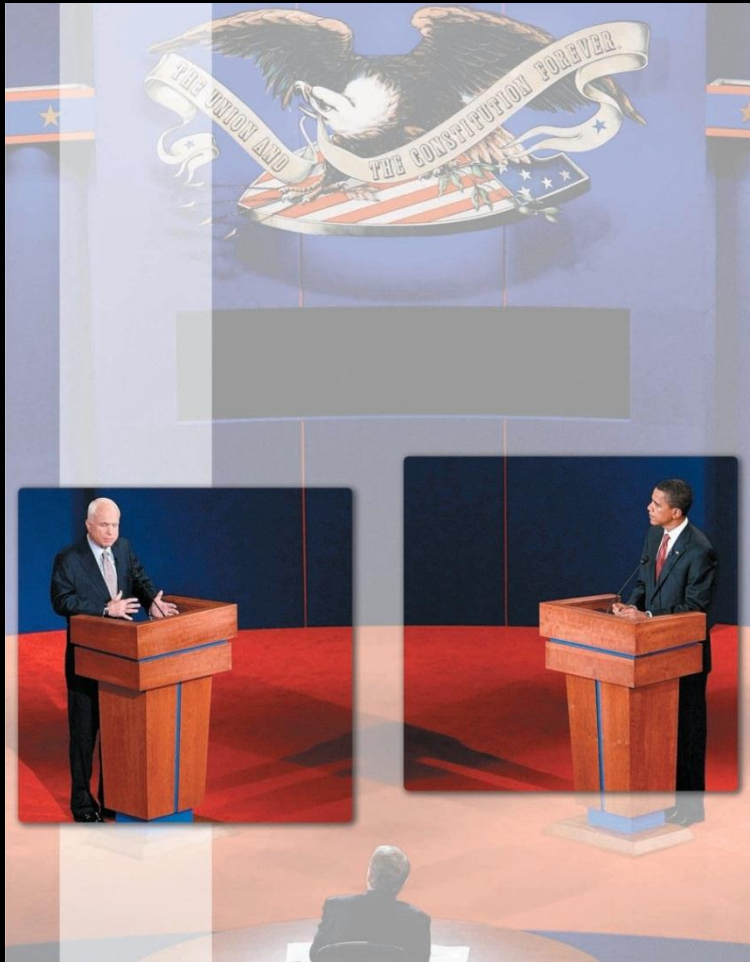


Campaigns and Elections



Campaigns and Elections



- Elections: The Rules of the Game
- Running for Congress
- Running for President
- Money in U.S. Elections
- Improving Elections

Elections: The Rules of the Game

- Regularly Scheduled Elections
- Fixed, Staggered, and Sometimes Limited Terms
- Term Limits
- Winner Take All

Elections: The Rules of the Game

- Term Limits
 - 22nd Amendment to the Constitution, adopted in 1951, limits presidents to two terms.
 - *Lame duck*
- Winner Take All
 - Does not need a *majority*, only a *plurality*

Elections: The Rules of the Game

- The Electoral College
 - Each state legislature determines how it selects electors.
 - Candidates winning plurality take all state electoral votes, except in Nebraska and Maine

Running for Congress

- Most congressional elections are not close.
- Competition is more likely when both candidates have adequate funding.
- Presidential popularity affects both House and Senate races during both presidential and midterm elections.

Running for Congress

- House of Representatives
- The Senate
- Important Considerations:
 - Raising money
 - Candidate appeal
 - National tide
 - Name recognition

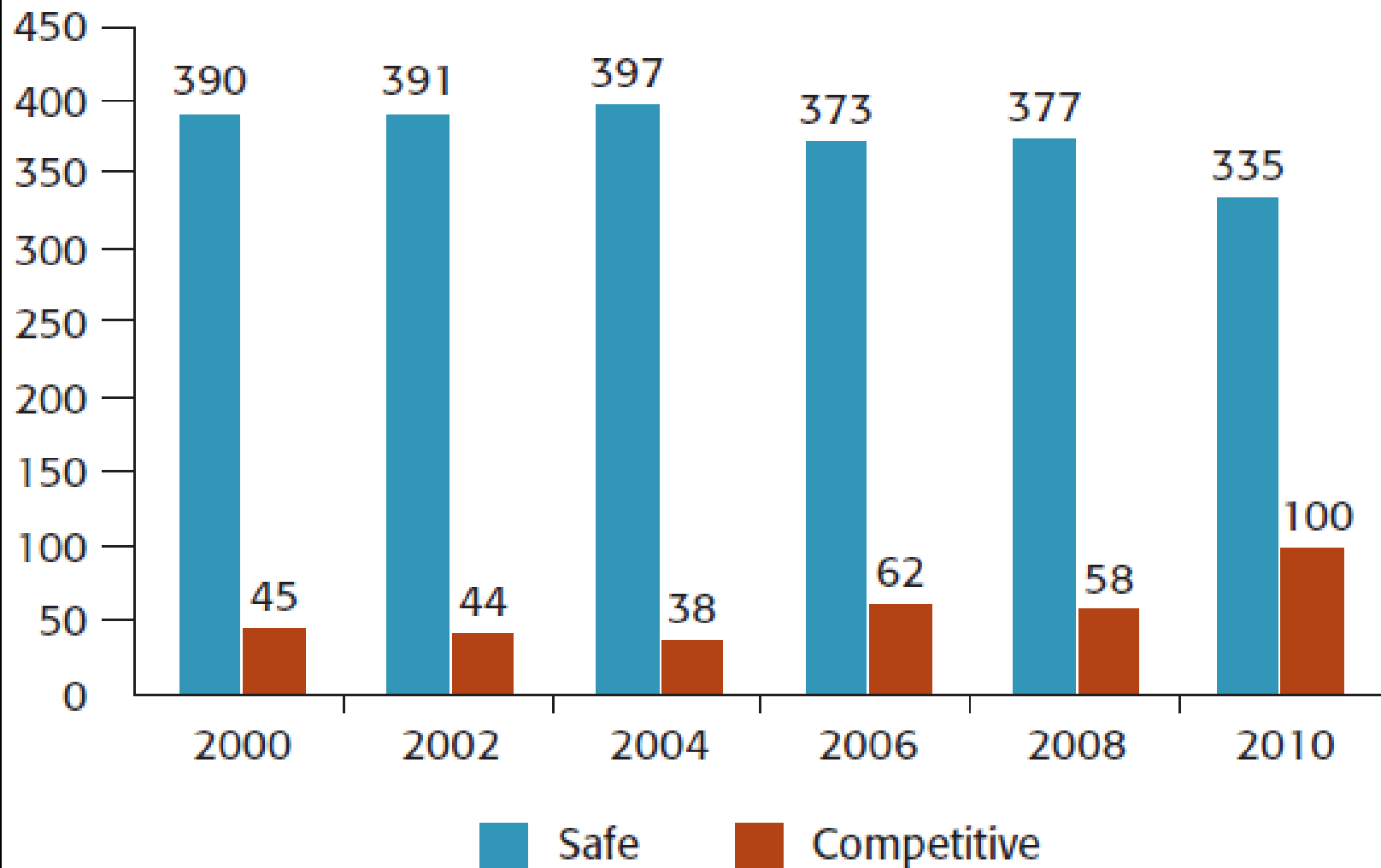


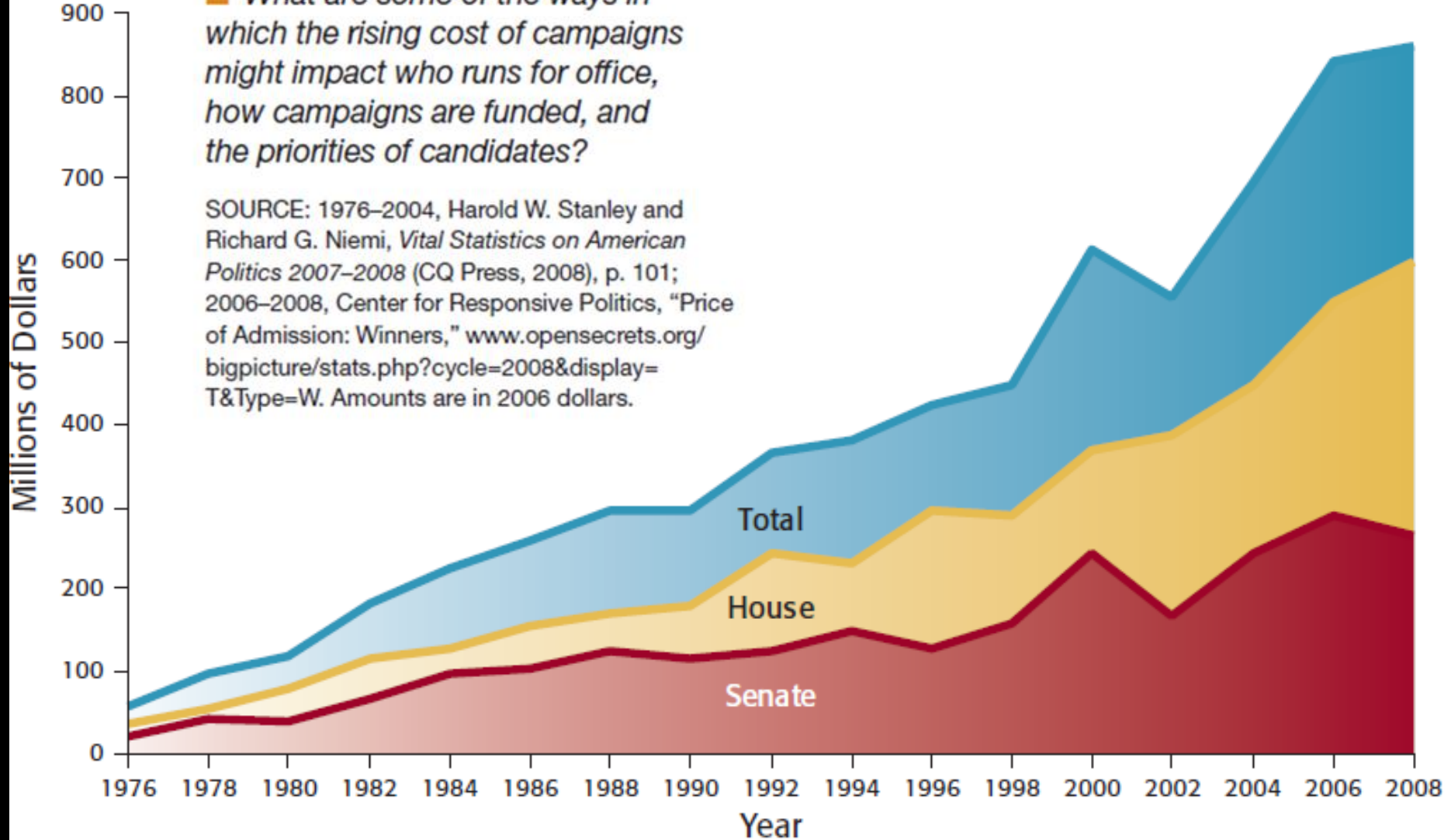
FIGURE 9-1 Safe and Competitive House Seats, 2000–2010.

SOURCE: Charlie Cook, "National Overview," *Cook Political Report*, October 16, 2008, p. 6; and Charlie Cook, "Competitive House Race Chart," *Cook Political Report*, http://www.cookpolitical.com/charts/house/competitive_2010-11-01_12-12-36.php.

FIGURE 9–4 Rising Campaign Costs in Congressional General Elections.

What are some of the ways in which the rising cost of campaigns might impact who runs for office, how campaigns are funded, and the priorities of candidates?

SOURCE: 1976–2004, Harold W. Stanley and Richard G. Niemi, *Vital Statistics on American Politics 2007–2008* (CQ Press, 2008), p. 101; 2006–2008, Center for Responsive Politics, “Price of Admission: Winners,” www.opensecrets.org/bigpicture/stats.php?cycle=2008&display=T&Type=W. Amounts are in 2006 dollars.



Running for President

- Nomination
- The National Party Convention
- The General Election

Running for President

Stage 1: Nomination

- Presidential hopefuls must make a series of critical tactical decisions.
- One of the hardest jobs for candidates and their strategists is calculating how to deal with the complex maze of presidential primaries and caucuses that constitutes the delegate selection system.
- Another decision candidates must make is whether to participate in partial public financing of their campaigns.

Running for President

Stage 1: Nomination (cont.)

- Presidential Primaries
- Caucuses and Conventions
- Strategies

Running for President

Stage 2: The National Party Convention

- The delegates elected in primaries, caucuses, or state conventions assemble at their national party convention.
- Despite the lack of suspense about who the nominee will be, conventions continue to be major media events.
- Acceptance speeches provide the nominees with an opportunity to define themselves and their candidacy.

Running for President

Stage 2: The National Party Convention (cont.)

- The Party Platform
- The Vice Presidential Nominee

Running for President

Stage 2: The National Party Convention (cont.)

- The Value of Conventions
- Nomination by Petition

Running for President

Stage 3: The General Election

- Presidential Debates
- Television and Radio Advertising
- The Outcome

Money in U.S. Elections

Money in U.S. Elections

- Election campaigns cost money, and the methods of obtaining the money have long been controversial.
- Scandals involving the influence of money on policy are not new.

Money in U.S. Elections

Efforts at Reform

- The Federal Election Campaign Act
- The Bipartisan Campaign Reform Act (BCRA)

Money in U.S. Elections

Efforts at Reform (cont

- Soft Money
- Issue Advocacy Advertising

Money in U.S. Elections

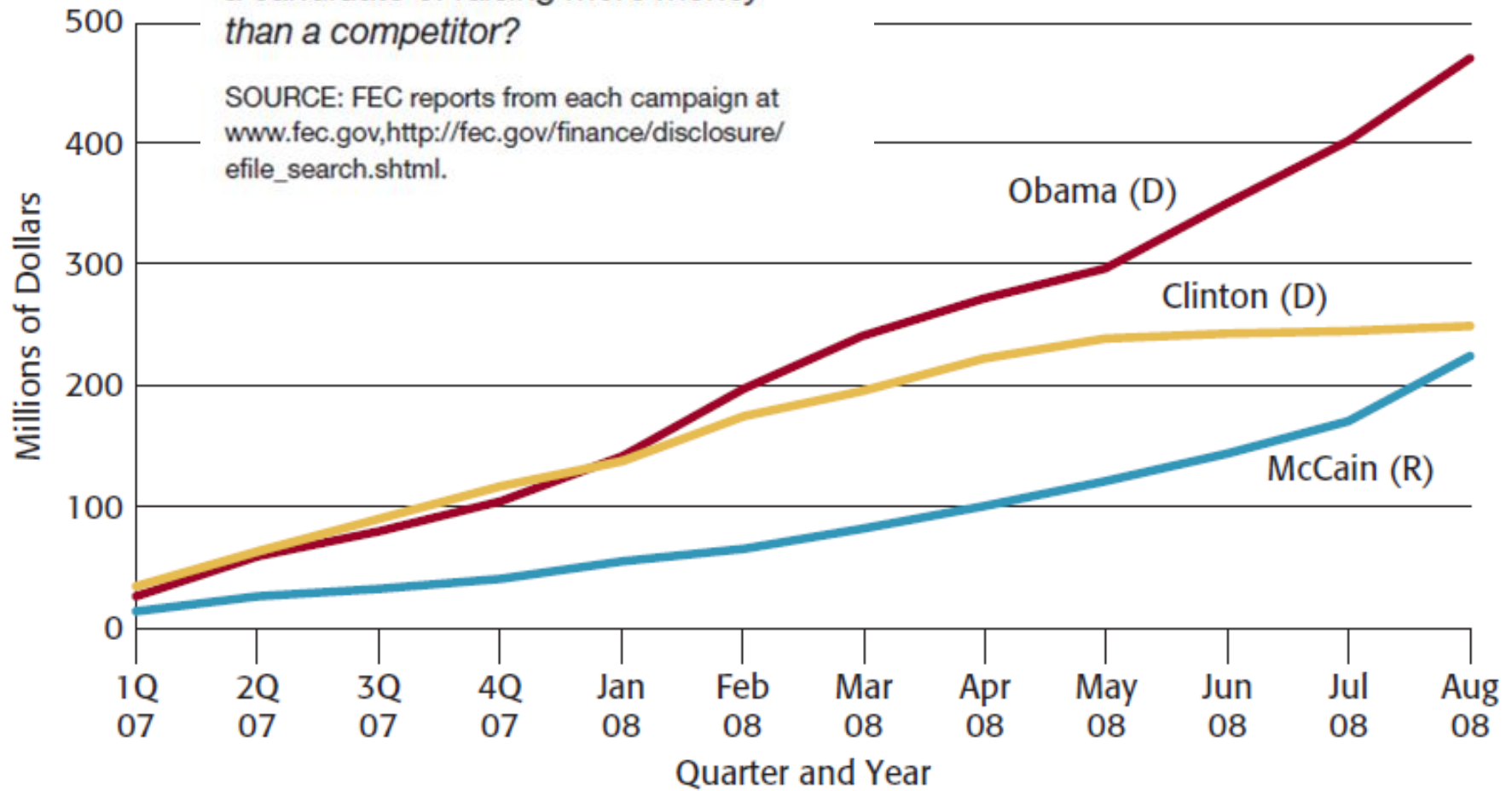
Efforts at Reform (cont.)

- Section 527 and 501(c) Organizations
- Independent Expenditures

FIGURE 9-5 Presidential Primary Cumulative Receipts, 2007-2008 (millions of dollars).

■ What are some of the benefits for a candidate of raising more money than a competitor?

SOURCE: FEC reports from each campaign at www.fec.gov, http://fec.gov/finance/disclosure/efile_search.shtml.



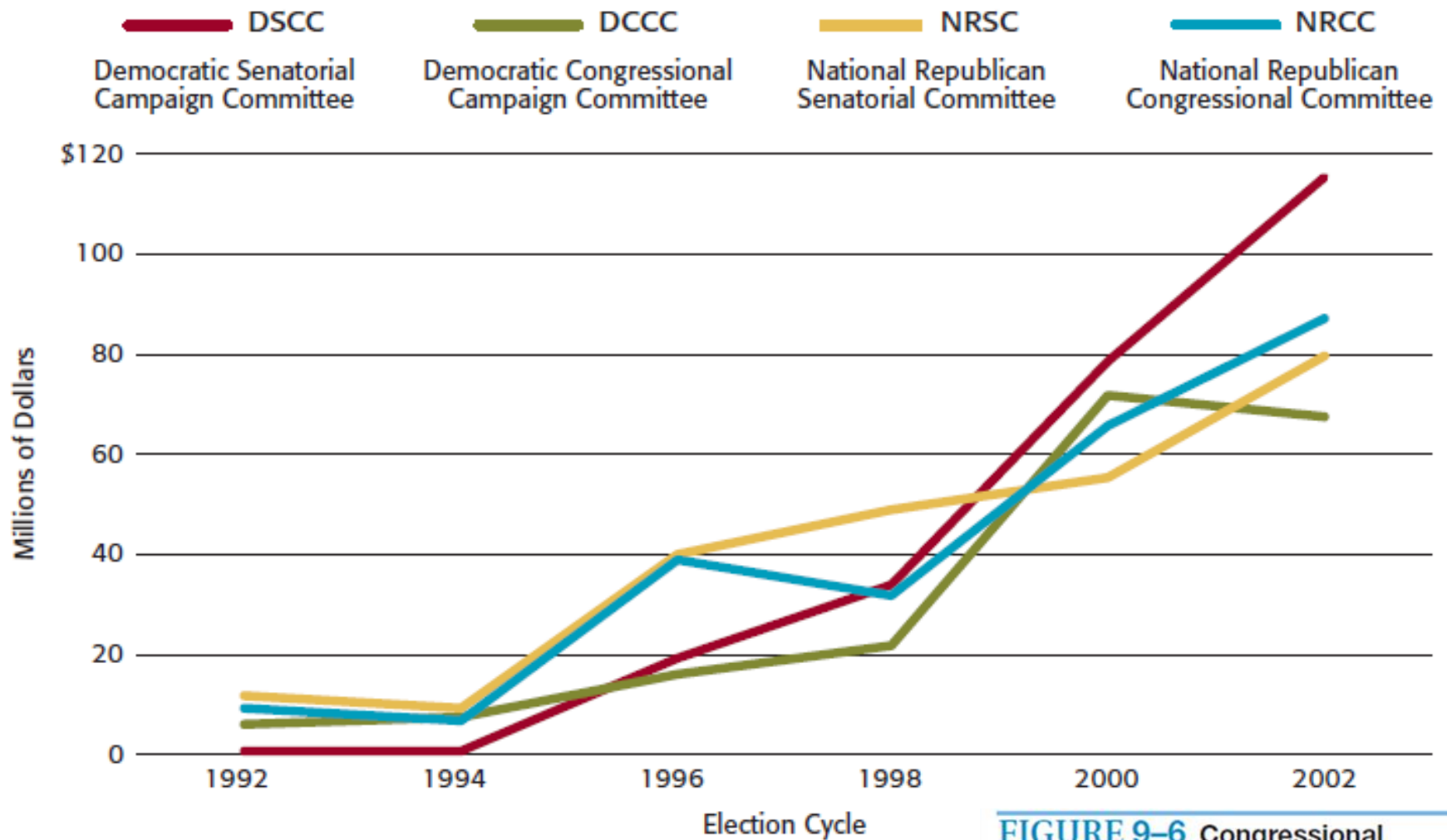
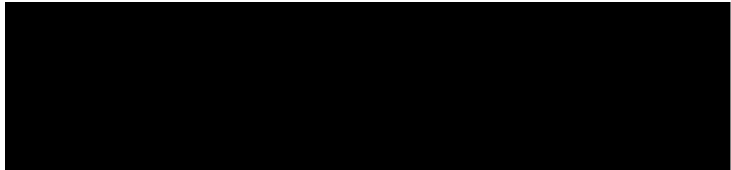


FIGURE 9-6 Congressional Campaign Committee Soft Money Spending, 1994-2002.

NOTE: The totals for each party do not equal the sum of the party committee receipts because the numbers provided by the FEC have been adjusted to account for transfers between party committees so as not to double-count money in the total receipts.

SOURCE: Federal Election Commission, "Party Committees Raise More Than \$1 Billion in 2001-2002," press release, March 20, 2003, <http://www.fec.gov/press/press2003/20030320party/20030103party.html>. In constant, 2008 dollars.



Money in U.S. Elections

Continuing Problems with Campaign Finance

- Rising Costs of Campaigns
- Declining Competition

Money in U.S. Elections

Continuing Problems with Campaign Finance (cont.)

- Increasing Dependence on PACs for Congressional Incumbents
- Candidates' Personal Wealth
- Growth in Individual Contributions and Use of the Internet to Fund Campaigns

Improving Elections

Improving Elections

- Reforming Campaign Finance
- Reforming the Nominating Process
- Reforming the Electoral College

Improving Elections

The Importance of Elections

- Elections matter in a constitutional democracy.
- Central to the functioning of a constitutional democracy like that in the United States is a system of fair elections that is well-administered.
- Individual citizens can make a difference in elections in many ways.