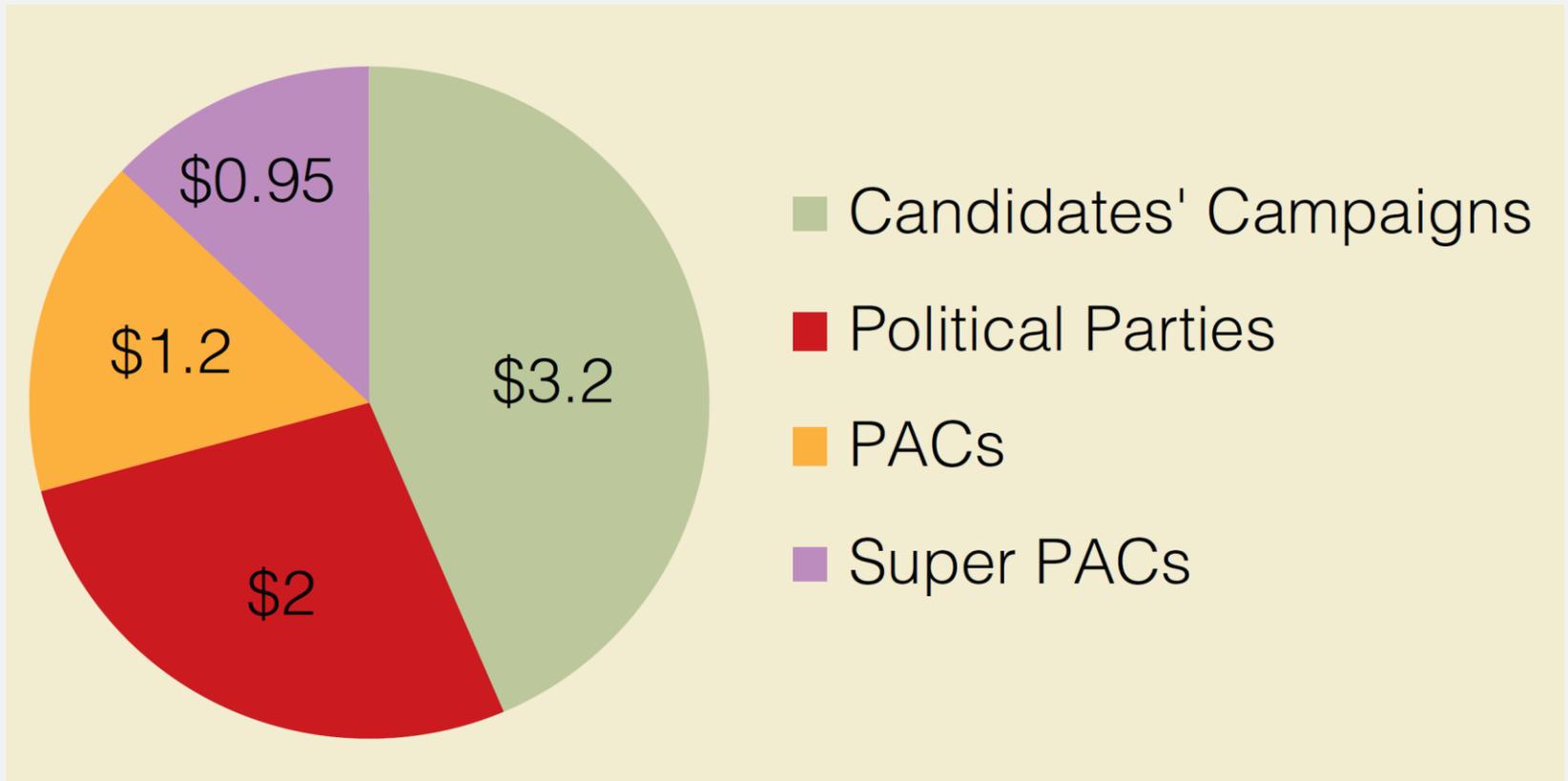
Interest Groups and Campaign Finance: Reaction to New Rules

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- Campaign Financing beyond the Limits
 - Contributions to Political Parties
 - Independent Expenditures
 - Issue Advocacy

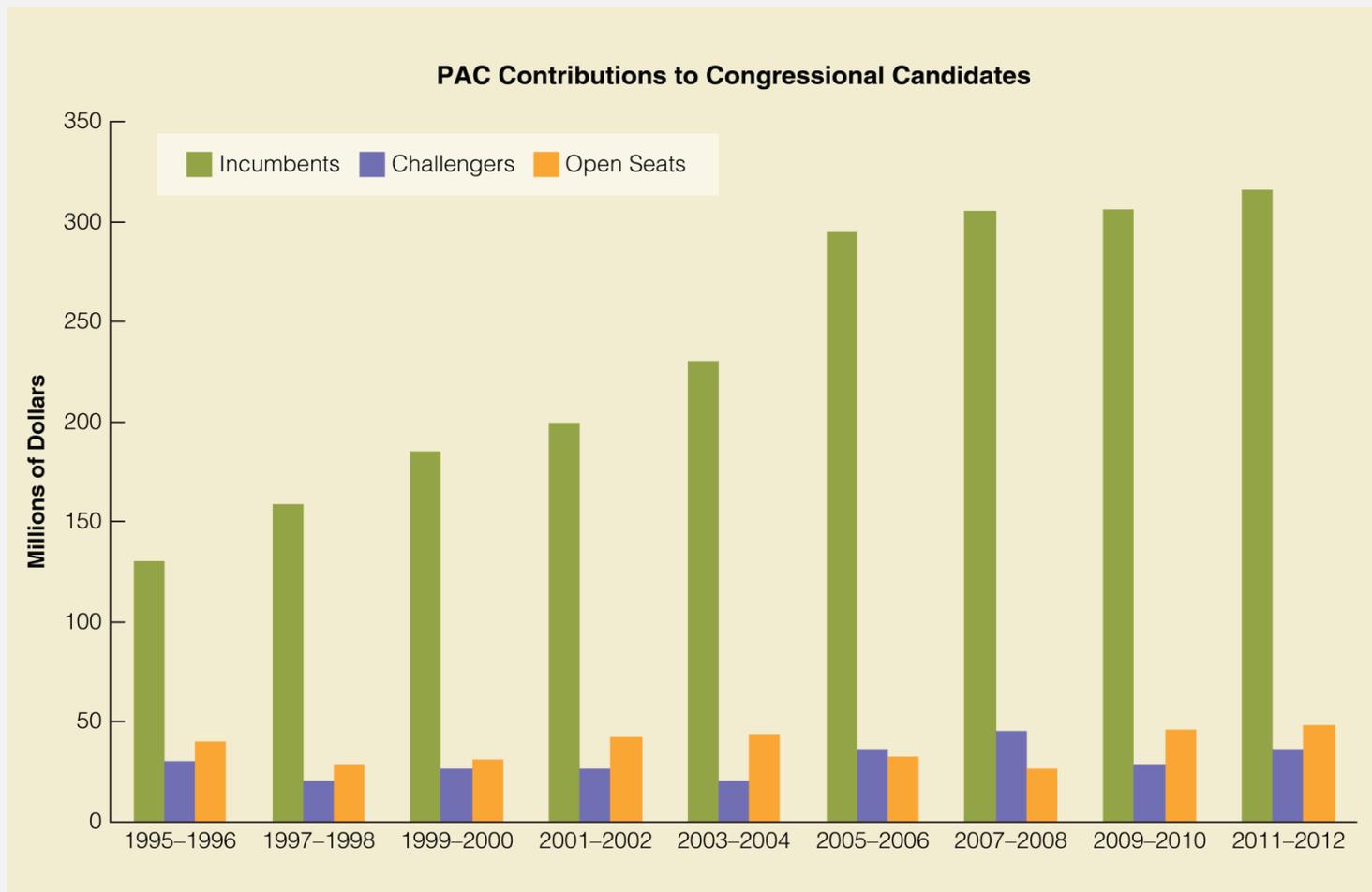
The Source of Campaign Funds, 2012 (in billions)

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Sources of spending for the \$7 billion 2012 election

PAC Contributions to Congressional Candidates, 1991-2012



Interest Groups and Campaign Finance: Reaction to New Rules

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- The Bipartisan Campaign Reform Act of 2002
 - Key Elements of the New Law
 - The Rise of the 527s
- *Citizens United, Freedom Now, and the Future of Campaign Finance Regulation*
 - *Citizens United v. FEC*
 - *FreedomNow.org v. FEC*

Interest Groups and Campaign Finance: Reaction to New Rules

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Mike Coppola/FilmMagic/Getty Images

Charles Koch and his brother David Koch, have donated millions of dollars to conservative causes and conservative candidates. Originally, the Koch brothers identified themselves as Libertarians, but they support Republicans because Libertarian candidates are unlikely to win office.

Interest Groups and Campaign Finance: Reaction to New Rules

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George Soros, millionaire financier, has donated millions of dollars to liberal causes and candidates. He has donated funds to Moveon.org and was an initial donor to the Center for American Progress, a liberal think tank.



ITAR-TASS/Alamy

Running for President: The Longest Campaign

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- Reforming the Primaries
- Front-Loading the Primaries
 - Front-runner
 - The Rush to Be First
 - Front-loading

The 2012 Primary Season

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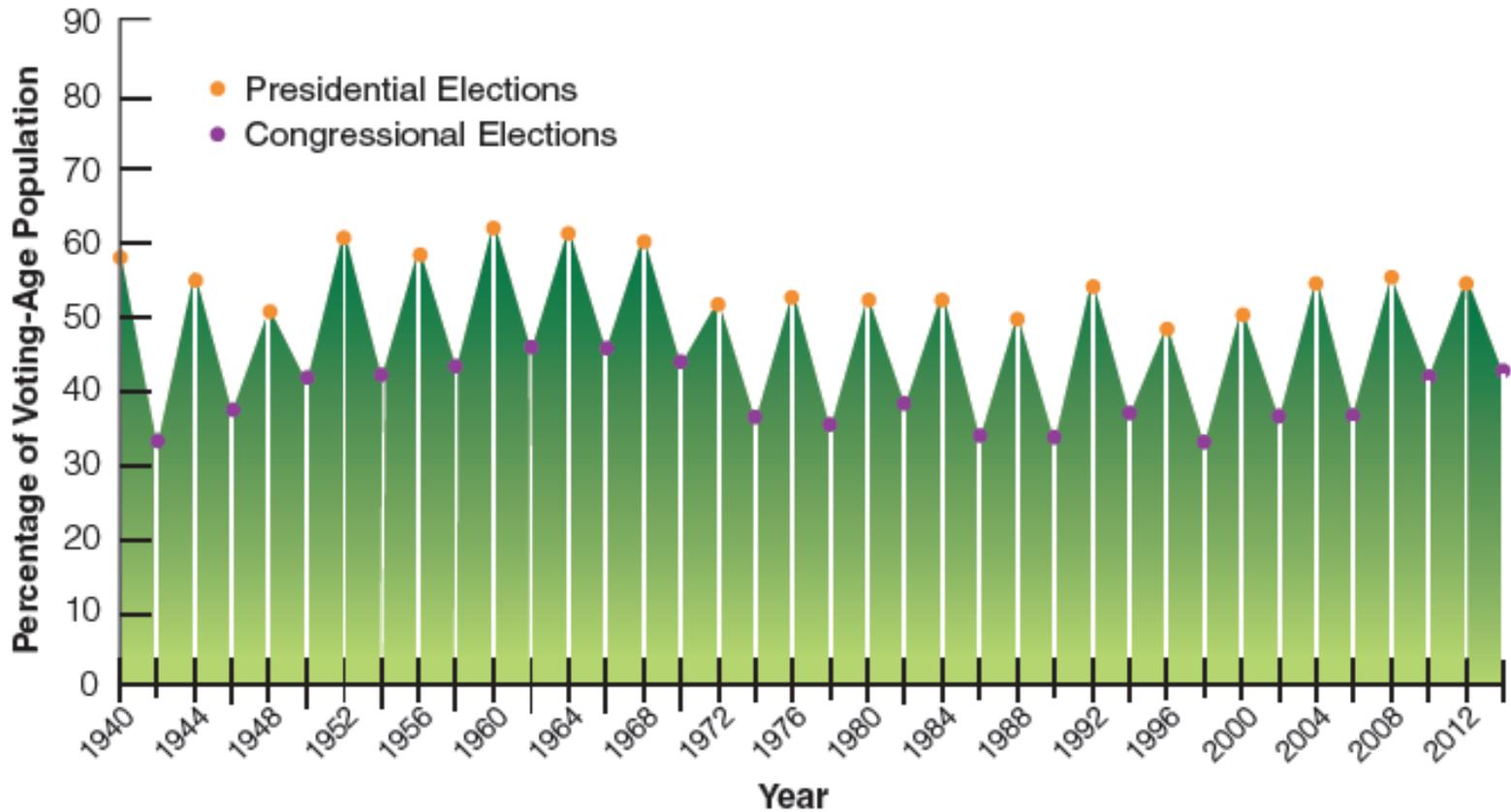
- On to the National Convention
 - Seating the Delegates
 - Credentials committee
 - Convention Activities
- On to the General Election
 - Battleground states

Voting in the United States

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- Turning Out to Vote
- The Effect of Low Voter Turnout
- Is Voter Turnout Declining?

Voter Turnout for Presidential and Congressional Elections, 1940-2014

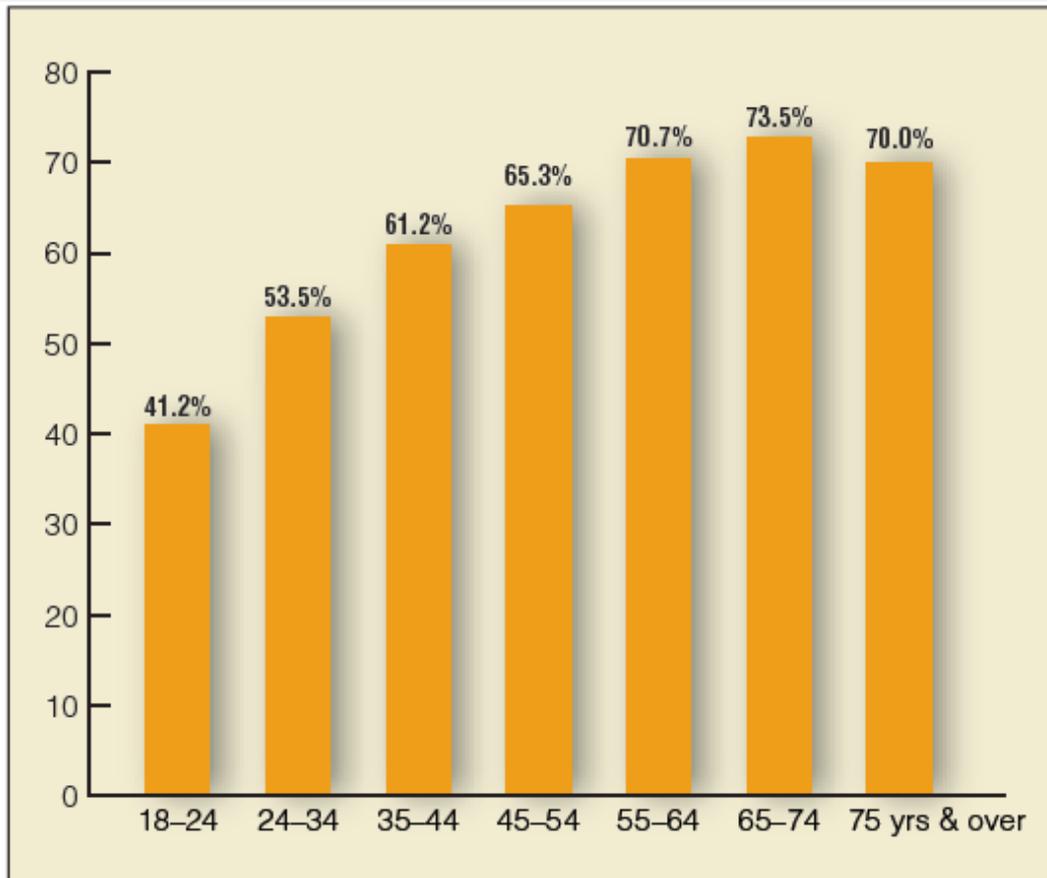


Voting in the United States

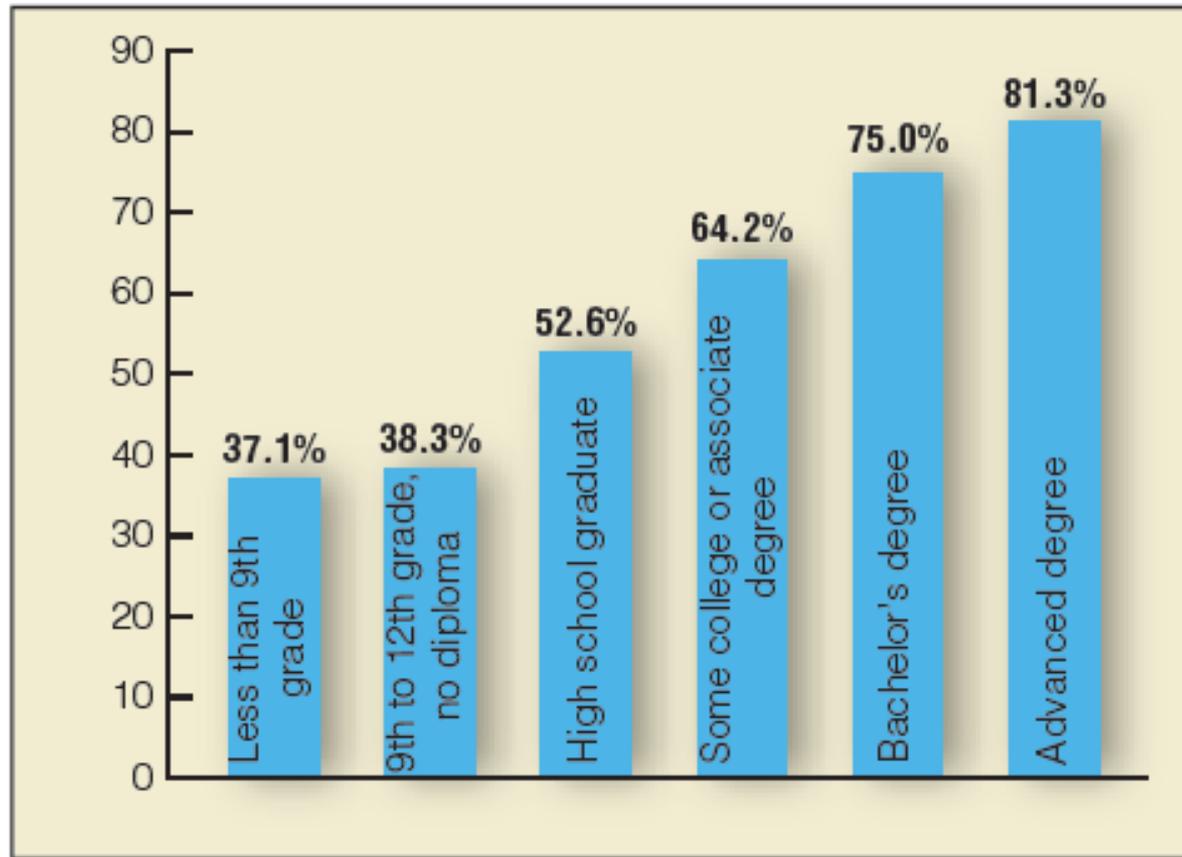
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- Factors Influencing Who Votes
 - Age
 - Educational attainment
 - Minority status
 - Income level
 - Two-party competition

Voting in the 2012 Presidential Elections by Age Group



Voting in the 2012 Presidential Elections by Educational Level



Voting in the United States

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- Why People Do Not Vote
 - Uninformative Media Coverage and Negative Campaigning
 - The Rational Ignorance Effect
 - Plans for Improving Voter Turnout

Legal Restrictions on Voting

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- Historical Restrictions
 - Property Requirements
 - Further Extensions of the Franchise
 - Is the Franchise Still Too Restrictive?

Legal Restrictions on Voting

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- Current Eligibility and Registration Requirements
 - Registration
 - Motor Voter
 - Photo ID laws
- Extension of the Voting Rights Act

Primary Elections, General Elections, and More

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- Primary Elections
 - Closed Primary
 - Open Primary
 - Blanket Primary
 - Runoff Primary
- General and Other Elections

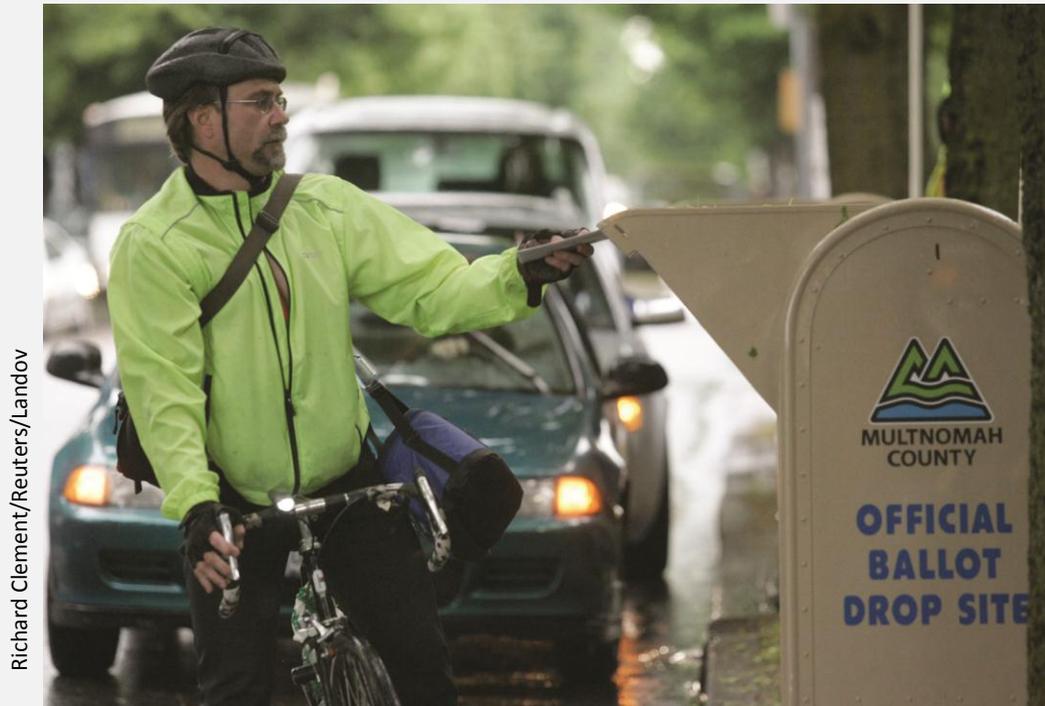
How Are Elections Conducted?

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- Office-Block and Party-Column Ballots
- Vote Fraud
 - The Danger of Fraud
 - Mistakes by Voting Officials
- The Importance of the Voting Machine
 - 2000 Presidential Election

How Are Elections Conducted?

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Oregon is the only state that uses only a mail ballot. Special ballot boxes are set up where voters can deposit their ballots. *Do you think that mail balloting would work for the entire United States?*

The Electoral College

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- The Choice of Electors
- The Electors' Commitment
- Criticisms of the Electoral College

Electoral Votes by State

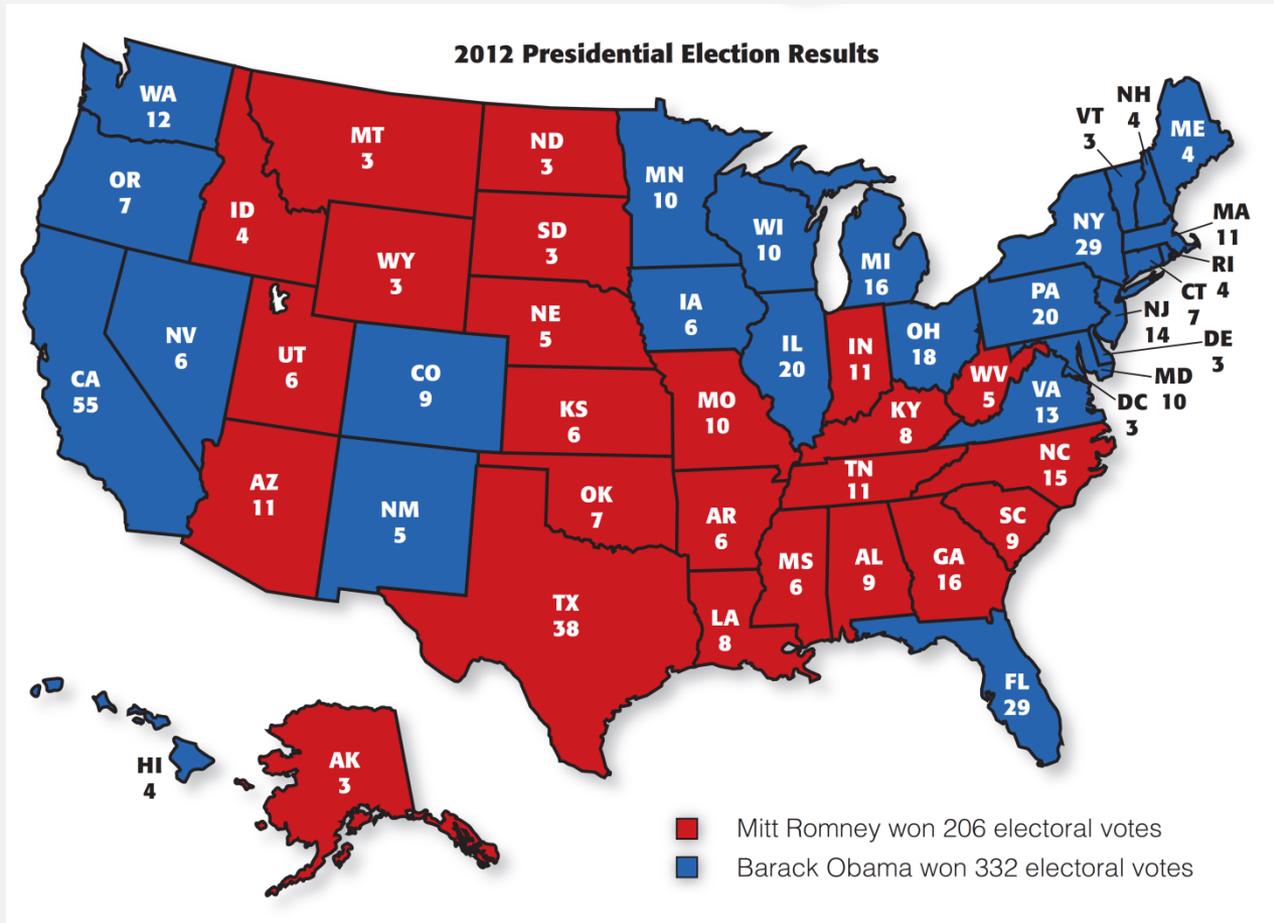
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2012 State Electoral Votes

The map of the United States shown here is distorted to show the relative weight of the states in terms of the electoral votes in 2012, following the changes required by the 2000 census. A candidate must win 270 electoral votes to be elected president.

Electoral Votes by State



Pennsylvania Upholds Controversial Voter I.D. Law

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Click picture to view video



Video Discussion Questions

1. Is voting fraud a major issue in election outcomes?
2. Which voters are *least* likely to have photo identification? Why?
3. How could state laws better encourage voting?