



# Chapter 10

## Campaigns and Elections



# Elections in America

- Presidential elections: held every four years on the first Tuesday in November
- Congressional elections: held every two years on the first Tuesday in November

# Elections in America

- The Constitution gives states control over elections within their borders.
- Localities typically administer elections.
- Elections are overseen by state regulators.

# Types of Elections

- Four types of elections:
  - Primary
  - General
  - Runoff
  - Referendum elections
    - Proposed laws placed on the ballot for statewide vote

# Types of Elections

## Primaries

- Parties choose candidates who will run in the general elections.
  - Primaries do not elect people to office.
- Open vs. close primaries
  - Voters can participate in either party primary, or not.
  - Voters do, or do not register, with party affiliations.
  - States may have caucuses; members meet and vote in the open.

# Types of Elections

- General elections
  - Determine who gets to hold office
  - Typically draws the most voters
- Runoff elections
  - If a candidate does not win a majority in the general election, some states hold a runoff between the two highest vote-getters.

# Types of Elections

## Direct democracy

- Legislative referenda: all 50 states' legislature refers policy to the public for a popular vote.
- Popular referenda and initiative: 24 states, citizens petition to place issues on the ballot for a vote.
  - Bypass the legislature
  - Often controversial and/or expensive policies
- Recall elections: 18 states, citizens vote to remove elected official from office.

# Criteria for Winning

- Majority vote: to win, the candidate must receive at least 50 percent of the votes, plus one.
- Plurality vote: the candidate with the greatest number of votes wins.
  - Most American elections are plurality vote.
    - President (W.) Bush did not get 50 percent of the vote in 2000.
    - President Clinton did not reach 50 percent in either of his elections.

# Ballots

- Different types of ballots
  - States decide which types they will use.
- State ballot variations include:
  - Straight-ticket option on ballot
  - Party affiliations not listed
  - Ballots available in multiple languages
  - Voting machines, paper ballots, punch cards, or touch screens, mail only

# Electoral Districts



# Electoral Districts

- Redistricting: congressional, state legislative districts drawn every 10 years (after Census).
- Who draws districts? Varies by state.
  - Legislatures, nonpartisan committees, bipartisan committees, courts, panels, wide range.
- Most districts gerrymandered to serve a particular party's interest.
  - Both parties attempt to draw districts that maximize the probability of their party winning.

# Electoral Districts

- Three types of gerrymandering
  - Packing: ramming many voters of one party into a district to dilute their votes in other districts.
  - Cracking: tearing up dense pockets of party voters to dilute their votes in that district.
  - Stacking: merging two districts of the same party to force incumbents to run against each other.

# Electoral Districts



# Electoral Districts

- Court's fundamental district criteria for congressional districts:
  1. Contiguous
  2. Compact
  3. Consistent with existing political subdivisions
- Race can no longer be the deciding criterion.
  - Minority-majority districts often occur by way of residential patterns/population distribution.

# Electoral College

- Founders created electoral college because citizens were not trusted to make a good decision.
  - Even today, citizens do not directly vote for president, but rather for electors.
- State electoral votes = number of U.S. Representatives + Senators (2)
- All states but Maine and Nebraska allocate all electors to the popular vote winner.

# Who Supported Obama in 2012?

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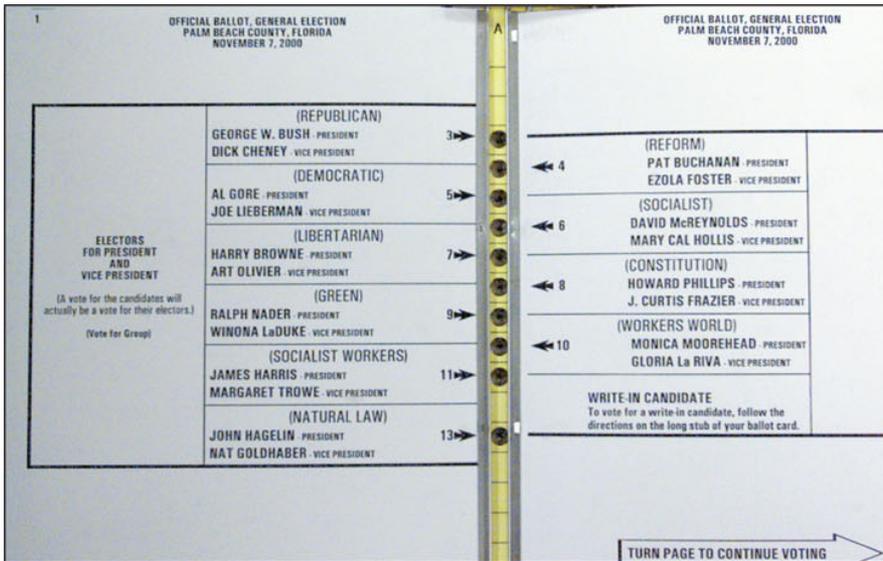
# Votes in Electoral College

 55 California	 10 Maryland	 06 Utah
 38 Texas	 10 Minnesota	 05 New Mexico
 29 Florida	 10 Wisconsin	 05 Nebraska
 29 New York	 10 Missouri	 05 West Virginia
 20 Illinois	 09 Colorado	 04 Hawaii
 20 Pennsylvania	 09 Alabama	 04 Maine
 18 Ohio	 09 South Carolina	 04 New Hampshire
 16 Michigan	 08 Louisiana	 04 Rhode Island
 16 Georgia	 08 Kentucky	 04 Idaho
 15 North Carolina	 07 Connecticut	 03 Delaware
 14 New Jersey	 07 Oregon	 03 District Of Columbia
 13 Virginia	 07 Oklahoma	 03 Vermont
 12 Washington	 06 Iowa	 03 Alaska
 11 Massachusetts	 06 Nevada	 03 Montana
 11 Indiana	 06 Arkansas	 03 North Dakota
 11 Arizona	 06 Kansas	 03 South Dakota
 11 Tennessee	 06 Mississippi	 03 Wyoming

# Electoral College

- The electors vote at their respective state capitols the first Monday after the second Wednesday in December.
- If no candidate has a majority of the electoral votes, the House decides the result, with each state getting one vote.
- Ceremonial, traditional, but required events
  - No reason to expect an outcome opposite the electoral college

# The Electoral College



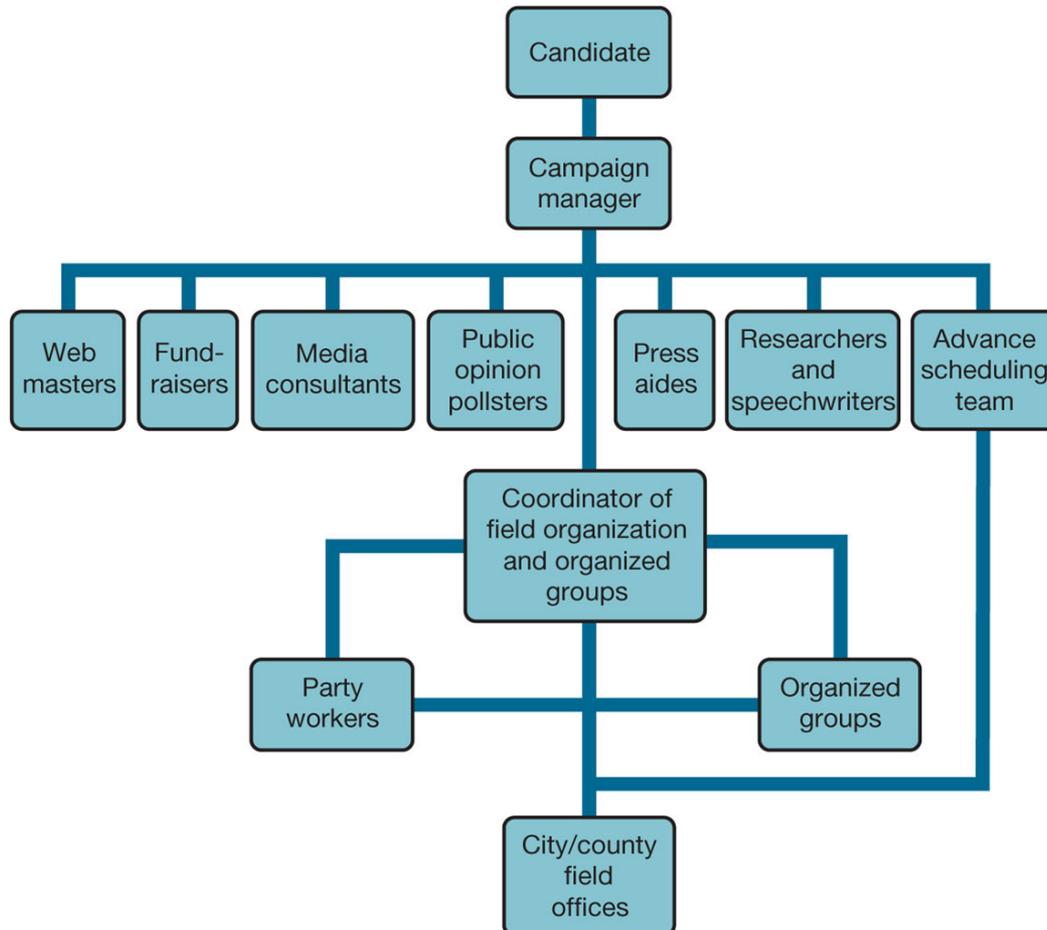
# Election Campaigns

- Campaigns: efforts by candidates and their supporters to win support from donors, activists, and voters in quest for political office.
- The first step: allow candidates to start raising money and accepting donations.
- Two methods:
  - Form an exploratory committee
  - File papers announcing candidacy

# Election Campaigns

- Before anyone holds office, they have to run and they have to win.
- Campaigns are *how* they run and win.
  - Strategies depend on office, party, candidate, contemporary issues, electorate, technology
- Many-step process; higher offices have more steps and larger scale
  - Money, endorsements, and number appearances

# Campaign Organization Chart



# Election Campaigns

- Advisers
  - Professional strategic decisions about organization, budgeting, executing the campaign
- Fund-Raisers
  - Identify donors, find allies for indirect spending
- Polling
  - Test ad messages, find out what voters think of them and opponents (strengths/weaknesses), push polls

# Election Campaigns

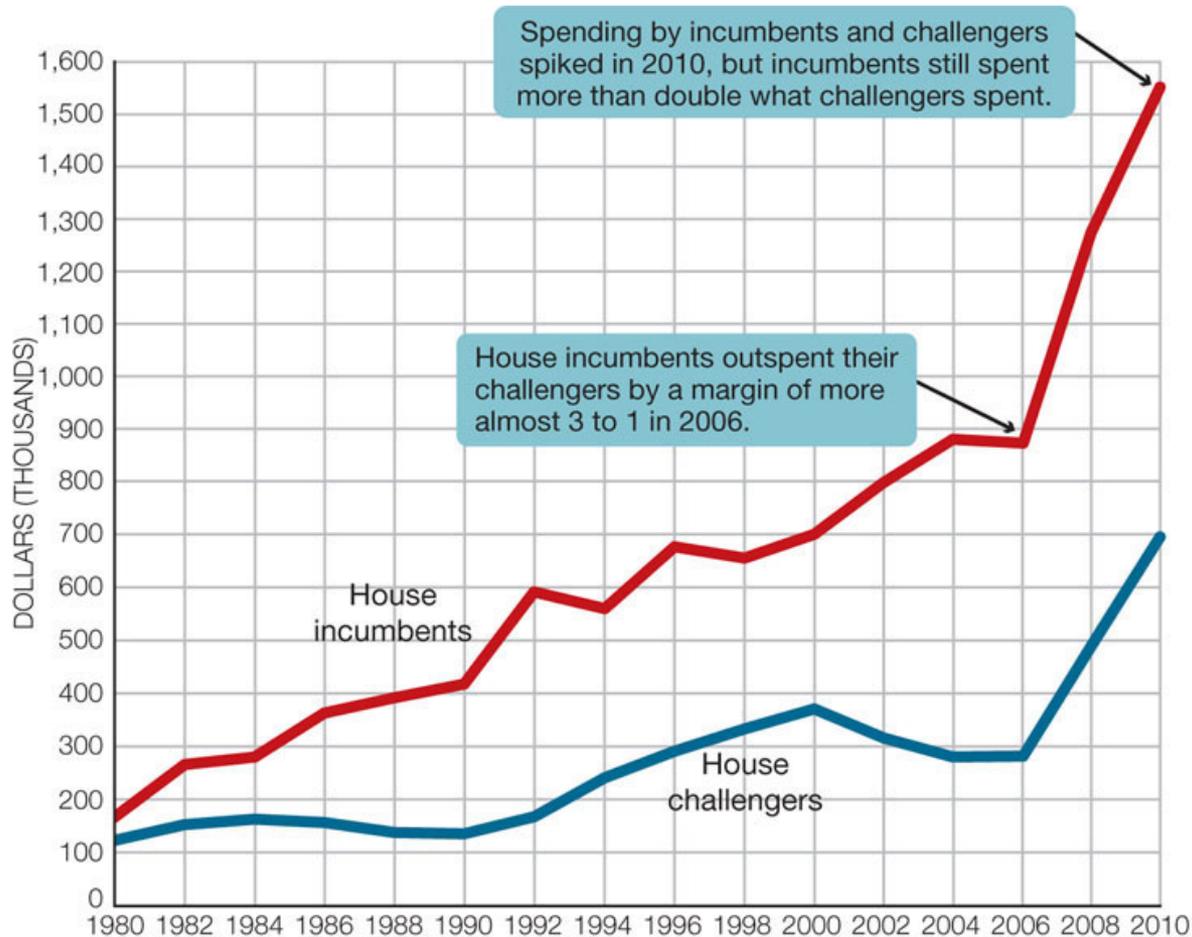
- Media

- Strategic decisions: program appearances, spokespeople/campaign surrogates, message focus to convey to public
- Prepare for high-coverage events like debates and conventions with extensive news coverage.
- Rapid response teams to diffuse opponent attacks
- Online: ads, fund-raising, event updates

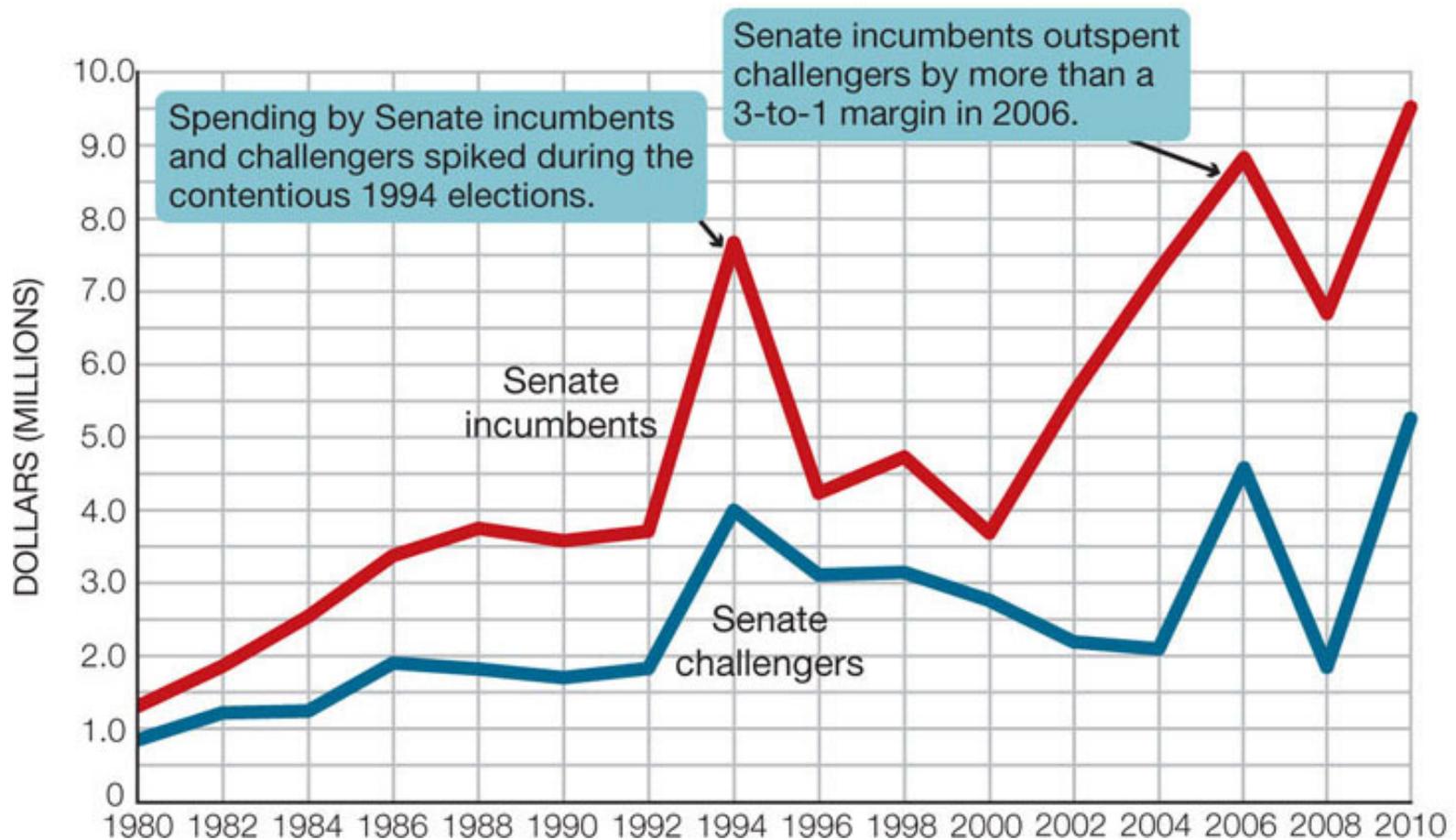
# Election Campaigns

- Mobilization
  - Strategic decisions: where to invest money on advertising, number of candidate events
  - Collaborate with party, interest groups, state and local supporters online and in-person
  - Since 2008, significant mobilization occurs online where campaigns and supporters coordinate efforts and resources more efficiently.

# Average House Campaign Expenditures, 1980–2010



# Average Senate Campaign Expenditures, 1980–2010



# The 2012 Primaries

- Several Republicans vie for party nomination
  - January field included: Bachmann, Cain, Gingrich, Perry, Romney, Santorum
  - Twelve national debates over the course of a few months, record number
  - May: Romney effectively wins nomination, all others dropped out of the race
- Democrats did not have a primary
  - Sitting presidents rarely challenged in modern era

# Election Campaigns

- Primaries

- Formal process varies by party, state, and from election cycle to the next
  - Parties make their primary rules, frequent changes
- Primary candidates and the public
  - Personal traits highlighted
  - Fewer policy ideology clashes (same party after all)
  - Media and activists most attuned
    - General electorate is very different than primary.
    - People who care a great deal about politics follow.

# Presidential Elections

- Parties select their presidential candidates by delegates sent from each state.
  - GOP: winner-take-all; DEM: proportional
- Primary season is earlier each election.
  - States earlier on calendar are more influential
    - More media coverage, campaign mobilization
    - Many states have primaries after a nominee has been determined (challengers withdrew from race).

# Presidential Elections

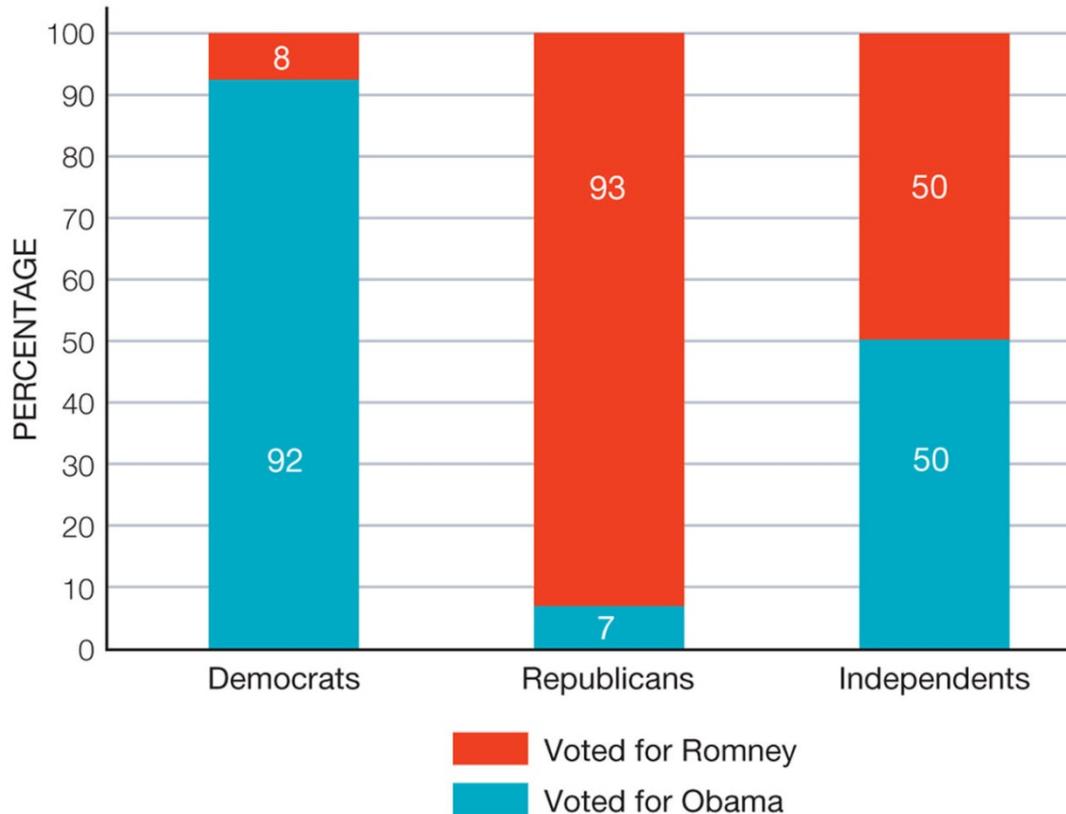
- Contemporary party conventions
  - Ratify the decisions made in primaries
  - Enact any new rules for future delegate selection
  - Draft party platforms
  - Present candidates and party platforms to voters

# How Voters Decide

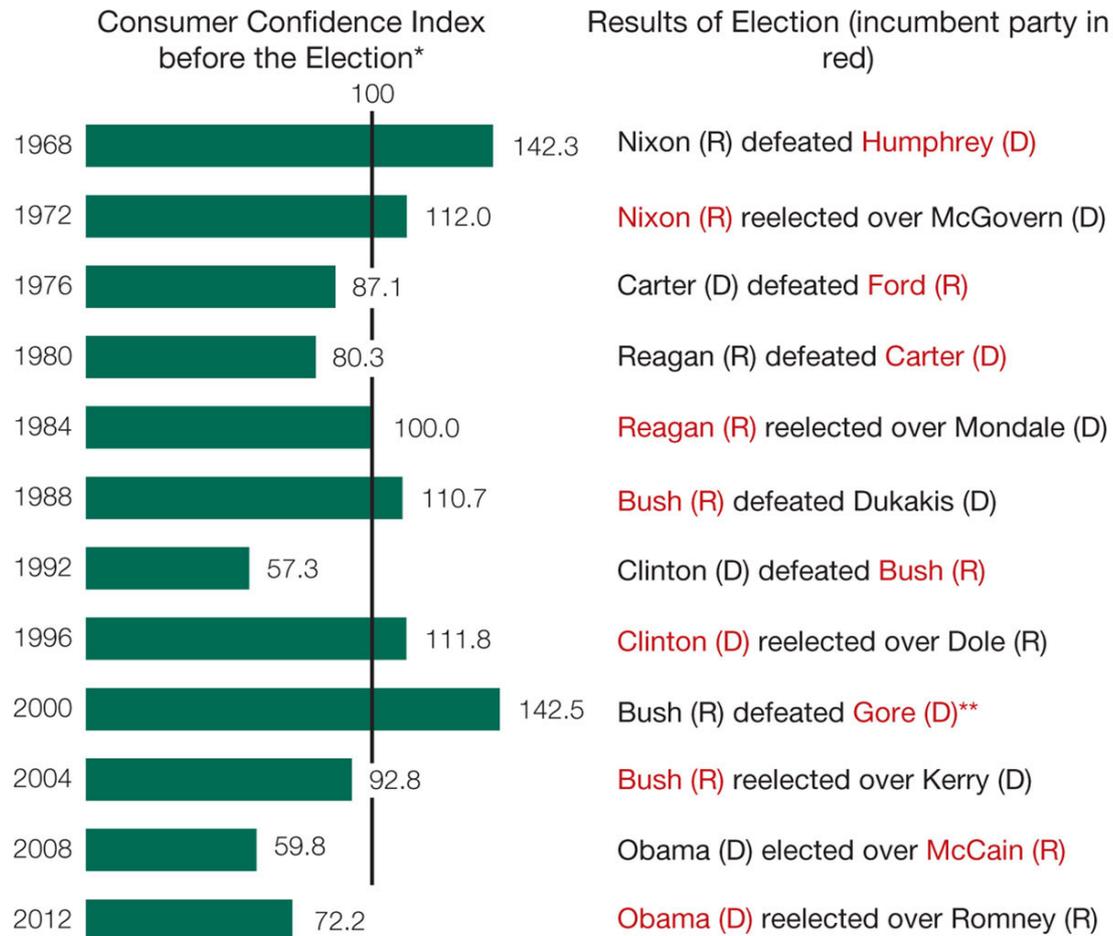
- Three main factors
  - Partisanship
  - Issues and policy concerns
  - Candidate characteristics

# How Voters Decide

- Most voters who identify with a party vote for that party's presidential candidate



# Consumer Confidence and Presidential Elections



# How Voters Decide

- Partisanship
  - People with strong party identification vote at higher rates, even if the contest is not competitive.
- Issues are relevant when candidates take different positions.
  - Campaigns highlight differences they think are most important to voters.
- Candidate characteristics
  - Personality, career, perceived things in common

# Candidate Characteristics



# Sources of Campaign Funds



# Public Funding



# Top Donors to 527 Committees, 2008

DONOR	TOTAL DONATIONS
Service Employees International Union	\$30,999,124
American Federation of State, County, and Municipal Employees	\$5,581,604
Soros Fund Management	\$5,150,000
Shangri-La Entertainment	\$4,850,000
Las Vegas Sands	\$4,359,820
Fund for America	\$4,020,000
Oak Spring Farms	\$3,480,000
Friends of America Votes	\$3,225,425
United Food and Commercial Workers	\$3,179,000
United Brotherhood of Carpenters	\$2,786,690
Pharmaceutical Product Development, Inc.	\$2,740,790
International Union of Operating Engineers	\$1,865,000
National Association of Realtors	\$1,556,600
America Votes	\$1,450,000
Democratic Governors Association	\$1,265,000
Sheet Metal Workers	\$1,225,000
Templeton Foundation	\$1,086,200
Bonanza Oil	\$1,050,000
Trust Asset Management	\$1,000,000

# Public Opinion Poll

Do you think voters make decisions based on the influence of campaign ads?

- a) Yes
- b) No, people already know who they prefer before seeing the ads.

# Public Opinion Poll

The redistricting process is controversial and conducted differently in each state. Who should draw district lines?

- a) State legislatures
- b) Nonpartisan state demographers, using only population data and maps
- c) A bipartisan committee of elected officials and public interest groups
- d) Appointed bipartisan panel of state judges

# Public Opinion Poll

Should the Democratic and Republican parties have a national primary to select their party's presidential nominees instead of a state-by-state system?

- a) Yes, one national primary would be better.
- b) No, a state-by-state system is best.

# Public Opinion Poll

Should there be limits on the amount of money candidates can spend on campaigns?

- a) Yes
- b) No

# Public Opinion Poll

Should we get rid of the electoral college, or change the way that it operates (using the Maine or Nebraska models)?

- a) End the electoral college, and elect presidents by popular vote.
- b) Change to a less rigid system like Nebraska and Maine have implemented.
- c) Keep the current system in place.

# Chapter 10: Campaigns and Elections

- Quizzes
- Flashcards
- Outlines
- Exercises

[www.norton.com/we-the-people](http://www.norton.com/we-the-people)

Following this slide, you will find additional images, figures, and tables from the textbook.

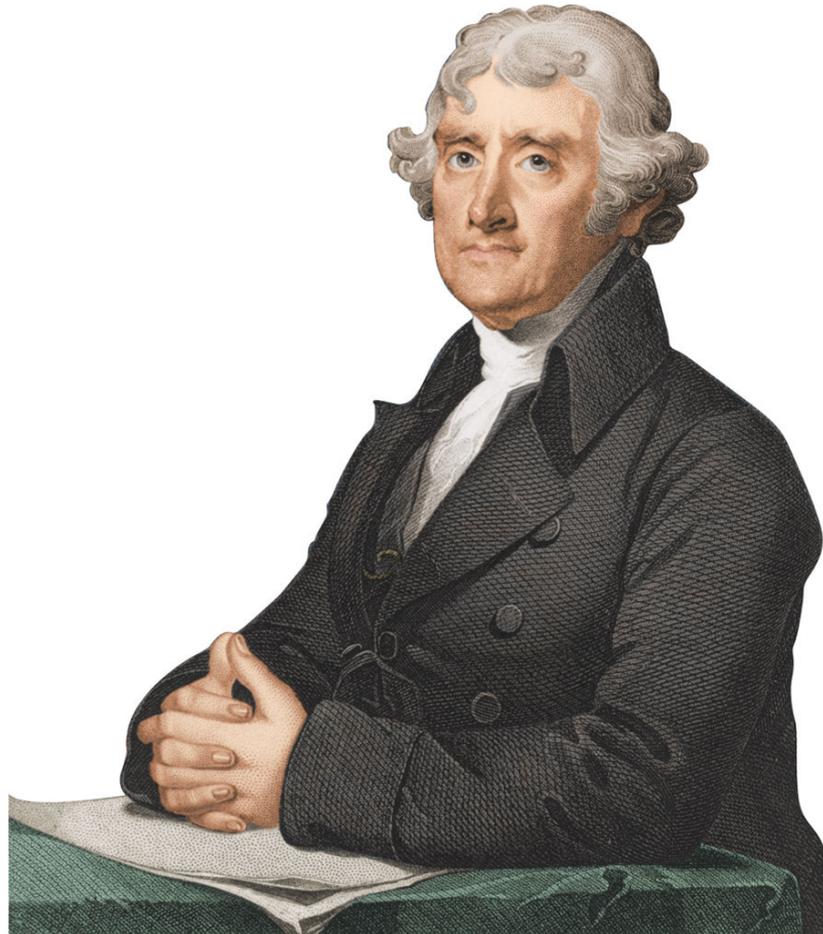
# Elections in America



# Types of Elections



# Presidential Elections



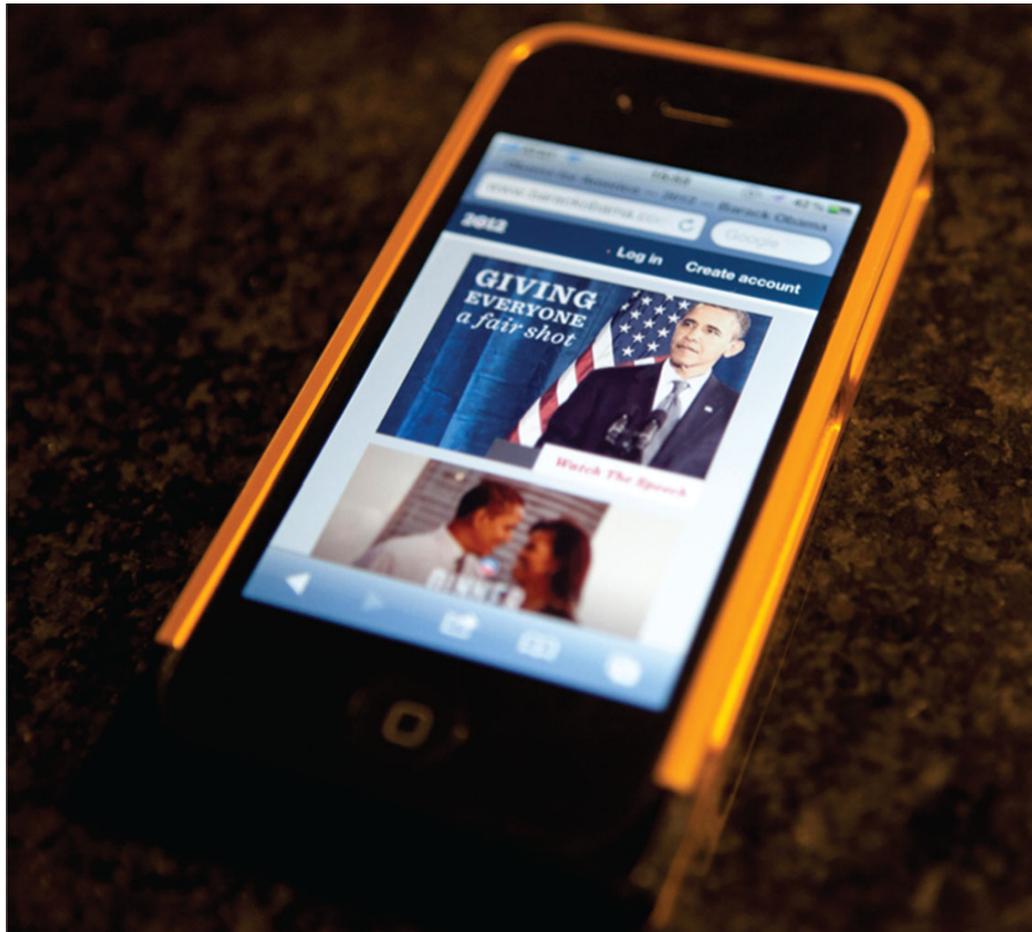
# Direct Democracy Elections



# Advisers

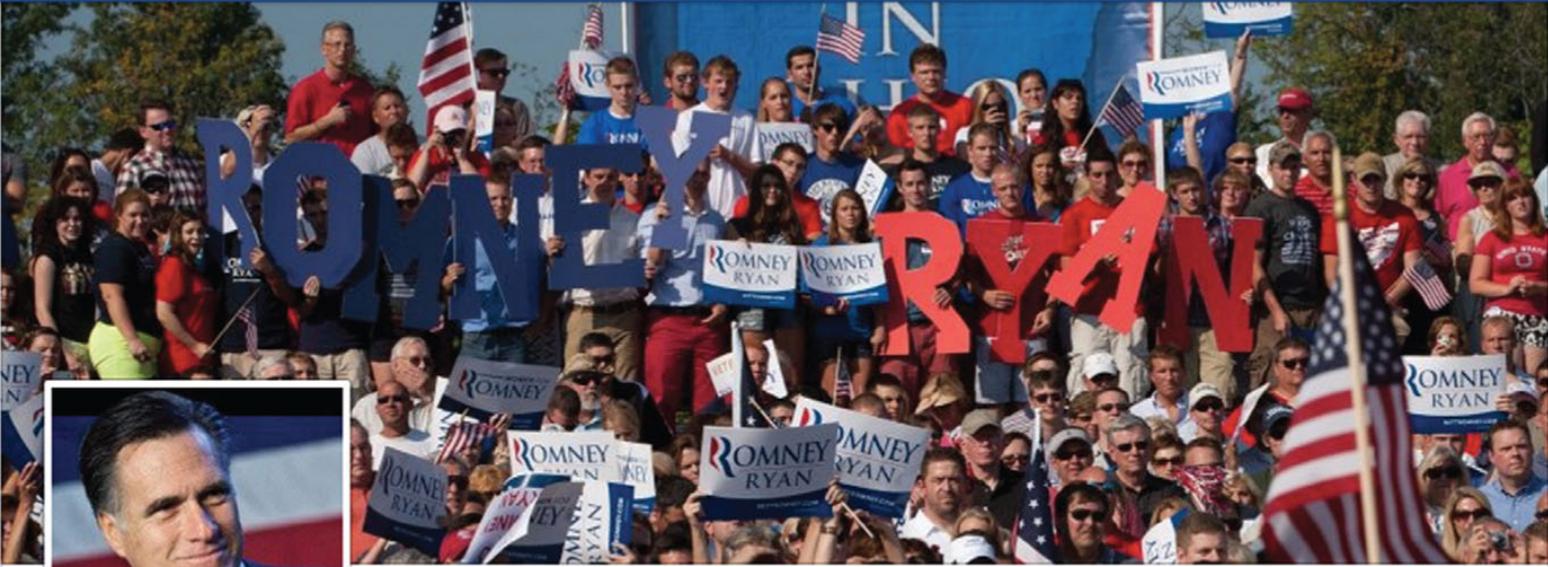


# Fund-Raising



# Digital Citizens

facebook   Search for people, places and things  Lee Rider Find



**Mitt Romney**  
6,234,752 likes · 3,248,880 talking about this · 75 were here

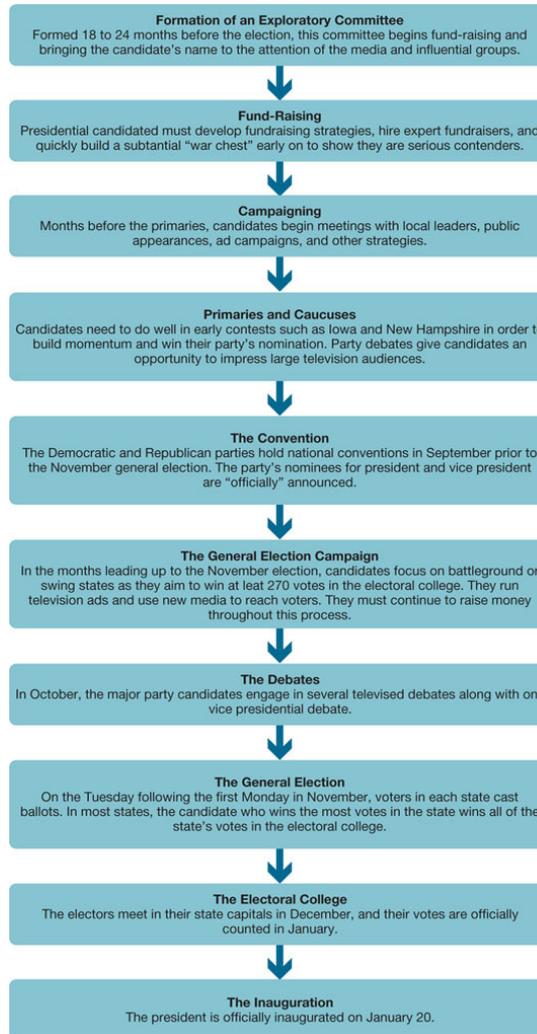
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# Electing the President: Steps in the Process



# Electing the President: Steps in the Process

## The 2012 Primaries and Caucuses Calendar

DATE	STATE	ELECTION TYPE
January 3	Iowa	Caucus
January 10	New Hampshire	Primary
January 21	South Carolina	Primary (R)
	Nevada	Caucus (D)
January 31	Florida	Primary
February 4	Nevada	Caucus (R)
February 4–11	Maine	Caucus (R)
February 7	Colorado, Minnesota	Caucus (R)
	Missouri	Primary
February 28	Arizona, Michigan	Primary
March 3	Washington	Caucus (R)
March 6	Alaska, Idaho	Caucus (R)
	Minnesota	Caucus (D)
	North Dakota	Caucus
	Georgia, Massachusetts, Ohio, Oklahoma, Tennessee, Vermont	Primary
	Virginia	Primary (R)
March 6–10	Wyoming	Caucus (R)
March 7	Hawaii	Caucus (D)
March 10	Kansas	Caucus (R)
March 11	Maine	Caucus (D)
March 13	Alabama, Mississippi	Primary
	Hawaii	Caucus (R)
	Utah	Caucus (D)
March 17	Missouri	Caucus (R)
March 20	Illinois	Primary
March 24	Louisiana	Primary
April 3	District of Columbia, Maryland, Wisconsin	Primary
April 9	Alaska	Caucus (D)
April 14	Idaho, Kansas, Nebraska, Wyoming	Caucus (D)
April 15	Washington	Caucus (D)
April 24	Connecticut, Delaware, New York, Pennsylvania, Rhode Island	Primary
May 8	Indiana, North Carolina, West Virginia	Primary
May 19–June 1	Colorado	Caucus (D)
May 15	Nebraska, Oregon	Primary
May 22	Arkansas, Kentucky	Primary
May 29	Texas	Primary
June 5	California, Montana, New Jersey, New Mexico, South Dakota	Primary
	North Dakota	Caucus (D)
June 26	Utah	Primary (R)

NOTES: Many states will not hold a Democratic nominating contest if only one candidate qualified for the ballot. The Missouri primary is non-binding. The Missouri Republican Party chose convention delegates in a March 17 caucus.

SOURCE: The United States Elections Project. <http://elections.gmu.edu> (accessed 8/16/12).

# American Campaign Techniques Conquer the World



# The 2012 Elections



# The 2012 Elections



# Sources of Campaign Funds

