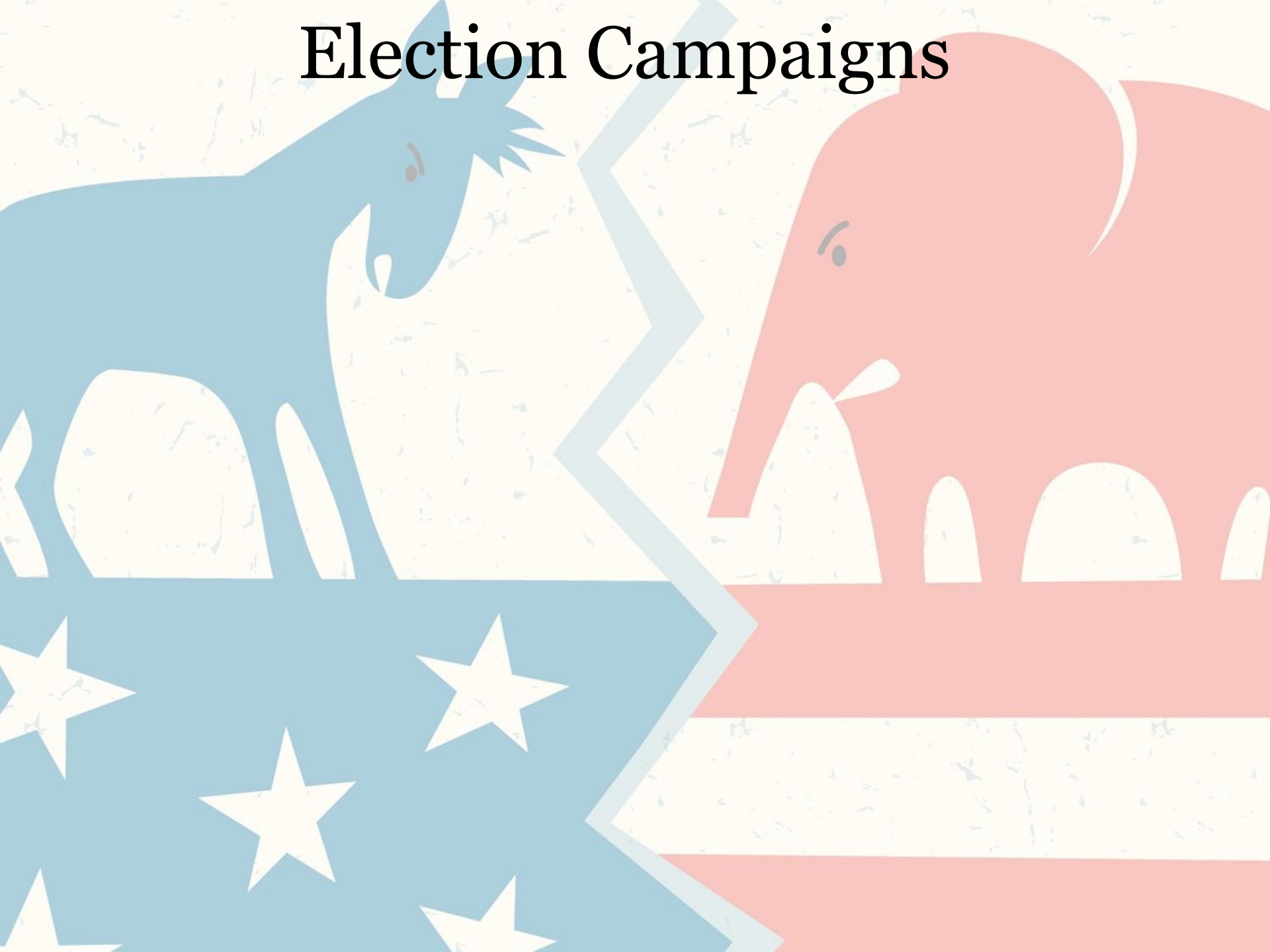


Election Campaigns

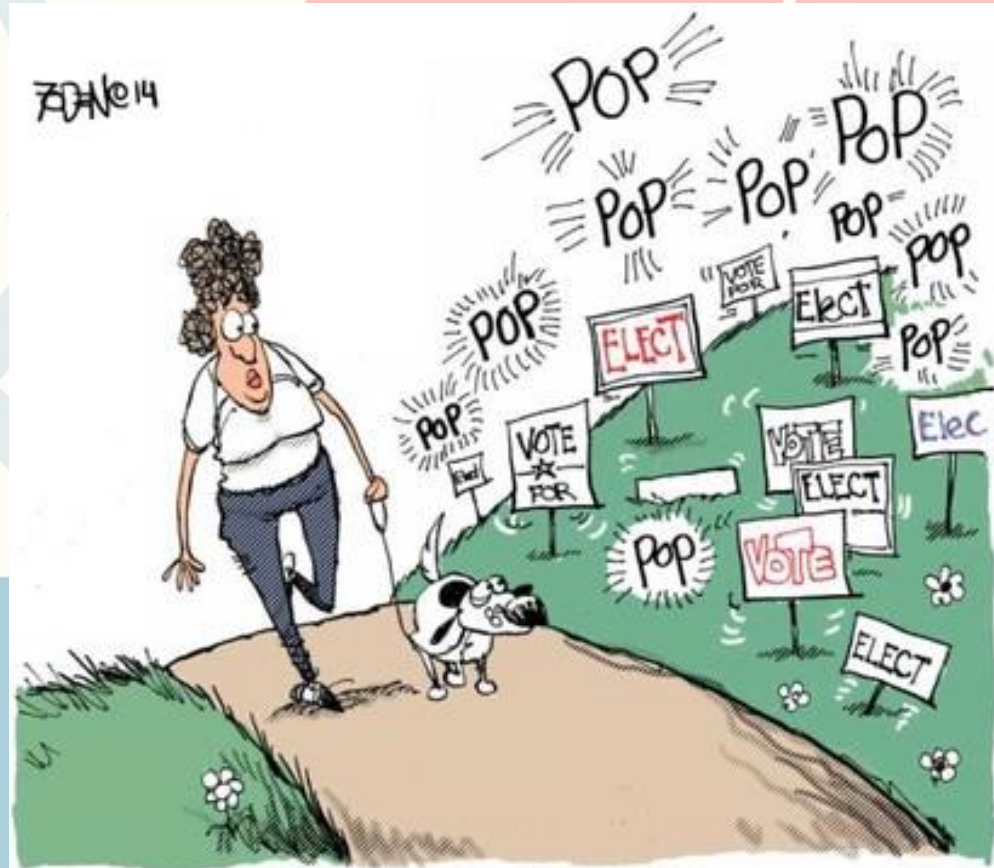


The Nomination Game

Methods to select the candidate for the general election:

1. Caucus: run by political parties to select the party candidate (Iowa is considered the most important)

2. Primary: run by the state government to select candidates for both parties



SPRING IS SPRINGING

Winning Office

-Elections have two important parts:

1. Nomination process: the official endorsement of a candidate for office by a political party; where presidential elections begin

2. Campaigning: when candidates try to get the votes to win the election

-Other countries have short campaigns - generally less than 2 months

-U.S. campaigns (especially for president) can last 18 months or more

-Candidates will appeal to people left or right of the political center in the primaries and caucuses but will later appeal to the center campaigning in the general election



Campaign Finance

Federal Election Campaign Act of 1974 (FECA): created by law in 1974 to administer campaign finance laws for federal elections

- Requires public financing of presidential elections (matching funds)
- Limited spending & required disclosure
- Limited contributions to campaigns

-Did not control “Soft Money”: no-limit contributions used for party-building expenses or generic party advertising on issues; difficult to monitor



The Presidential Election Campaign Fund (1976)

Provides candidates with public funding for their presidential primary campaigns and their general election campaigns

-For primaries, the PECF matches individual donors' contributions dollar for dollar up to a limit; only contributions from individuals are eligible for matching

-The limit is \$250 per individual; comes in the form of an optional box to check when filing income taxes; \$3 taken for each individual; only 3.9% participate in PECF

Phone Number		Extension	
Daytime.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Evening.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cell.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Best time to call.....	<input type="text"/>	Print on return..... =	<input type="text"/>
Fax.....	<input type="text"/>	<input type="text"/>	
Email / text msg.....	<input type="text"/>		
<input type="checkbox"/> Dependent of another	<input type="checkbox"/> Full-time student	<input checked="" type="checkbox"/> Presidential campaign	<input type="checkbox"/> Blind
Taxpayer did not live with spouse.....	<input type="text"/>		
Health insurance coverage.....	HC		

Phone Number		Extension	
Daytime.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Evening.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cell.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
Best time to call.....	<input type="text"/>	Print on return..... =	<input type="text"/>
Fax.....	<input type="text"/>	<input type="text"/>	
E-mail/text msg.....	<input type="text"/>		
<input type="checkbox"/> Dependent of another	<input type="checkbox"/> Full-time student	<input checked="" type="checkbox"/> Presidential campaign	<input type="checkbox"/> Blind
<input type="checkbox"/> Nonresident alien	MFS/HOH claiming spouse exemption		
	<input type="checkbox"/> Spouse is not filing a return	<input type="checkbox"/> Spouse has no U.S. income	

Bipartisan Campaign Finance Reform Act

McCain Feingold Act (2002): eliminated soft money, set limits of \$2800 for individual contributions and \$5000 for PACs, indexed for inflation, banned independent ads 30 days before primaries and 60 days before a general election



Citizens United v. Federal Election Commission (2010)

- Conservative lobbying group Citizens United wanted to air a film critical of Hillary Clinton and to advertise the film during television broadcasts in apparent violation of the Bipartisan Campaign Reform Act of 2002
- The U.S. District Court for Washington, D.C. claimed BCRA prohibited Citizens United from advertising the film *Hillary: The Movie* in broadcasts or paying to have it shown on television within 30 days of the 2008 Democratic primaries
- The SC reversed the decision, making it unconstitutional to ban free speech through the limitation of independent communications by corporations, associations, and unions



Equal Time Rule (1934)

Requires broadcasters to treat a candidate for the same political office identically to every other candidate for that office

-If a radio or television station sells airtime to one candidate, the rule states that it must offer to sell the same amount of time to other candidates for that office

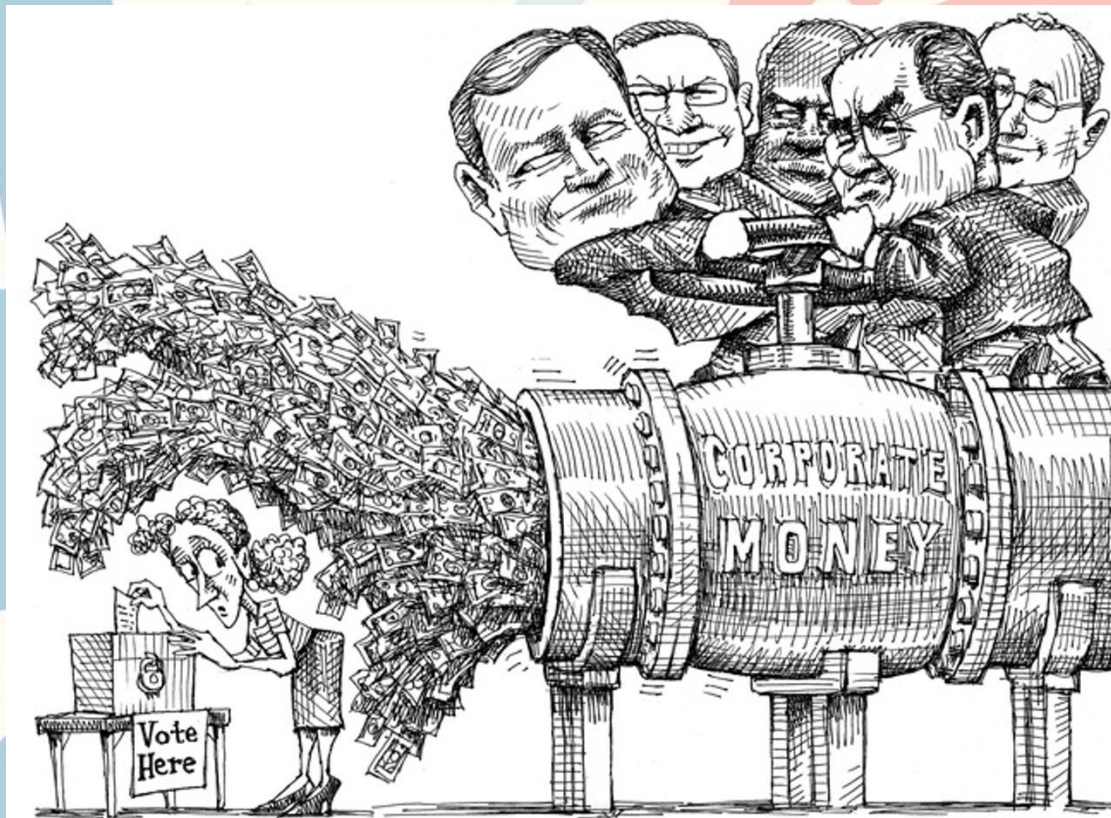
-Central to the Equal Time Rule is the belief that the free speech right of a political candidate to engage in political speech before a broadcast audience trumps the right of broadcasters to engage in private control over their broadcast facilities

-Today the equal time rule is more of a formality than a real burden on broadcasters; with all the exceptions granted to the rule, it rarely limits the ability of a television or radio station to give airtime to a candidate



527s and 501(c)s

- 527s: independent organizations that run ads that are not sponsored by a political party or a candidate; can spend unlimited amounts of money; many PACs and SuperPACs have used loopholes from the BCRA and used this method to donate
- 501(c): groups allow donors to remain anonymous; they cannot spend more than half of their funds on political activities



SuperPACs

Officially known as “independent expenditure only committees”, SuperPACs may engage in unlimited spending independent of candidate and parties; they can raise funds from corporations, unions, and other groups without limits



DAVE GRANLUND © www.davegranlund.com

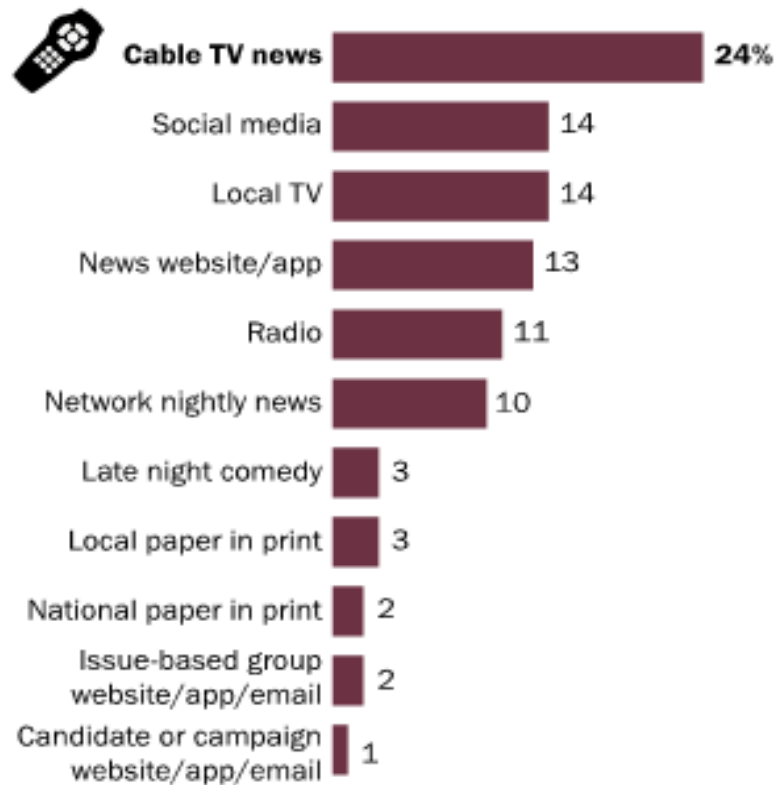
Campaign Methods

- TV and other media advertise candidates' views
- Debates (televised since 1960)
- Online campaigning
- Personal-appearance tours
- Telephone campaigning

Vast majority of Americans learning about 2016 presidential election; cable news seen as most helpful source type

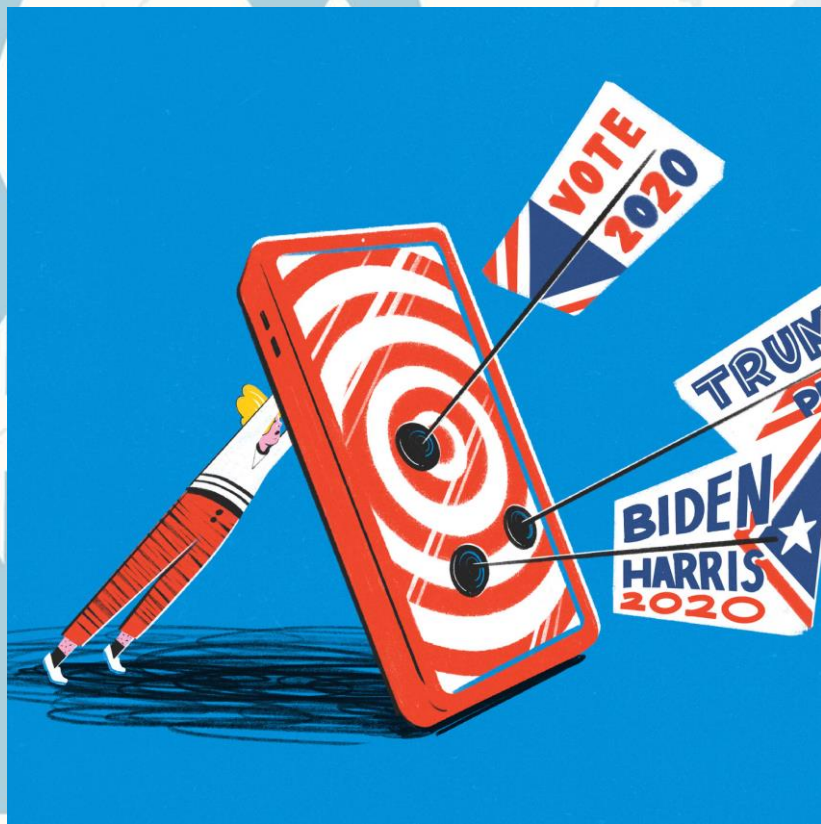
91% of U.S. adults learned about the 2016 presidential election in the past week

*Among those who learned about the election, % who name each source type as **most helpful***



Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER



Kennedy-Nixon Debates (1960)

- First televised presidential debate EVER
- JFK appeared calm and looked youthful, handsome, charismatic
- Nixon looked sickly and even “sinister”
- Result: TV became an important political campaign tool



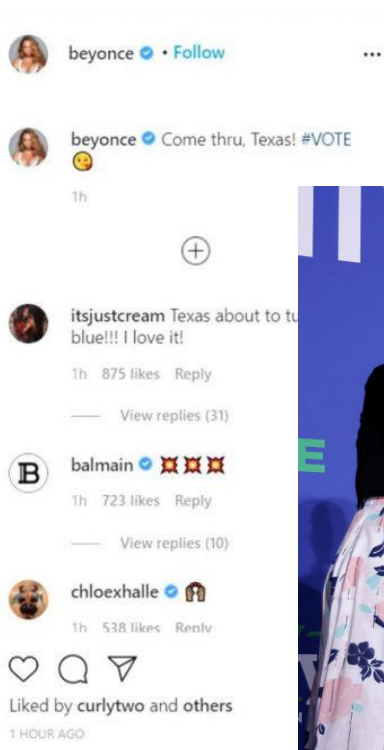
Use of Endorsements


- Using a famous person to support a candidate
- Also done from the top down as well (president coming to states to offer support for party incumbents or hopefuls)




Lil Wayne WEEZY F 
@LilTunechi


Just had a great meeting with @realdonaldtrump @potus besides what he's done so far with criminal reform, the platinum plan is going to give the community real ownership. He listened to what we had to say today and assured he will and can get it done. 👍




beyonce  • Follow ...

beyonce  Come thru, Texas! #VOTE 🤔
1h

itsjustcream Texas about to turn blue!!! I love it!
1h 875 likes Reply
View replies (31)

balmain  🏆🏆🏆
1h 723 likes Reply
View replies (10)

chloexhalle 
1h 538 likes Reply

Liked by curlytwo and others
1 HOUR AGO



Advertising

-Using the media to campaign;
primary method

-Negative advertising (AKA
“mudslinging”): process of
using advertisements that focus
on the faults and shortcomings
of the opponent rather than
yourself as the candidate and
what you would accomplish →
(e.g., Blaine’s campaign in
1884)

-Positive Image Molding:
making a good impression on
voters through posters and ads
that create the right “image” of
that candidate



-Weasel Words: used to suggest a positive meaning without actually making any guarantee (e.g., Nixon promising “Peace with Honor” in Vietnam); often used in combination with “Glittering Generalities” →



-Glittering Generalities: words often used like “hope”, “change”, “patriotism, protection, prosperity”, “return to normalcy” to inspire and connote positivity

-Plain Folks: the candidate is just like the American people – they know where you’re coming from and will represent you in action because they are an extension of you



-Symbolism: a word, a mark, an object, a song, a flag, an image, a picture, a statue, or some collective or grouped representation — anything that conveys a common thought to masses of people; a symbol is a kind of cement that holds together a social group



JIMMY CARTER
76



REAGAN
BUSH
1980



REAGAN-BUSH '84



BUSH
QUAYLE
88



CLINTON
FOR
PRESIDENT



CLINTON
GORE '96



BUSH
CHENEY '04
georgowbush.com



OBAMA
BIDEN



-Bandwagon: since the average person always wants to be on the winning side, he or she is compelled to join in thought →

Canvassing

- When candidates or campaign workers travel through neighborhoods asking for votes or taking public opinion polls
- At the local level, many candidates actually go door to door asking for votes or calling homes
- At the national level, polls are taken frequently to find out how the candidates are doing
- Known as hitting the “campaign trail”

