

Unit Three: Lesson # 4

- ❑ 2016 & 2020 Presidential Candidates
- ❑ Considering a run for the presidency:
 - ❑ exploration & announcement
- ❑ 4 Stages of Presidential Campaigns:
 - ❑ Nomination Phase
 - ❑ Convention Phase
 - ❑ General Election Phase
 - ❑ Electoral College

Presidential Elections

2016 U.S. PRESIDENTIAL RACE

THE DEMOCRATS



**HILLARY
CLINTON**



**BERNIE
SANDERS**



**MARTIN
O'MALLEY**



**LINCOLN
CHAFEE**



**JIM
WEBB**



THE REPUBLICANS



**TED
CRUZ**



**RAND
PAUL**



**MARCO
RUBIO**



**BEN
CARSON**



**CARLY
FIORINA**



**MIKE
HUCKABEE**



**RICK
SANTORUM**



**GEORGE
PATAKI**



**LINDSEY
GRAHAM**



**RICK
PERRY**



**JEB
BUSH**



**DONALD
TRUMP**



**BOBBY
JINDAL**



**CHRIS
CHRISTIE**



**SCOTT
WALKER**



**JOHN
KASICH**



**JIM
GILLMORE**

2020 DEMOCRATIC CONTENDERS

DECLARED CANDIDATES



BENNET



BIDEN



BOOKER



BULLOCK



BUTTIGIEG



CASTRO



DE BLASIO



DELANEY



GABBARD



GILLIBRAND



HARRIS



HICKENLOOPER



INSLEE



KLOBUCHAR



MESSAM



MOULTON



O'ROURKE



RYAN



SANDERS



SWALWELL



WARREN



WILLIAMSON



YANG

Michael Bloomberg



Bill Weld



John Kasich ???

Horse Race Journalism: Media as Scorekeeper

Presidential Election Exploration



- Does a candidate have enough political and financial support?
- Sets up an exploratory committee to find out
- Allows for growth of candidacy with media coverage, national attention

Presidential Election Announcement



- Candidate decides to run for office
- Sets up press conference to announce candidacy for president
- Formal declaration as a national spectacle to propose agenda

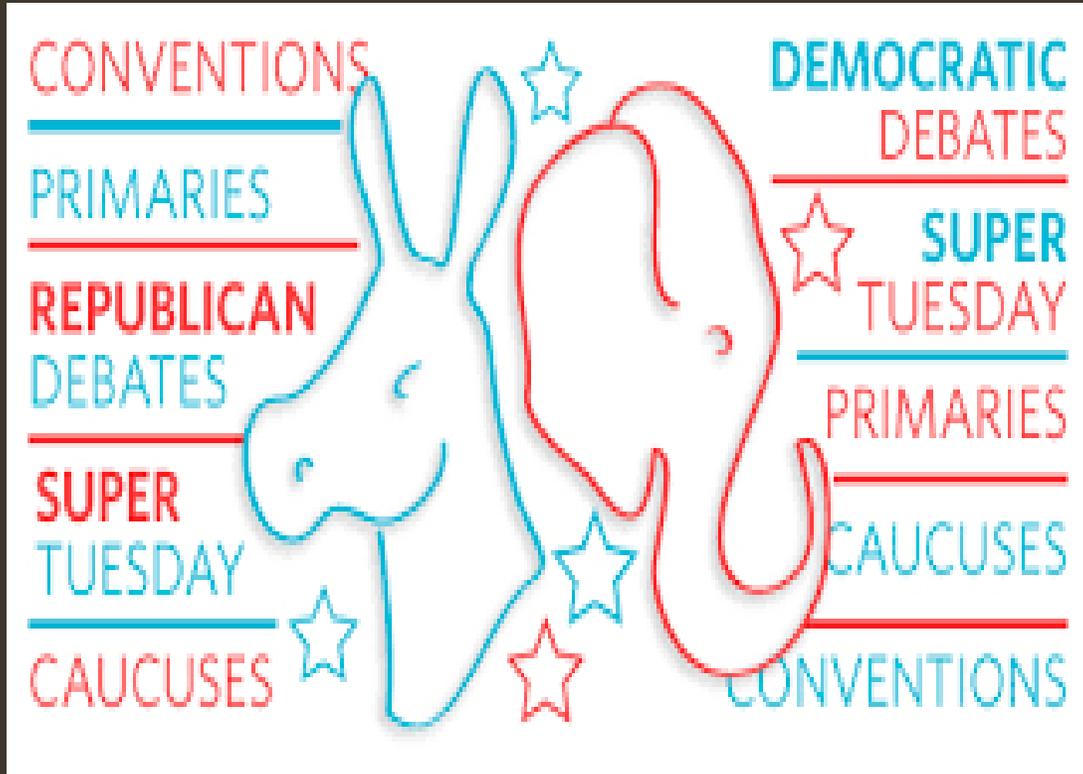
Presidential Election Campaign Strategies

Staff

- Political consultant
- Finance chairperson
- Communications Director
- Press Secretary
- Visibility, Appeal & Endorsements
- Pollster and Tracking Polls
- Focus Groups
- Get Out the Vote (GOTV)



How To Become President: 4 Stages



1. Nomination Stage
 - Primaries
 - Caucuses
2. Convention Stage
3. General Election Stage
4. Electoral College Stage

HOW TO BECOME ★ PRESIDENT OF THE UNITED STATES ★

U.S. CONSTITUTION'S REQUIREMENTS FOR A PRESIDENTIAL CANDIDATE

✓ NATURAL BORN CITIZEN

✓ MINIMUM AGE 35 YEARS

✓ U.S. RESIDENT 14 YEARS

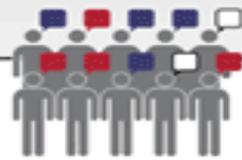


STEP 1 PRIMARIES AND CAUCUSES

THERE ARE MANY PEOPLE WHO WANT TO BE PRESIDENT, EACH WITH THEIR OWN IDEAS ABOUT HOW GOVERNMENT SHOULD WORK.

PEOPLE WITH SIMILAR IDEAS BELONG TO THE SAME POLITICAL PARTY, THIS IS WHERE PRIMARIES AND CAUCUSES COME IN.

CANDIDATES FROM EACH POLITICAL PARTY CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE FAVOR OF THEIR PARTY MEMBERS.



NATIONAL CONVENTIONS STEP 2

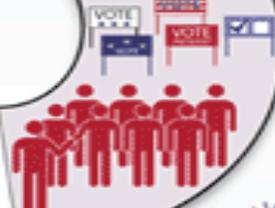
AT EACH CONVENTION, THE PRESIDENTIAL CANDIDATE CHOOSES A RUNNING MATE (VICE PRESIDENTIAL CANDIDATE).

EACH PARTY HOLDS A NATIONAL CONVENTION TO SELECT A FINAL PRESIDENTIAL NOMINEE.

IN A PRIMARY PARTY MEMBERS VOTE FOR THE BEST CANDIDATE THAT WILL REPRESENT THEM IN THE GENERAL ELECTION.

IN A CAUCUS PARTY MEMBERS SELECT THE BEST CANDIDATE THROUGH A SERIES OF DISCUSSIONS AND VOTES.

THE PRESIDENTIAL CANDIDATES CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE SUPPORT OF THE GENERAL POPULATION.



...AND I APPROVE THIS MESSAGE.



STEP 3 GENERAL ELECTION

PEOPLE IN EVERY STATE ACROSS THE COUNTRY VOTE FOR ONE PRESIDENT AND VICE PRESIDENT.

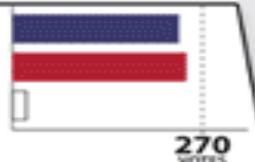
WHEN PEOPLE CAST THEIR VOTE, THEY ARE ACTUALLY VOTING FOR A GROUP OF PEOPLE KNOWN AS ELECTORS.

STEP 4 ELECTORAL COLLEGE

IN THE ELECTORAL COLLEGE SYSTEM, EACH STATE GETS A CERTAIN NUMBER OF ELECTORS BASED ON ITS REPRESENTATION IN CONGRESS.

EACH ELECTOR CASTS ONE VOTE FOLLOWING THE GENERAL ELECTION, AND THE CANDIDATE WHO GETS MORE THAN HALF (270) WINS.

THE NEWLY ELECTED PRESIDENT AND VICE PRESIDENT ARE INAUGURATED IN JANUARY.



DEFINITIONS

Caucus: A meeting of the local members of a political party to select delegates to the national party convention. A caucus is a substitute for a primary election.

Delegate: A person authorized to represent others as an elected representative to a political party conference.

Electors: A member of the electoral college.

Electoral College: The voters of each state, and the District of Columbia, vote for electors to be the authorized constitutional members in a presidential election.

Natural Born Citizen: Someone born with U.S. citizenship includes any child born "in" the United States, the children of United States citizens born abroad, and those born abroad of one citizen parent.

Primary: An election where voters select candidates for an upcoming general election. Winning candidates will have delegates sent to the national party convention as their party's U.S. presidential nominee.

SOURCES:

<http://answers.usa.gov>
<http://www.kids.gov/president/>
<http://bensguide.gpo.gov/3-5/election/president.html>

STAGE 1: THE NOMINATION PHASE

Caucus

- Some states use caucus (also called convention or conference) method of sending delegates to National Convention
- A caucus is a meeting of party members and supporters of various candidates; it centers on the party organization
- The process starts at local meetings open to all party members, who take positions on candidates and issues and elect delegates to represent their views at the next level; this process repeats until national nominating convention delegates are chosen
- Local Caucuses >> District Convention >> State Convention >> National Convention. Each level selects delegates to attend higher level.
- Importance of Iowa Caucuses – first in nation (even before New Hampshire primary)

STAGE 1: THE NOMINATION PHASE

Primary : used by more than three-fourths of the states

- More power to the people because of increased use of primaries (more direct form of democracy)
 - Political parties have less control over nominations
 - More money is spent on elections to win peoples' votes

The main feature of a presidential primary is that the voters of a particular state are deciding which “delegates” they will send to the national party convention

- Delegates may be selected on a proportional basis or
- Delegates maybe selected on a “winner-takes-all” basis

Superdelegates

- Used by the Democrats
- Party leaders and party officeholders (Reps, Senators, Governors) and others
- Not pledged (can vote for whoever they want)
- Designed to pick candidate with best chance to win the general election

Presidential Election Primaries and Caucuses

Type	Delegates	Delegated State	Delegated Count
Caucus	Closed	Iowa	28
Primary/Proportionate	Modified	New Hampshire	23
Caucus	Closed	Nevada	28
Primary/Winner-Take-All	Open	South Carolina	50
Primary/Winner-Take-All	Closed	Florida	99
Primary/Winner-Take-All	Open	Alabama	50
Primary/Winner-Take-All	Closed	California	172
Primary/Winner-Take-All	Closed	Connecticut	28
Primary/Winner-Take-All	Closed	Delaware	17
Primary/Winner-Take-All	Modified	Georgia	75
Primary/Winner-Take-All	Closed	Missouri	53
Primary/Winner-Take-All	Modified	New Jersey	50
Primary/Winner-Take-All	Closed	New York	95
Primary/Winner-Take-All	Closed	Oklahoma	43
Primary/Winner-Take-All	Closed	Tennessee	58
Primary/Winner-Take-All (by District)	Open	Utah	39
Primary/Winner-Take-All	Modified	Louisiana	44
Primary/Proportionate	Closed	Maryland	37
Primary/Winner-Take-All	Closed	Virginia	49
Primary/Winner-Take-All	Open	Hawaii	20
Caucus	Closed	Wisconsin	42
Primary/Winner-Take-All	Open	Arizona	57
Primary/Winner-Take-All	Closed	Michigan	59
Primary/Winner-Take-All	Open	Minnesota	40
Primary/Proportionate	Modified	Massachusetts	41
Primary/Winner-Take-All	Modified	Ohio	66
Primary/Proportionate	Modified	Rhode Island	19
Primary/Winner-Take-All (by District)	Open	Texas	152
Primary/Winner-Take-All	Open	Vermont	17
Primary/Winner-Take-All (by District)	Open	Mississippi	37
Caucus	Closed	Colorado	36
Loophole Primary	Open	Illinois	69
Loophole Primary	Closed	Pennsylvania	72
Primary/Winner-Take-All	Open	Indiana	46
Primary/Proportionate	Modified	North Carolina	55
Primary/Winner-Take-All	Modified	West Virginia	31
Advisory	Modified	Nebraska	35
Primary/Proportionate	Closed	Oregon	29
Primary/Proportionate	Open	Arkansas	36
Primary/Proportionate	Open	Idaho	32
Primary/Proportionate	Closed	Kentucky	45
Primary/Winner-Take-All	Open	Montana	26
Primary/Proportionate	Closed	New Mexico	23
Primary/Proportionate	Closed	South Dakota	28

Primaries

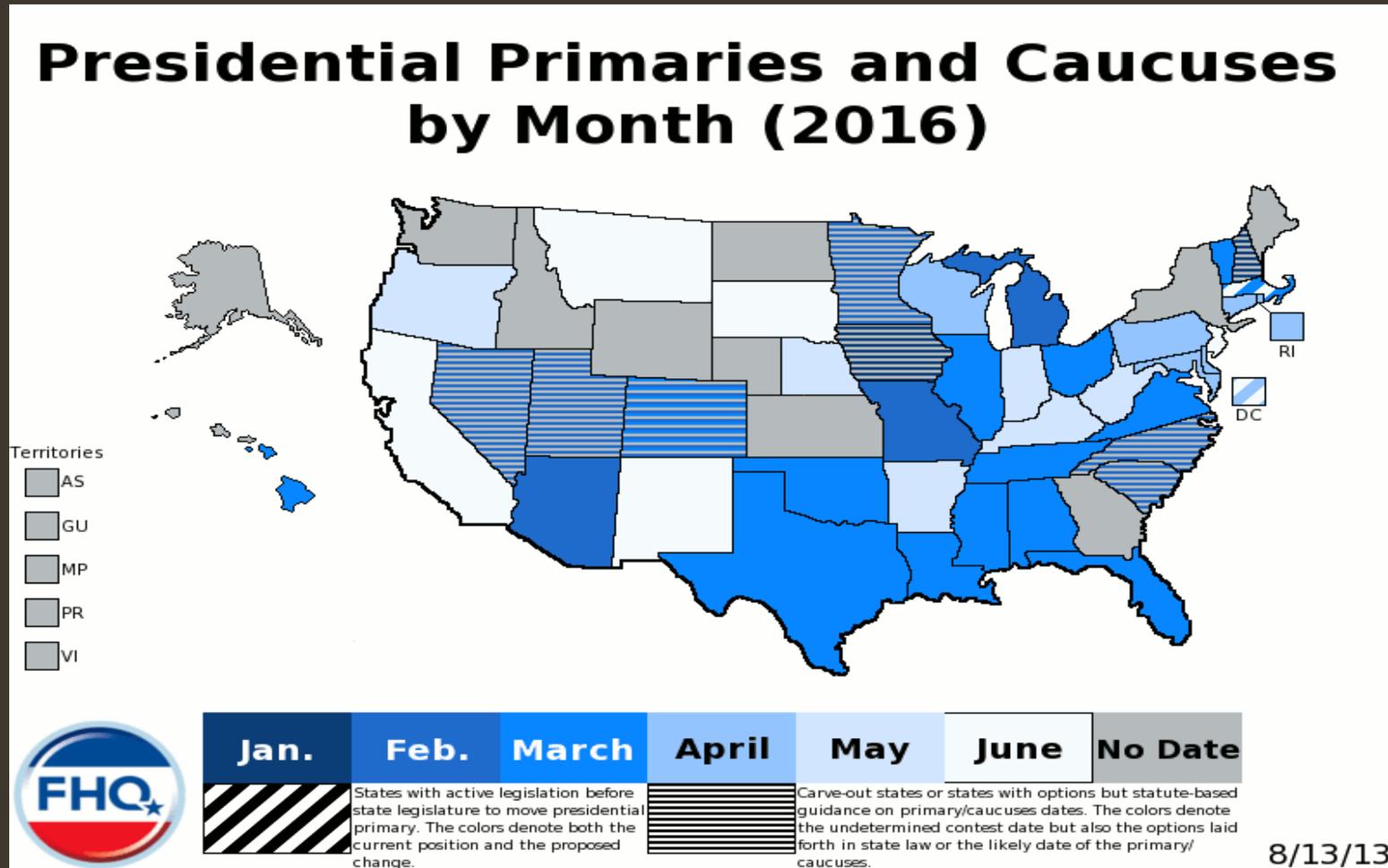
- Voters from primary states vote for the party nominee
- State delegates throw support toward primary vote winner
- Most commonly used method
- New Hampshire – 1st primary
- Front-loading

Caucuses

- Historically, state and party leaders met and chose nominee
- Very few states use caucuses
- Iowa's caucus is the first major electoral event usually determining the presidential candidate for each party

Front-loading Primaries

- ✦ *Front-loading* – states vie for earlier primaries to have greater influence in the nomination process.
- ✦ 70% of primaries and caucuses occur before the end of March.
- ✦ **“Super Tuesday”** – Date in which many southern states held their primaries early in the election season



The Nomination Process is Different For Congress & The President

Congressional Nomination Process is a series 435 different elections processes (each district has their own set of primaries). The person winning a **PLURALITY** of their party's votes receives their party nomination. ***A handful of states require that election winners must receive a majority of the votes cast.***

DIRECT ELECTION PROCESS

Presidential Nomination Process is a series of 50+ separate contests in which the person winning a **MAJORITY** of their party's delegates receives their party nomination. **WATCH THE POWER POINT ON THE PRESIDENTIAL NOMINATION PROCESS.**

INDIRECT ELECTION PROCESS

After EACH party (and there are more than just two parties) has nominated their candidate the nominated candidates face off in the GENERAL ELECTION. As previously noted, the winner of the GENERAL ELECTION is the person who will then become the elected official.

Delegate Selection



Proportional System

- ❖ Primary system used by the **Democratic Party**



Winner-take-all System

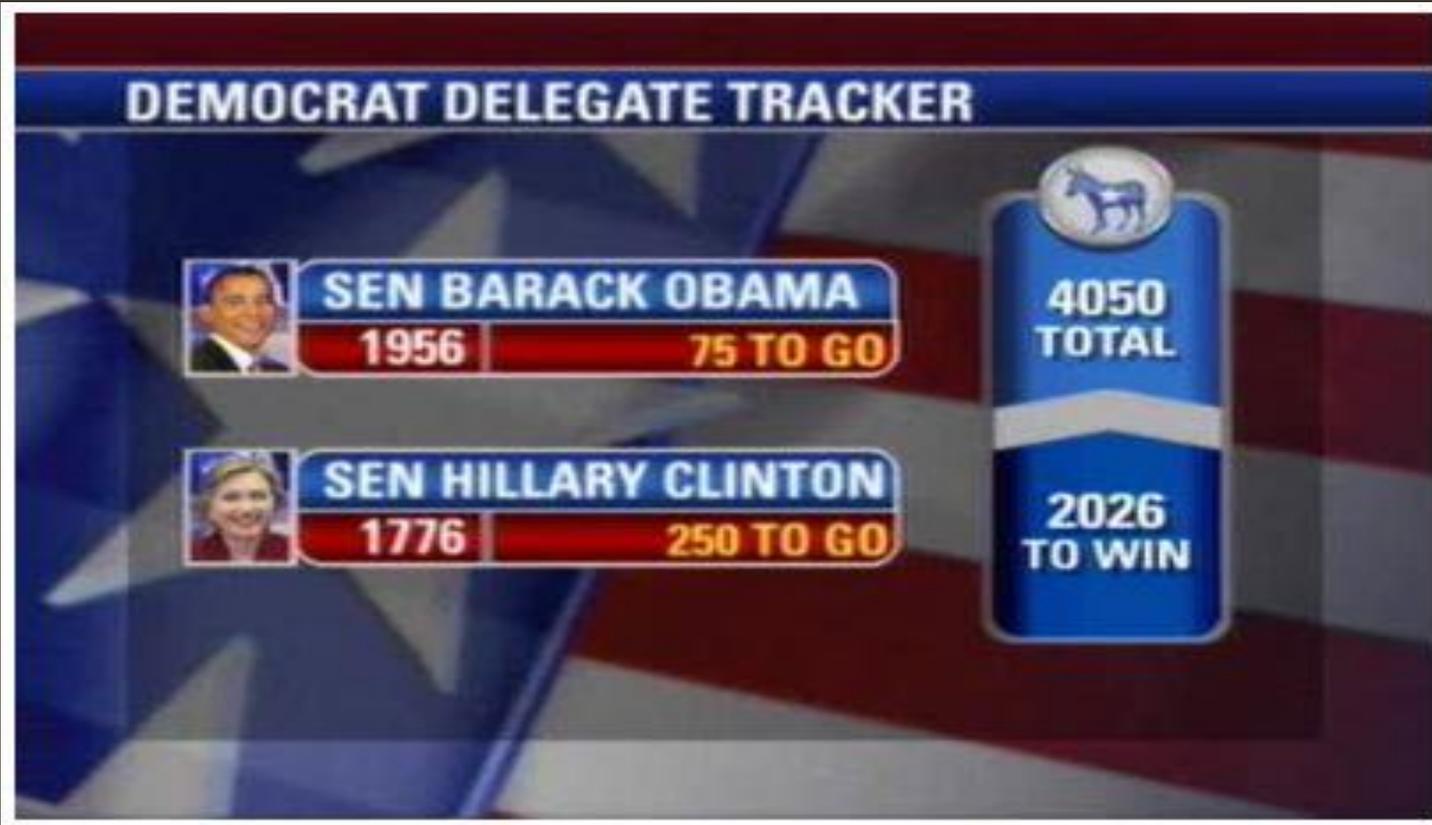
- ❖ System used in **MOST Republican** primaries, but some states use proportional systems.

Democratic Party Selection:



Pledged Delegates v. Superdelegates

Pledged Delegates



- ❖ Pledged delegates are chosen at state & local level
- ❖ Must vote for candidate who won popular vote

Pledged delegates count during the 2008 Democratic primaries

Superdelegates

- ❖ Members of the Democratic Party establishment who serve as *unpledged* delegates at the party convention
- ❖ Free to vote for any candidate at the convention



STAGE 2: THE NATIONAL CONVENTION

The national party convention - Convention of a political party (held in July or August) usually composed of delegates chosen by state primaries or caucuses

Selection of presidential nominee

- Candidate that wins the majority of the overall delegate vote is the party's nominee
- A mere formality since the winner is known well ahead of time
- Emphasis on “image” instead of “scrimmage” - “ratification rather than nomination”

Selection of Vice-President Nominee

- Chosen by the Presidential nominee and rubber stamped by the convention
- “Balancing the Ticket”

Development of Party Platform

Reconciliation and unification of party by the end of the convention (“healing the wounds”)

Republican National Convention



- Nominee is chosen when a candidate receives a majority of the total delegates
- Unofficially determined by results of presidential primaries
- In 2012, the Republican nominee required 1,144 out of 2,286

STAGE 3: THE GENERAL ELECTION

Fall Campaign

- Debates
- Advertising and campaigning in “**swing states**”
- “**battleground states**”

Election Day

- First Tuesday after the first Monday in years divisible by four
- November 3, 2020

Electors Election

- First Monday after the second Wednesday in December
- December 14, 2020

Inauguration Day

- Established by the 20th Amendment

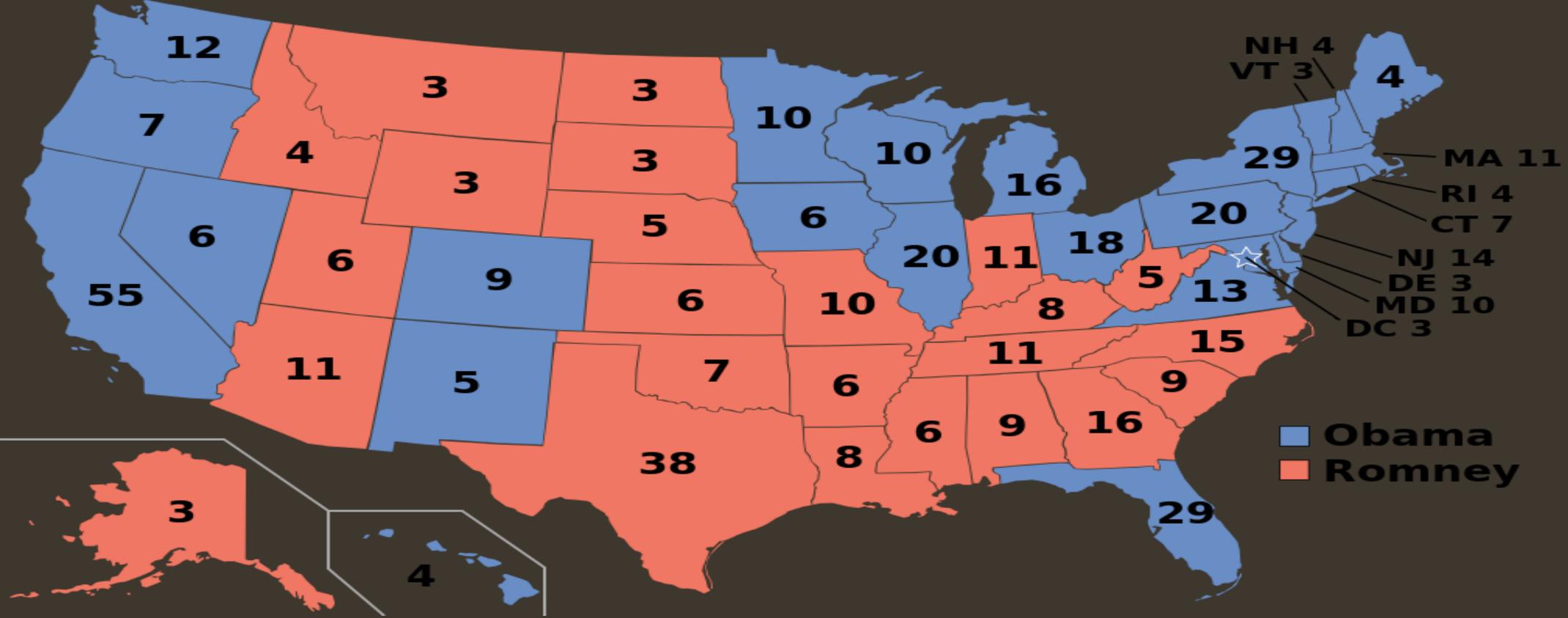


NEGATIVE CAMPAIGN ADS:

Negative Ads:

- Daisy Ad
- Tank Ad
- Willie Horton Ad

STAGE 4: THE ELECTORAL COLLEGE

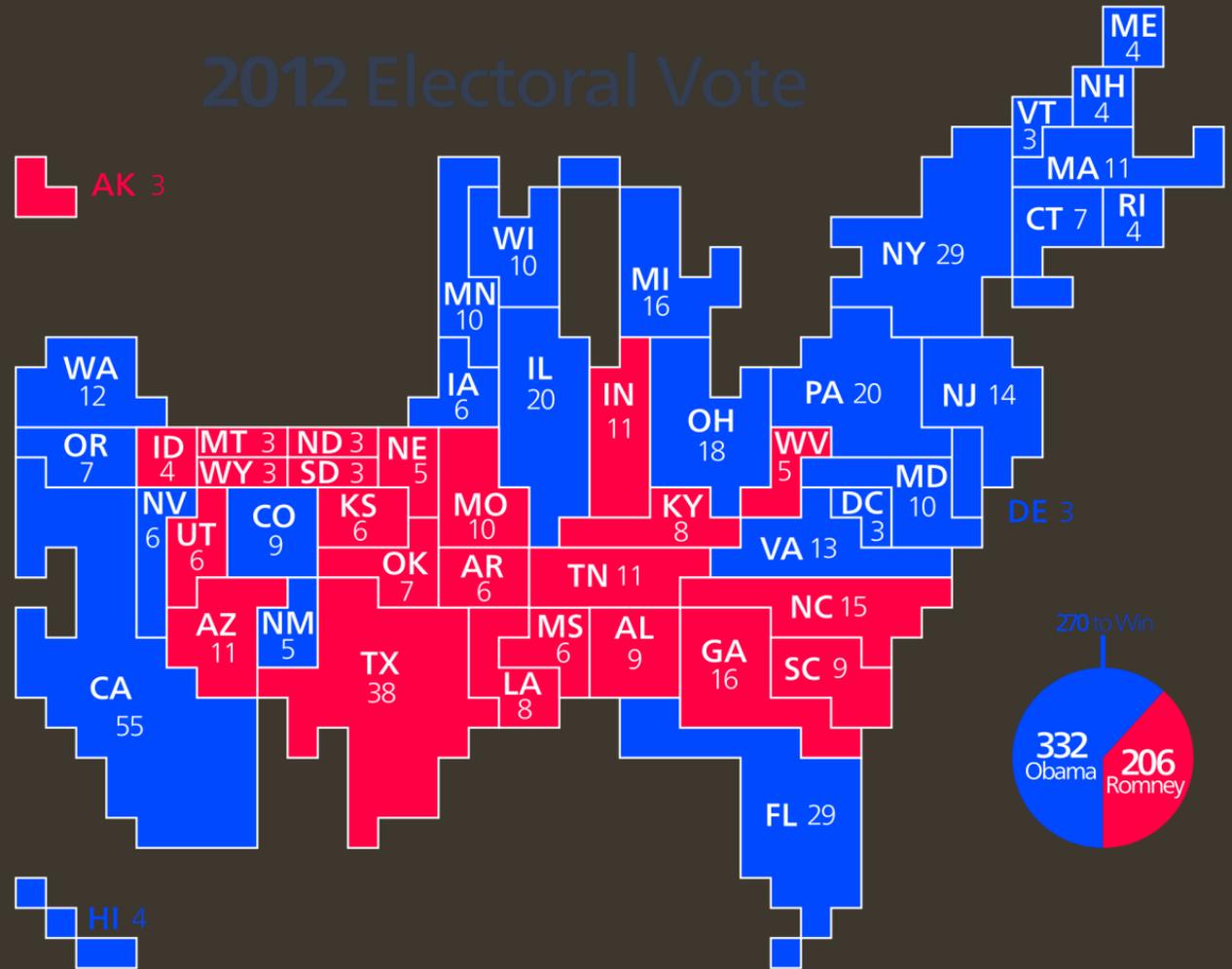


What is the electoral college and how are electors chosen?

- The electoral college is a group of people chosen from each State and the District of Columbia to formally select the President and Vice President.
- A presidential elector is one person of the electoral college group who cast the formal votes that choose the President and the Vice President. Electors are chosen by the results of the State popular vote on election day.
- The Framers expected electors to use their own judgment, however most electors today are expected to vote for their party's candidates. Political parties are greatly responsible for the selection of electors today.

How many electors does each state receive?

- Each State receives as many electors as it has members of Congress. (Keep in mind this number can change every ten years based on reapportionment due to census numbers.)
- As a result, a State receives at least three electors. To calculate the electors for your state take the number of Senators (always two) and add that to the number of House of Representative members.



How many electors are needed to win?

- There are 538 presidential electors. Victory requires one over half. So, a great deal of importance is placed on the concept of 270 to win.
- Originally the Framers had electors cast two votes for president, each for a different person. The winner became President with second place becoming Vice President.

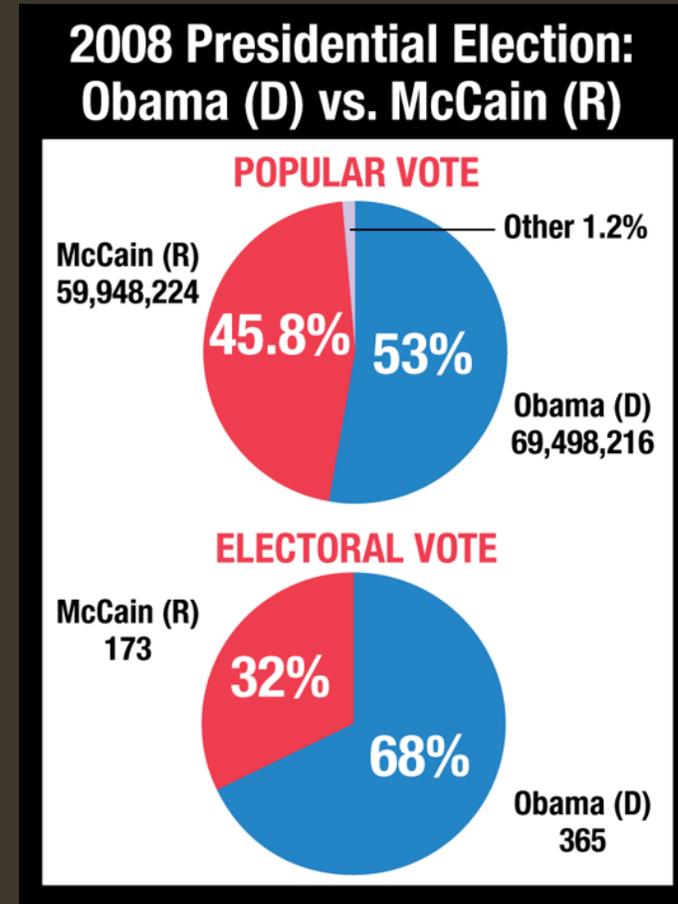


What impact did the rise of political parties have on the Electoral College?

- The rise of political parties and the controversy created during the Election of 1800 resulted in a change to the original rule and the passage of the 12th Amendment.
- During the 1800 election, Thomas Jefferson and Aaron Burr tied, leaving no clear winner. According to the Constitution, the House of Representatives decide the presidency in the case of a tie or if no one receives more than one half of the votes. It eventually took 36 votes in the House to determine the winner. (For more information see the Constitution: Article II, Section 1, Clause 3,)
- The 12th Amendment created separate electoral votes for President and Vice President.

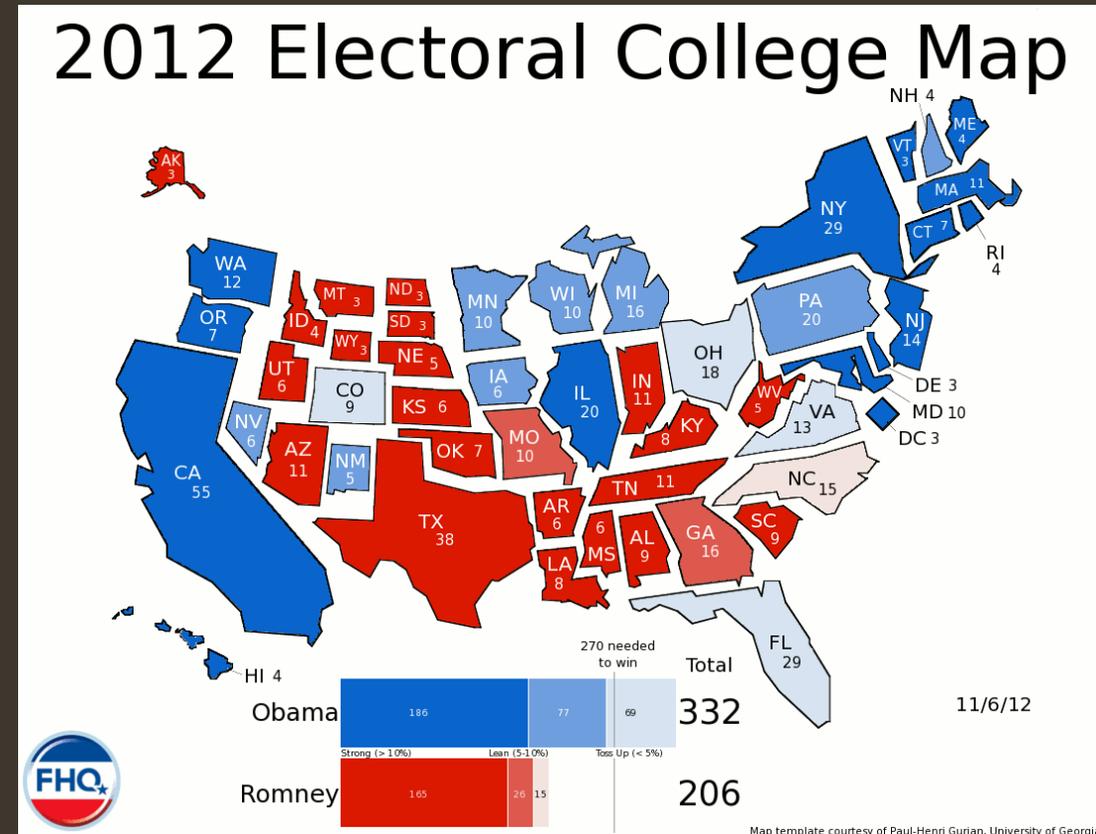
What is the importance of winner-take-all?

- The winner-take-all system gives all of a State's electoral votes to the candidates who wins the popular vote of the State. Even if the candidate wins by one vote, they receive all of the votes. This system is used in most States today.
- What does the graph on the right suggest about this system?



What are battleground/swing states?

- In an attempt to achieve the required 270 votes to win, candidate campaigns create a strategy for victory. Decisions have to be made on how much time to spend campaigning in each state.
- Some states tend to lean strongly toward one party; these are called **safe states**. Blue states are those that are safe Democratic states while red states are safe Republican states.
- **Battleground states** sometimes referred to as swing states are those that are up for grabs and generally decide the election.



Does the Electoral College still effectively select a President? Issues of the debate

- Critics note that the electoral process does not always end up with the winner of the popular vote winning the electoral vote and the presidency. Critics argue that winner-take-all has made this a bigger concern.
- Five times in our history, the person with fewer popular votes became President through the electoral college system.
 - (1824) **John Quincy Adams** v. Andrew Jackson
 - (1876) **Rutherford B. Hayes** v. Samuel Tilden
 - (1888) **Benjamin Harrison** v. Grover Cleveland
 - (2000) **George Bush** v. Al Gore
 - (2016) **Donald Trump** v. Hillary Clinton
- Fifteen times in our history, the winner of the election won the presidency with less than a majority of the popular vote.

Does the Electoral College still effectively select a President? Issues of the debate

- Electors are not required by the Constitution to pick the winner of the popular vote in their State. Some state have tried to address this through state and party rules. Electors who don't vote for the candidate they are pledged are referred to as faithless electors.
- If an election goes to the House of Representatives, House votes are by State, not by individuals, which gives smaller States a larger influence, even with fewer people. If a majority of State representatives cannot agree on a choice, the State loses its vote. The House vote also requires a majority of 26 States, this could be very difficult process.

Does the Electoral College still effectively select a President? Issues of the debate

- Proponents of the Electoral College believe that the system promotes Federalism and guarantees the roles of states in the process.
- Proponents also identify the importance of the Electoral College in keeping all parts of the country involved in the process. They feel that the Electoral College forces candidates to pay attention to all states, especially in a close election.
- Other proponents suggest that a direct popular vote election might actually add to the costs of campaigning since the state boundaries would no longer be relevant. There is also an increased likelihood of voter fraud.

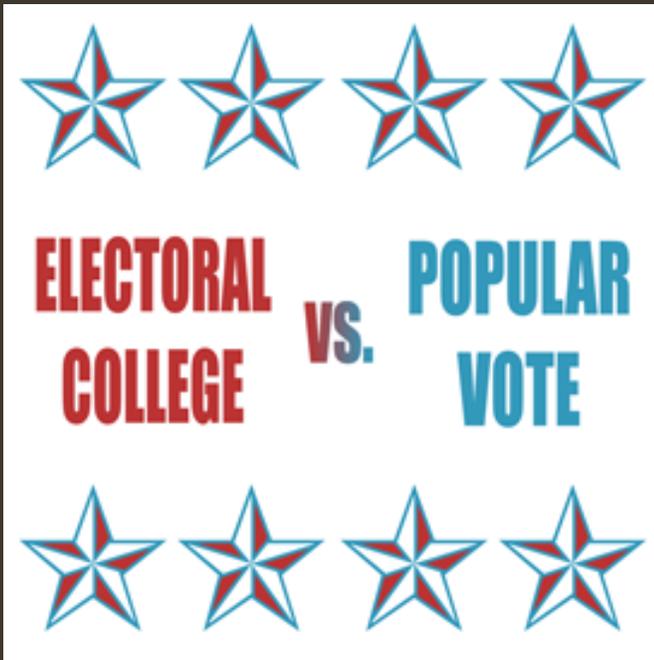
Why did the Framers decide to use the Electoral College?

The Framers of the Constitution debated whether to have the President chosen by Congress or by the popular of the people.

- **Opponents of congressional selection** felt the separation of powers between the executive and legislative branches would be violated.
- **Opponents of the popular election** felt that the people would not know enough about the candidates to make wise choices.



What do you think?



- There have been over 700 suggestions in our history on potential changes to the electoral college system.
- Among proposals include a district plan that would let every State congressional district select its own electors by popular vote. Another plan called the proportional plan would give each candidate a share of the electoral vote equal to the popular vote share received in the state. These would not guarantee the popular votes winner would win. Others want a popular vote plan; some are suggesting a plan that would keep the Electoral College but would require state give electors to the popular vote winner (National Popular Vote plan)
- A complete change to a popular vote eliminating the Electoral College would require a constitutional amendment.