CHAPTER 9

# N0MINA TIONS AND CAMPAIGNS

CHAPTER OUTLR•O

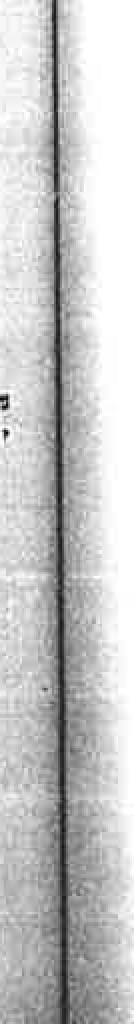
1. The Nomination Game (pp. 268-279) A. Introduction
   1. A nomination is a party's official endorsement of a candidate for office.
   2. Campaign strategy is the way in which candidates attempt to manipulate each of these elements to achieve the nomination.

B. Deciding to Run

c. Competing for Delegates: the goal of the nomination game is to win the majority of delegates' support at the national party convention.

1. The Caucus Road

* 1. A caucus is a meeting of state party leaders.
  2. Caucuses usually are organized like a pyramid.

1. The Primary Road
   * 1. In presidential primaries, voters in a state go to the polls and vote for a candidate or delegates pledged to one.
     2. The McGovern-Fraser Commission had a mandate to make Democratic Party conventions more representative.
     3. The proliferation of presidential primaries has transformed politics.
     4. Politicians who are awarded convention seats on the basis of their position are known as superdelegates.
     5. More states have moved their primaries up in the calendar in order to capitalize on media attention (frontloading).
2. Evaluating the Primary and Caucus System
   * 1. Disproportionate attention goes to the early caucuses and primaries.
     2. Prominent politicians find it difficult to take time out from their duties to run.
     3. Money plays too big a role in the caucuses and primaries.
     4. Participation in primaries and caucuses is low and  unrepresentative.

The system gives too much power to the media.

D. The Convention Send-off

1. Conventions are no longer dramatic; the winner is a foregone conclusion. 2. Conventions orchestrate a massive send-off for the candidates.

3. Conventions develop the party's policy positions (party platform) and promote representation.

11. The Campaign Game (pp. 279-282)



1. The High-Tech Media Campaign
   1. The technique of direct mail helps identify potential supporters and contributions.
   2. Candidates use their advertising budget.
   3. Candidates get free attention as newsmakers.
2. Organizing the Campaign
   1. Get a campaign manager.
   2. Get a fund-raiser.
   3. Get a campaign counsel.
   4. Hire media and campaign consultants.
   5. Assemble a campaign staff.
   6. Plan the logistics.
   7. Get a research staff and policy advisors.
   8. Hire a pollster.
   9. Get a good press secretary.
   10. Establish a website.

111. Money and Campaigning (pp. 282-289)

A. The Maze of Campaign Finance Reforms (Federal Election Campaign Act, 1974)

1. It created the Federal Election Commission (FEC).
2. It created the Presidential Election Campaign Fund.
3. It provided partial public financing for presidential primaries (matching funds).
4. It provided full public financing for major party candidates in the general election.
5. It required full disclosure.
6. It limited contributions.
7. 1979 amendments placed no limits on soft money.
8. The McCain-Feingold Act (2002) banned soft money, increased the amounts individuals could contribute, and barred certain "issue ads." B. The Proliferation of political action committees (PACs)

C. Are Campaigns Too Expensive?

1. The Impact of Campaigns (pp. 289-290)
   1. Campaigns have three potential effects: reinforcement, activation, and conversion. B. Factors that weaken campaigns' impact on voters include: selective perception, party identification, and incumbency.
2. Understanding Nominations and Campaigns (pp. 291-29) A. Are Nominations and Campaigns Too Democratic?
   1. Do Big Campaigns Lead to an Increase in the Scope of Government?
3. Summary (p. 293)

LEARNING OBJECTIVES

After studying Chapter 9, you should be able to:

* 1. Explain the nomination process and the role of the national party conventions.
  2. Discuss the role of campaign organizations and the importance of the media in campaigns.
  3. Understand the role of money in campaigns, campaign finance reform, and the impact of political action committees.
  4. Explain the impact of campaigns on the voters.
  5. Understand how campaigns affect democracy, public policy, and the scope of government.

The following exercises will help you meet these objectives:

Objective 1: Explain the nomination process and the role ofthe national party conventions.

1. List the three elements needed for success in the nomination game.

* + 1. 2.

3.

* + 1. Draw a diagram depicting the pyramid structure of the typical state party caucus.

3 What reforms did the McGovern-Fraser Commission bring to the Democratic Party?

List five criticisms of the primary and caucus system.



What are the primary ñžnctions of the national party conventions?

Objective 2: Discuss the role of campaign organizations and the importance of the media in campaigns.

Mthat are the two factors that determine media coverage of a campaign?

Using a rating system of strong, medium, and weak, rate campaign advertisements and campaign news coverage in terms oftheir attention to candidate image, issues, and the campaign itself.

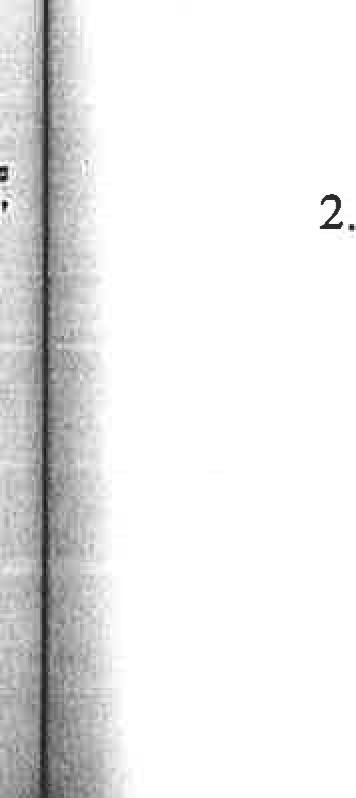
|  |  |  |
| --- | --- | --- |
|  | Campaign Advertisements | Campaign News Coverage |
| Image |  |  |
| Issues |  |  |
| Campaign |  |  |

List ten things candidates must do to effectively organize their campaigns.

10.

Objective 3: Understand the role of money in campaigns, campaign finance reform, and the impact of political action committees.

What were the main features of the Federal Election Campaign Act of 1974?

What were the three main provisions of the McCain-Feingold Act (2002)?

Present an argument that political action committees are essential to a successful campaign.

Objective 4: Explain the impact of campaigns on the voters.

What are the three effects campaigns can have on voters?

What three factors tend to weaken campaigns' impacts on voters?

Objective 5: Understand how campaigns affect democracy, public policy, and the scope of government.

What is meant by the "permanent campaign"?

How might campaigns affect the scope of government?

KEY TERMS

Identify and describe:

nom-nation

campaign strategy

national party convention

caucus

presidential primaries

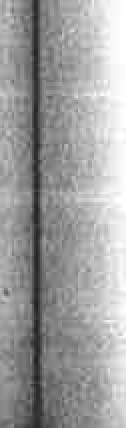
McGovern-Fraser Commission

superdelegates

frontloading

national primary

regional primaries

 party platform

direct mail

Federal Election Campaign Act

Federal Election Commission (FEC)

Presidential Election Campaign Fund

matching funds

soft money

political action committees (PACs)

selective perception

Compare and contrast:

nomination and national party convention

caucus and presidential primaries

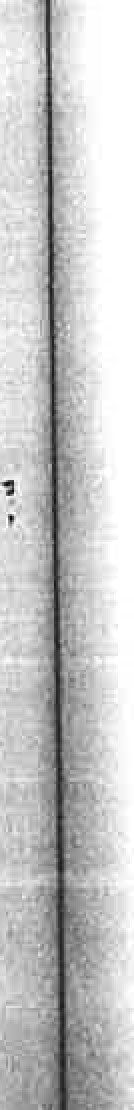
McGovern-Fraser Commission and superdelegates national primary and regional primaries

Federal Election Campaign Act and Federal Election Commission

Presidential Election Campaign Fund and matching funds

Name that term:

1 The way in which candidates attempt to manipulate resources to achieve their party's nomination.

1. A meeting of state party leaders.
2. Moving a state primary earlier in the calendar year to take advantage of media attention.
3. A bipartisan body that administers the campaign finance laws.
4. These party contributions are not currently subject to contribution limits.

6 These organizations must register with the FEC and make meticulous reports about their expenditures.