



## Unit 4

Political Parties, Ideology, and Elections

# “Running for President”

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Notes #6



## Presidential Run

- Begin planning at least two years before the first primary
- Start getting money from wealthy, influential donors
- Campaign for endorsements from important political groups and leaders
  - This is the step that most campaigns stop at
- Increase public profile
- Assemble campaign personnel



## Preparing to Campaign

- By January 1<sup>st</sup> of an election year candidates:
  - Develop “Stump Speeches”
  - Set up Media events
  - Enter Debates
  - Begin Advertising
- During Primaries, candidates have to win support of members of their own parties, while maintaining a competitiveness over a candidate from the other party.



## Presidential Primaries

- The earliest primaries are often “make or break” situations for most candidates
  - Need to have a strong showing in New Hampshire and Iowa to stay competitive
- Front Loading
  - states move their primaries to earlier dates
  - Increase importance of their results
- Super Tuesday
  - Several states hold their primaries on the same day
  - Usually early in March
  - The presumptive nominee is usually determined



## Presidential Primaries

- In Presidential elections, the primaries are used to select delegates for each party
  - Delegates will go to National Convention
  - Delegates vote for the candidate that their state selected
  - Winner-Take-All vs. Proportional Primaries
- Super Delegates (used only by Democrats)
  - Important state leaders or members of Congress who automatically become delegates



## Getting the Nomination

- Candidate has to win the endorsement of the political party
- National Convention is where the delegates will officially cast their votes for their candidate
- The party will officially nominate the candidate who gets the most delegate votes.
- All other candidates will then lend their support to the official Nominee

**A.P. GOVERNMENT** **General Election**

- 100+ million voters can be expected to participate in the General Election for President
- News media give voters campaign information nearly daily
- Campaign advertising builds up positive or negative support

**A.P. GOVERNMENT** **Types of Voting**

- **Split-Ticket Voting**
  - Voting for a Presidential Candidate of one party and Congressional nominees of the other party
- **Critical Election**
  - Takes place when a group of voters change the traditional patterns of party loyalty
- **New Party Era**
  - Occurs when the minority party displaces the majority party (1800, 1860, 1932)
- **Mandate**
  - A clear message given by the voters



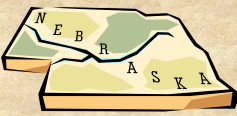

**A.P. GOVERNMENT**

**When you vote for the President you are actually voting for an ELECTOR to vote for you**

**Each state has a determined number of electors**

**A.P. GOVERNMENT** **How Many Electors?**

**The number of electors a state has is equal to the number of Representatives in the House plus the number of Senators**

	
<b>Nebraska</b>	<b>California</b>
2 senators	2 senators
3 representatives	53 representatives
<b>Total 5 electors</b>	<b>Total 55 electors</b>

**A.P. GOVERNMENT** **538 Electors**



**The 23<sup>rd</sup> Amendment gives the District of Columbia 3 electoral votes**

**WASHINGTON D.C.**

**A.P. GOVERNMENT** **Winner Takes All**

48 of the 50 States use the "Winner Takes All" method


If you get the most votes in that state you get **ALL** of their electoral college votes

**A.P. GOVERNMENT** **The District Method**

Nebraska and Maine use the "District" method to award electors.

Nebraska is the only state to split their Electoral vote.



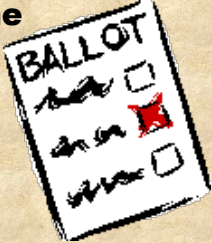
**A.P. GOVERNMENT** **270 to Win**

A candidate needs 270 electoral votes to win.



**A.P. GOVERNMENT** **Who Decides?**

If no one gets 270 electoral votes, the House of Representatives decides who wins



**A.P. GOVERNMENT** **PROBLEMS!**

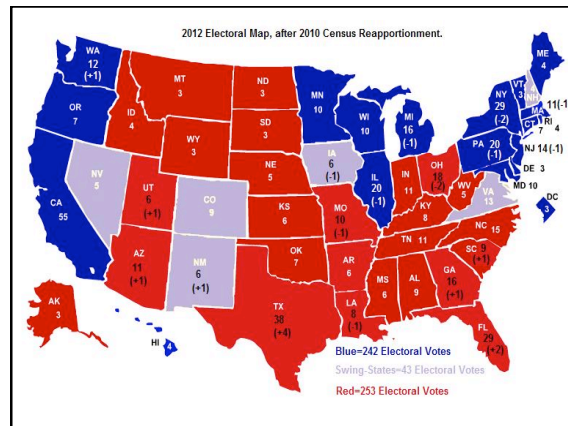
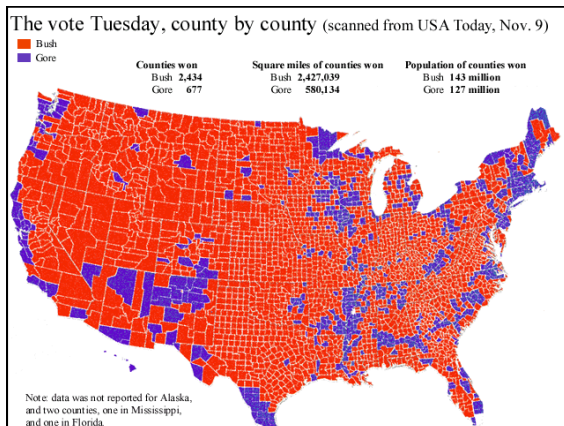
It is possible to get more popular votes and **NOT** be elected President

It has happened four times...

**A.P. GOVERNMENT** **Most Recently in 2000**


**Total Votes in 2000 Election:**

<b>Bush</b>	<b>50,461,092 total votes (47.9%)</b>	<b>271 Electoral Votes</b>
<b>Gore</b>	<b>50,994,086 total votes (48.4%)</b>	<b>266 Electoral Votes</b>
<b>Nader</b>	<b>2,882,728 total votes (2.7%)</b>	<b>0 Electoral College Votes</b>



**A.P. GOVERNMENT**

## Why was it Created?



- People (then) were not knowledgeable enough to select a President. (poor communications)
- This was a check that gave the states a voice in choosing the President
- To maintain regional balance

**A.P. GOVERNMENT**

## The drawbacks to the Electoral College?

- Results low voter turnout
- Diminishes third party influence
- Person with most popular votes may not win
- Leads to tactical, insincere voting
- If there is no majority winner in the Electoral College, the election goes to the H.o.R and there is a loss of separation of powers

