1. Discuss who runs for office and how campaigns are managed.
2. Describe the current system of campaign finance.
3. Summarize the process of choosing a president of the United States.
4. Explain the mechanisms through which voting takes place on Election Day.
5. Discuss voter turnout in the United States and the types of people most likely to vote.
6. Describe the different types of media and the changing roles that they play in American society.
7. Summarize the impact of the media on the political process.

8. Consider some of the issues facing today’s media, including concentrated ownership, freedom of speech for broadcasters, and political bias.
The Twenty-First-Century Campaign

- Thousands of elective offices
  - Major parties strive for full slates
  - Higher offices attract more candidates
Who is eligible? (few constitutional restrictions)

- President
- Vice president
- Senator
- Representative
The Twenty-First-Century Campaign

Who runs?

- Mostly white and male
- 1960s civil rights legislation increased number of African American officials
- Women candidates increasing
- Mostly professionals, especially lawyers
Women Running for Congress (and Winning)

FEMALE CANDIDATES FOR THE HOUSE OF REPRESENTATIVES

<table>
<thead>
<tr>
<th>Year</th>
<th>Female Candidates for the House</th>
<th>Women Winning House Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>55</td>
<td>21</td>
</tr>
<tr>
<td>1984</td>
<td>65</td>
<td>22</td>
</tr>
<tr>
<td>1986</td>
<td>64</td>
<td>23</td>
</tr>
<tr>
<td>1988</td>
<td>59</td>
<td>25</td>
</tr>
<tr>
<td>1990</td>
<td>70</td>
<td>29</td>
</tr>
<tr>
<td>1992</td>
<td>150</td>
<td>47</td>
</tr>
<tr>
<td>1994</td>
<td>111</td>
<td>49</td>
</tr>
<tr>
<td>1996</td>
<td>126</td>
<td>50</td>
</tr>
<tr>
<td>1998</td>
<td>125</td>
<td>56</td>
</tr>
<tr>
<td>2000</td>
<td>125</td>
<td>56</td>
</tr>
<tr>
<td>2002</td>
<td>124</td>
<td>59</td>
</tr>
<tr>
<td>2004</td>
<td>138</td>
<td>64</td>
</tr>
<tr>
<td>2006</td>
<td>139</td>
<td>70</td>
</tr>
<tr>
<td>2008</td>
<td>133</td>
<td>74</td>
</tr>
<tr>
<td>2010</td>
<td>139</td>
<td>72</td>
</tr>
<tr>
<td>2012</td>
<td>163</td>
<td>77</td>
</tr>
</tbody>
</table>

Each circle represents a female candidate for the Senate. A red circle denotes a winning candidate.

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Managing the campaign

- Primary election
- General election
- Campaigns now candidate-centered
- Professional campaigns
  - Paid political consultants
The Twenty-First-Century Campaign

- Strategy of winning
  - Winner-takes-all
  - Must consider candidate visibility and appeal
  - Use of opinion polls
  - Focus groups
Financing the Campaign

- Funding
  - Candidates and their families
  - Borrowed
  - Contributions from individuals, organizations, political action committees
  - Few limits on contributions
Financing the Campaign

- Evolution of campaign finance system
  - Hatch Act (1939)
  - Federal Election Campaign Act (1971)
    - Federal Election Commission
    - Political action committees
  - Issue advocacy advertising
  - Soft money
  - McCain-Feingold Act
Financing the Campaign

- Current campaign finance environment
  - Some limits on direct contributions
  - Independent expenditures allowed
  - *Citizens United v. FEC*
  - Super PACs (aggregates contributions)
  - 527 organizations
  - 501(c)4 organizations
### Table 9-1: The Twenty Top Groups Making Independent Expenditures during the 2011–2012 Cycle

<table>
<thead>
<tr>
<th>Committee</th>
<th>Affiliation</th>
<th>Raised by October 2012</th>
<th>Type</th>
<th>Disclosure of Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Crossroads &amp; Crossroads GPS</td>
<td>Republican</td>
<td>$129,099,398</td>
<td>Super PAC, 501c</td>
<td>partial</td>
</tr>
<tr>
<td>Restore Our Future</td>
<td>Mitt Romney</td>
<td>$117,405,715</td>
<td>Super PAC</td>
<td>full</td>
</tr>
<tr>
<td>National Republican Congressional Committee</td>
<td>Republican</td>
<td>$57,052,468</td>
<td>Party committee</td>
<td>full</td>
</tr>
<tr>
<td>Priorities USA Action</td>
<td>Barack Obama</td>
<td>$56,816,026</td>
<td>Super PAC</td>
<td>partial</td>
</tr>
<tr>
<td>Democratic Congressional Campaign Committee</td>
<td>Democratic</td>
<td>$46,351,273</td>
<td>Party committee</td>
<td>full</td>
</tr>
<tr>
<td>Democratic Senatorial Campaign Committee</td>
<td>Democratic</td>
<td>$42,272,748</td>
<td>Party committee</td>
<td>full</td>
</tr>
<tr>
<td>Americans for Prosperity</td>
<td>Koch brothers (conservative)</td>
<td>$30,800,720</td>
<td>501c</td>
<td>none</td>
</tr>
<tr>
<td>Republican National Committee</td>
<td>Republican</td>
<td>$29,196,231</td>
<td>Party committee</td>
<td>full</td>
</tr>
<tr>
<td>US Chamber of Commerce</td>
<td>business</td>
<td>$28,873,817</td>
<td>501c</td>
<td>none</td>
</tr>
<tr>
<td>Service Employees International Union</td>
<td>labor</td>
<td>$28,069,574</td>
<td>Super PAC, 527S</td>
<td>full</td>
</tr>
<tr>
<td>Majority PAC</td>
<td>Senate Democrats</td>
<td>$27,114,691</td>
<td>Super PAC</td>
<td>full</td>
</tr>
<tr>
<td>National Republican Senatorial Committee</td>
<td>Republican</td>
<td>$21,537,108</td>
<td>Party committee</td>
<td>full</td>
</tr>
<tr>
<td>House Majority PAC</td>
<td>Democratic</td>
<td>$21,377,797</td>
<td>Super PAC</td>
<td>full</td>
</tr>
<tr>
<td>Winning Our Future</td>
<td>Newt Gingrich</td>
<td>$17,002,762</td>
<td>Super PAC</td>
<td>full</td>
</tr>
<tr>
<td>Club for Growth</td>
<td>anti-tax</td>
<td>$15,781,250</td>
<td>Super PAC, 501c</td>
<td>partial</td>
</tr>
<tr>
<td>American Federation of State, County &amp; Municipal Employees</td>
<td>labor</td>
<td>$12,002,066</td>
<td>501c</td>
<td>full</td>
</tr>
<tr>
<td>FreedomWorks</td>
<td>Dick Armey (conservative)</td>
<td>$11,858,959</td>
<td>Super PAC</td>
<td>partial</td>
</tr>
<tr>
<td>Americans for Jobs Security</td>
<td>conservative</td>
<td>$11,387,375</td>
<td>501c</td>
<td>no</td>
</tr>
<tr>
<td>Americans for Tax Reform</td>
<td>anti-tax</td>
<td>$11,225,018</td>
<td>501c</td>
<td>no</td>
</tr>
<tr>
<td>American Future Fund</td>
<td>conservative</td>
<td>$10,113,905</td>
<td>501c</td>
<td>no</td>
</tr>
</tbody>
</table>

Source: Center for Responsive Politics
Running for President: The Longest Campaign

- Culmination of presidential primary campaign & general election campaign
  - Reforming the primaries
    - After 1968 Democratic convention
    - McGovern-Fraser Commission
Running for President: The Longest Campaign

- Primaries and caucuses
  - Direct primary
  - Indirect primary
  - Closed primary
  - Open primary
  - Blanket primary
  - Run-off primary
  - “Top-Two” primary
  - State party conventions
  - Caucuses
Front-loading the primaries
  - Front-runner status
  - Front-loading
  - National parties seek to regain control, but with limited success

National Convention
  - Seating the delegates (credentials committee)
  - Convention activities mostly to rally party members, not select candidate
Electoral College

- Voters actually choose electors
- Selection governed by state law
- Plurality of voters choose state electors
- Problems with system
How Are Elections Conducted?

- U.S. uses Australian ballot
  - Office-block ballot
  - Party-column ballot
- Voting by mail (increasing)
- Voting fraud and mistakes
  - Phony registrations & absentee ballots
  - Voter ID requirements
- Reforming voting process
  - Response to 2000 presidential elections
  - Help America Vote Act
Turning Out to Vote

- Peaks in presidential election years
  - Influences state and local races
  - Votes count most in local races

- Effect of low voter turnout
  - Threat to representative democracy?
  - OR
  - Indicates satisfaction with status quo?
Voter Turnout for Presidential and Midterm Elections 1910-2012

Note: Prior to 1948, the voting-age population is used as a proxy for the population eligible to vote.

Turning Out to Vote

- Is voter turnout declining?
  - Voting-age population versus vote-eligible population
- Factors influencing who votes
  - Age
  - Education
  - Income level
  - Minority status
  - Ideology
# Voting in the 2010 Midterm Elections

## Table 9-2: Voting in the 2010 Midterm Elections by Age Group

<table>
<thead>
<tr>
<th>Age</th>
<th>Reported Turnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–29</td>
<td>24.0</td>
</tr>
<tr>
<td>30–44</td>
<td>40.4</td>
</tr>
<tr>
<td>45–64</td>
<td>54.4</td>
</tr>
<tr>
<td>65 years and over</td>
<td>60.8</td>
</tr>
</tbody>
</table>

Turnout is given as a percentage of the voting-age citizen population.

*Source: U.S. Bureau of the Census, October 2011.*

## Table 9-3: Voting in the 2010 Midterm Elections by Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Reported Turnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not a high school graduate</td>
<td>25.1</td>
</tr>
<tr>
<td>High school graduate</td>
<td>37.9</td>
</tr>
<tr>
<td>Some college or associate degree</td>
<td>46.3</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>57.7</td>
</tr>
<tr>
<td>Advanced degree</td>
<td>67.1</td>
</tr>
</tbody>
</table>

Turnout is given as a percentage of the voting-age citizen population.

*Source: U.S. Bureau of the Census, October 2011.*
Turning Out to Vote

- Legal restrictions on voting
  - Property requirements
  - Fifteenth Amendment
- Still too restrictive?
  - Noncitizens
  - Convicted felons and current inmates
  - Mentally incompetent
  - Youth (under age 18)
Turning Out to Vote

- Current eligibility and requirements
  - Registration
  - Citizenship
  - Age
  - Residency

- Voter-registration drives
- Voting Rights Act (1965)
The Media and Politics

- Roles of the media
  - Entertainment
  - Reporting the news
  - Identifying public problems
  - Socializing new generations
  - Provide political forum
  - Making profits
The Media and Politics

- Television versus the new media
  - New patterns (youth and early adapters)
  - Television remains essential
    - 69% use television as primary information source
    - Relies on pictures and "sound bites"
The Media and Political Campaigns

- Television coverage
  - Political advertising
  - Negative advertising
  - Management of news coverage
  - Televised presidential debates
  - 2011-2012 Republican primary debates
The 1964 Daisy Girl Ad
Thanks to wasteful spending by politicians like Rick Santorum, the U.S. national debt is over $15 trillion and climbing...

"I'M VERY PROUD OF ALL THE EARMARKS I'VE PUT IN BILLS."
—Rick Santorum, Fox News
The Media and Political Campaigns

- The Internet, blogging and podcasting
  - Internet campaign strategists
  - Little cost
  - Online fund-raising
  - Blogs and podcasts threaten mainstream media
Media Problems

- Concentrated ownership of the media
- Governments control of content
  - FCC
  - First Amendment protections
- Bias in the media
  - Liberal or conservative?
  - Scientific test for bias
Questions for Critical Thinking

★ Should the presidential primary be on one date rather than allowing the political parties and states to determine primary election dates?
How will the events of the 2012 election impact future elections at the national level?
Can you recall any campaign moment where you could clearly see that consultants tried to change a candidates image or message?
Are focus groups and tracking polls useful for candidates? In your opinion, are these groups truly representative of the American voting public?
How would you make changes to the current existing campaign finance laws? How would your changes effect the future of political campaigns?
Questions for Critical Thinking

★ Is the Electoral College relevant today? Why or why not?
Do you believe that the future of voting is online or Internet voting? If so, what mechanisms are currently in place to prevent voter fraud or human error?
How can the average individual determine what is a legitimate blog or podcast from one that lacks credibility?