

Campaigns and voting behavior

Chapter 9

The Nomination Game

Nomination:

- The official endorsement of a candidate for office by a political party.



The Nomination Game

The Long Campaign

- Other countries have short campaigns- generally less than 2 months.
- U.S. campaigns (especially for President) can last 18 months or more.



The Paradox of Campaigns

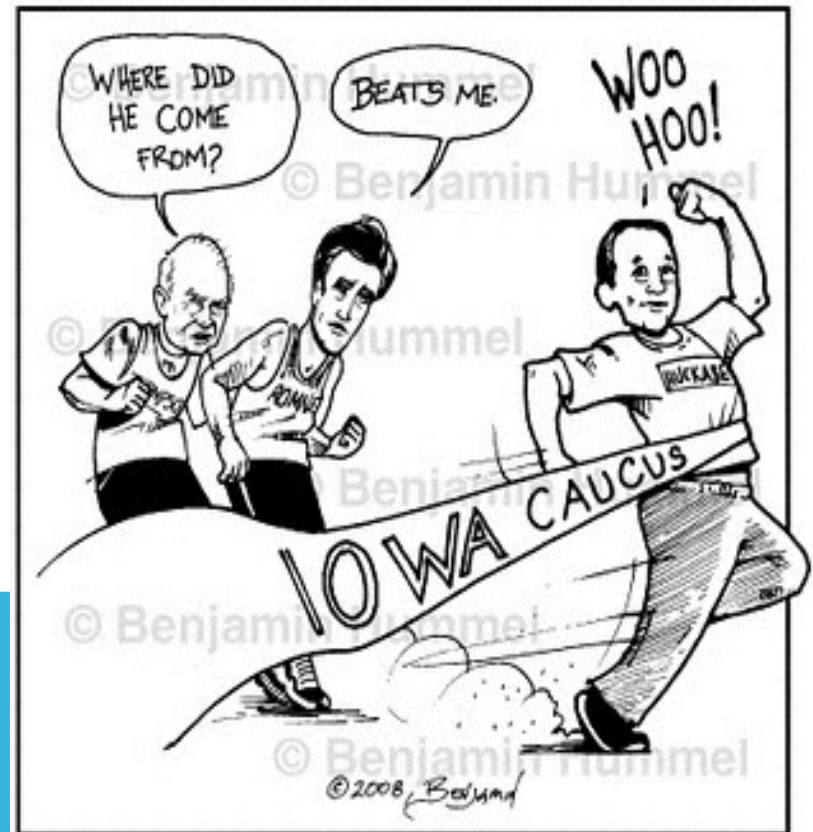
Candidates must appeal to people further from the political center in the primaries and caucuses, but must later appeal to the center in the general election.



The Nomination Game

Competing for Delegates

- Caucus: Formerly meetings of party leaders, these are now meetings of party members used to select delegates and nominees.
- Now organized like a pyramid from local precincts to the state's convention.
- Iowa's is first and is considered the most important.



The Nomination Game

- **Competing for Delegates**
- **Primary:** Elections in which voters choose the nominee or delegates pledged to the nominee.



Types of Primaries

Open primaries allow party members and non affiliated voters to vote.

Closed primaries allow only party members to vote.



The Nomination Game

Competing for Delegates

- Disproportionate attention to the early ones.(Iowa and NH).
- Money plays too big a role.
- Participation in primaries and caucuses is low and voters are more extreme.



Nominations

Frontloading is when a state holds its primary early to capitalize on media attention.



Conventions

Have lost their drama.

- **Winner is known beforehand.**

Have lost their viewers.

- **Networks aren't showing as much.**
- **Viewers of 2004 convention: 22 million (covered by all major broadcast and cable news channels)**
- **Viewers of a single episode of 2004 Survivor: 58 million (covered by CBS)**



1964 Democratic Convention



2004 Democratic Convention

choosing Delegates

The McGovern Fraser Commission in 1968 wrote new rules to increase the number of female and minority delegates in the Democratic Party

Superdelegates are awarded seats based on the office they hold, such as being a member of Congress. They bring experience and represent the elite.



Conventions

- Once provided great drama, but now they are a basic formality- which means less TV time.
- Are still important to the party to get the base organized and motivated (Pep Rally).
- Party platform: Statement of its goals and policies and general beliefs.
- Official nominations and candidate speeches.



Money and Campaigning

Federal Election Campaign Act of 1974



FEC: Created by law in 1974 to administer campaign finance laws for federal elections.

- Public financing of presidential elections (matching funds)
- Limited spending & required disclosure
- Limited contributions to campaigns

Soft Money

- Contributions (with no limits) used for party-building expenses or generic party advertising

Buckley v. valeo (1974)

The Supreme Court struck down the provision that limited the amount an individual could spend on their own campaign.



Money and Campaigning

The Proliferation of PACs

- Definition: Created by law in 1974 to allow corporations, labor unions and others to donate money to campaigns.
- Over 3900 PACs donating over \$212 million
- Donate to candidates who support their issue, regardless of party affiliation
- Not sufficient data that PACs “buy” candidates



Bipartisan campaign finance reform act

McCain Feingold Act (2002)

Eliminated soft money

Set limits of \$2000 for individual contributions and \$5000 for PACs, indexed for inflation.

Banned independent ads 30 days before primaries and 60 days before a general election



527s and 501(c)s

527s are independent organizations that run ads that are not sponsored by a political party or a candidate.

They can spend unlimited amounts of money.

501(c) groups allow donors to remain anonymous.

They cannot spend more than half of their funds on political activities.



Citizens united v. fec (2010)

527s and 501(c) groups are considered to be persons under the law, with free speech rights.

The 30 and 60 day limits on ads were ruled to be unconstitutional violations of the First Amendment.



Superpacs

Officially known as “independent expenditure only committees,” Super PACS may engage in unlimited spending independent of candidate and parties. They can raise funds from corporations, unions, and other groups without limits.

