

Name: \_\_\_\_\_

Government In America, Chapter 9

Big Idea Questions	Guided Notes	Areas of Concern
	<p style="text-align: center;"><b>The Nomination Game</b></p> <ul style="list-style-type: none"><li>• Nomination – party endorsement for office</li><li>• Campaign strategy – ways a candidate tries to win nomination</li><li>• Deciding to Run:<ul style="list-style-type: none"><li>• Campaigns in other countries last two months</li><li>• Presidential candidates in US campaigns for at least a _____</li></ul></li><li>• Competing for Delegates:<ul style="list-style-type: none"><li>• National Party Convention – meets every _____ years; nominates president and VP, and creates the party’s platform</li><li>• Delegates to the convention used to be chosen by political leaders</li><li>• <b>McGovern-Fraser Commission</b> – helped allow for more input from public for Democratic Conventions (result of _____)<ul style="list-style-type: none"><li>• Delegate selection must not be done in _____ – primary election or open meeting</li></ul></li><li>• _____ – guaranteed to be delegates to the convention based on their position (member of Congress or member of national committee)<ul style="list-style-type: none"><li>• 19% of Democrats and 6% of Republicans</li><li>• Can support _____ candidate</li></ul></li></ul></li><li>• The Caucuses and Primaries (dependent on each state)<ul style="list-style-type: none"><li>• _____ – voters attend an open meeting to choose their candidate for president<ul style="list-style-type: none"><li>• Much more time consuming than primaries</li><li>• _____ caucus is the first step in the nomination process for candidates every 4 years<ul style="list-style-type: none"><li>• Campaigns could be made (Jimmy Carter, 1976) or broken here</li><li>• As a result, Iowa receives a lot of _____ and attention during primary season</li></ul></li></ul></li><li>• Presidential Primaries – voters go to _____ to vote for candidates<ul style="list-style-type: none"><li>• _____ is traditionally the first primary</li><li>• Like Iowa, they receive a lot of \$ and attention from candidates</li><li>• Winning Iowa and/or New Hampshire helps build a candidate’s image</li></ul></li><li>• _____ – states moving primaries earlier to gain more media attention<ul style="list-style-type: none"><li>• a majority of delegates are chosen in the first ____ weeks of the season</li></ul></li><li>• As the primary season goes on, more and more candidates drop out - \$\$\$</li></ul></li><li>• Evaluating the Primary and Caucus System:</li></ul>	

- Criticisms include: too much attention spent on \_\_\_\_\_ contests, difficult for politicians to run and complete their duties, \_\_\_\_\_ is too significant, voter participation is \_\_\_\_\_, \_\_\_\_\_ is very powerful
- The Convention Send-Off
  - Prior to the Convention, there is virtually no doubt who will win the nomination
  - 38 million people (little more than \_\_\_\_\_% of population) watched Obama receive nomination in 2008
  - In years past, virtually all delegates were white males over 40
  - The weeklong convention (informal for the Party)
    - Day 1: \_\_\_\_\_ speaker (2004)
    - Day 2: Party \_\_\_\_\_ – outlines the goals and policies
    - Day 3: \_\_\_\_\_ of the candidate
    - The final step is the candidate giving his/her speech

### The Campaign Game

- The High-Tech Media Campaign:
  - \_\_\_\_\_ is most common way to reach voters
  - \_\_\_\_\_ is incredibly important – spread news and raise \$
    - Smaller donations, but many more people can be reached
  - \_\_\_\_\_ – potential supporters are targeted via mail and asked to donate
  - The importance of media:
    - Provides a source of advertisement, and “\_\_\_\_\_” advertising via news
    - Half of presidential campaign \$ is spent on \_\_\_\_\_ ads
    - News coverage does not always focus on issues, but rather \_\_\_\_\_
- Organizing the Campaign:
  - Requirements to run an effective campaign:
    - Campaign manager, fund-raiser, campaign lawyer, media expert, campaign staff – many young volunteers, research staff and advisers, pollster, press secretary, website.....
    - All of this costs \_\_\_\_\_
  - Great Movie – \_\_\_\_\_ – George Clooney, Ryan Gosling, and CINCINNATI!
- The Maze of Campaign Finance Reforms:
  - Federal Election Campaign Act (1974):
    - Created the Federal Election Commission (FEC) – administers and enforces \_\_\_\_\_
    - Created the Presidential Election Campaign Fund: FEC gives \$ to candidates (\$3 on tax returns)
    - Provides partial public funding for presidential primaries: **matching funds** - \$250 for candidates that raise \$5,000 in at least 20 states; candidates must \_\_\_\_\_ spending to receive matching funds
      - Bush in 2000 refused matching funds

- Provides full public financing for major party candidates in election: grant to candidates (\$85 million in 2008)
  - Obama in 2004 refused the \$85 million
- Requires \_\_\_\_\_ of who contributes and how much \$
- Limited contributions: limits individual contributions to campaigns (\$2,300 in 2008)
- *Buckley v. Valeo*:
  - SC ruled that individuals could contribute as much to their \_\_\_\_\_ campaign as they wish (Ross Perot spent \$60 million in 1992)
- Soft Money – money not given to a specific candidate, but \_\_\_\_\_ expenses – no \_\_\_\_\_ on contributions
- McCain-Feingold Act – banned soft \$ contributions and limited corporations and unions ability to pay for ads 60 days prior to an election
  - The second part was later overturn in \_\_\_\_\_ (2010)
- 527 groups:
  - Independent groups that have no restriction on funding, provided they do not explicitly \_\_\_\_\_ a candidate (Swift Boat Veterans for Truth – 2004, Kerry; Moveon.org – 2004, Bush)
  - \_\_\_\_\_:
    - Groups that can receive unlimited contributions and do not have to report them, provided no more than half of money spent is on political activities
- The Proliferation of PACs:
  - Political Action Committee (PAC):
    - Can donate \$ \_\_\_\_\_ per candidate in primary and general elections
    - \_\_\_\_\_ can form PACs to support favorable candidates
    - Especially influential in \_\_\_\_\_ elections
    - FEC receives reports of all PAC spending
- Are Campaigns Too Expensive?
  - 2008 costs for Congress and Presidential campaigns?
    - \$ \_\_\_\_\_ billion
    - .05% of the GDP
  - Why is campaign finance reform difficult to achieve?
    - \_\_\_\_\_ is hesitant to tie their own hands

### The Impacts Of Campaigns

- 3 effects of campaigns on voters:
  - \_\_\_\_\_: campaigns can reinforce a person's preference for a candidate
  - \_\_\_\_\_: campaigns can get voters to get involved by spending \$ or volunteering
  - \_\_\_\_\_: campaigns can change voters' minds

