

Consider the following...



Can **ANYONE** run for  
President of the  
United States?

# PRESIDENTIAL PROCESS



# Nominations and Declarations

Nominate (v.) – To name someone who will run for a public office

There are **five** ways to become nominated in the United States.

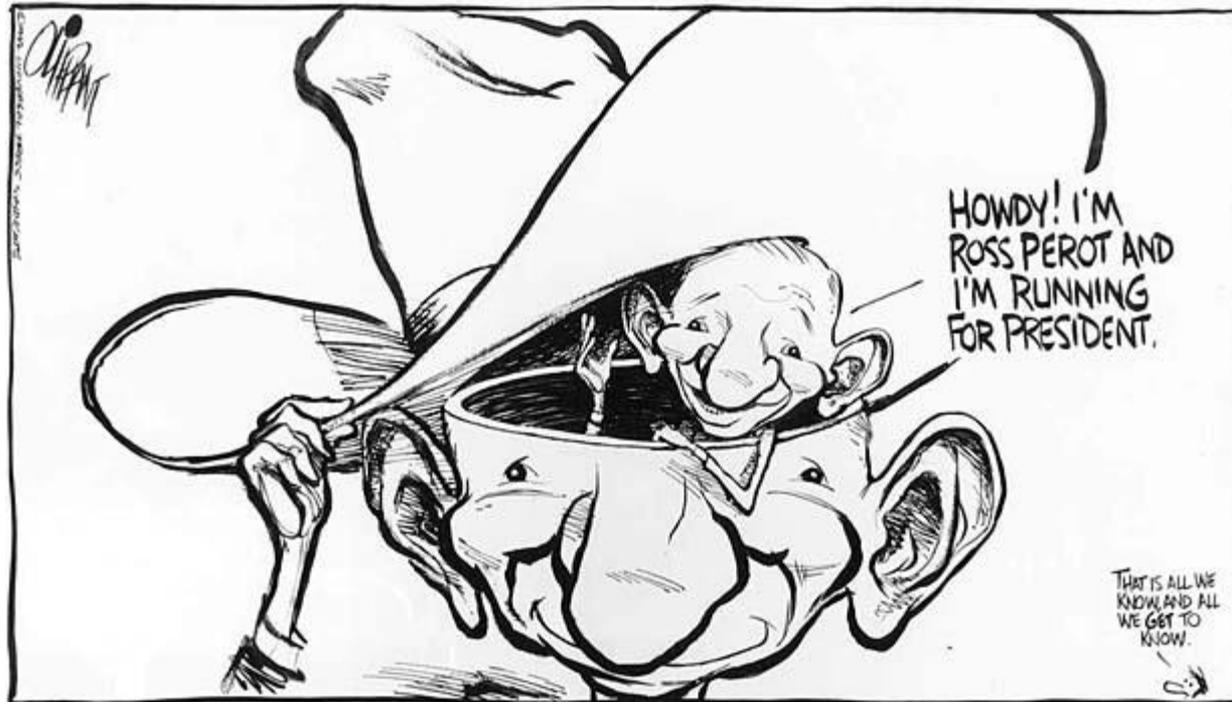
- 1-Self-announcement
- 2-Caucus
- 3-Convention
- 4-Direct Primary
- 5-Petition

Generally, candidates prepare years before “election years”

1,030 Current Nominations for 2016



# Self Announcement



- ❑ Anyone meeting the criteria (or not really...) may run for President or office.
- ❑ Proper forms must be filed – Statement of Candidacy FEC (Federal Election Campaign) Form 2
- ❑ Federal Election Campaign Act 1971
  - ❑ Must have spent or received \$5,000 AND allowed others to receive contributions or make them towards campaign worth more than \$5,000

# Caucus

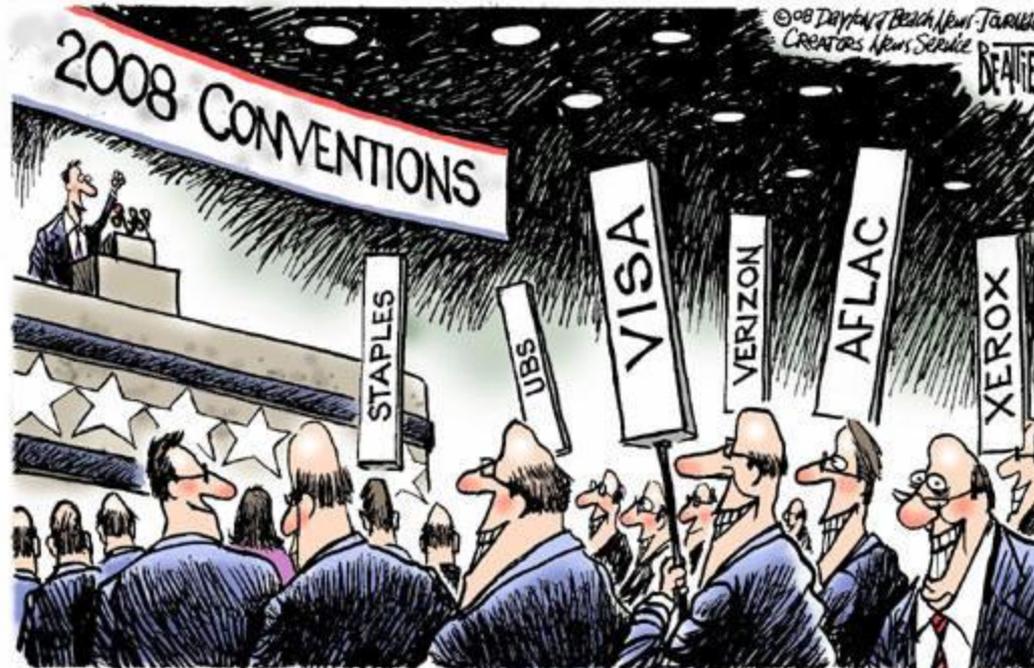
- A meeting of the members of a legislative body who are members of a particular political party, to select candidates or decide policy.
- Iowa, Nevada, & Texas
- Iowans meet in 1 of 800 locations (parties meet separately)
  - They publicly debate candidates
  - Nominate electors to represent at next level – eventually nominating to state level (town, county, state)
  - Republican/Democrat process differs
  - Enables two party system



[http://www.iowacaucus.biz/ia\\_caucus\\_howitworks.html](http://www.iowacaucus.biz/ia_caucus_howitworks.html)

<https://www.youtube.com/watch?v=0RXie7FJqOA>

# Conventions



- Party delegates select a nominee, officially announce it, and create a *platform*
- Corruption led to end of true convention, its more of a formality today

# Direct Primary

- Most common method of nomination
- **Closed** – Only party members may vote for the party on a single ballot
- **Open** – Anyone may vote for both parties on one or two separate ballots (why is this useless?)
- *Blanket* – All candidates listed on one ballot (only Washington uses this method now)
- *Runoff* – A candidate must win A)The most votes B)A simple majority or the top two compete in a runoff
  - A gets 39% B gets %33 and C gets 28%, A + B have a runoff because neither gained simple majority



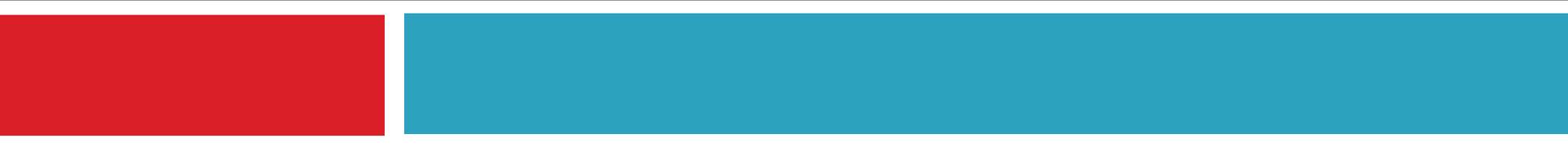
# Campaign

- Raise Money for Advertisement\$
- Seek endorsements from important people – even celebrities
- Choose a running partner
  - Consider Palin/Clinton situation from *13 American Arguments*
- Timing is important
- Target issues – major issues even within platform
  - Immigration, healthcare, women’s rights, civil rights, etc.
- Target Groups – Sway portions of population
  - Race, religion, age, industries, social class
- Target “Swing States”
  - CO, FL, IA, NV, NH, NC, OH, VA, WI
  - Equal-ish favorite, electoral votes will matter most



Many people say politics  
are “corrupt” – but what  
does this really mean? And  
furthermore, are they?

CAMPAIGN FINANCE



# 2012 Campaign Costs

- Obama's **Staff** = \$17+ million
  - ▣ Romney \$4.5+ million
  - ▣ Santorum \$150,000+
- **Food!** Ron Paul spent over \$175,000
- **Consultant Work** cost candidates over \$13 million
- **Mail/Telemarketing:** \$18.6 million
- **Television:** \$2.6+ billion
- **Internet:** \$22+ million (Obama spent 6x more than Romney)
- **Travel Costs:** \$20+ million
- **Campaign Merchandise:** \$173+ million



# A Brief History

## □ **Tillman Act (1907)**

- Eliminated all corporate spending
- Failed due to 1) No way to enforce it 2) Contributors gave money to individuals and reimbursed them through “bonuses”

## □ **Federal Election Campaign Act (1971)**

- Increase transparency of campaign donations
  - Must be disclosed if \$200+ donated
- Limit campaign contributions
- Amended several times (created FEC to enforce rules, disclosure changes, etc.)

# 21<sup>st</sup> Century Courts

## □ ***Citizens United v. FEC (2010)***

- Supreme Court Case – Enables Super PACs
- Government cannot prohibit unions or corporations from making **independent expenditures** for political purposes

## □ **Speechnow.org v. FEC (2010)**

- Federal Court of Appeals, DC Circuit
- **Independent expenditures** cannot be limited based on the source

**Assessment: Agree or disagree?**

# 21<sup>st</sup> Century Courts

- ❑ ***McCutcheon v. FEC* (2013)**
  - ❑ Supreme Court Case – Enables Super PACs
  - ❑ Limits on contributions are unconstitutional under the First Amendment



# PACS and SUPER PACS

- **PAC: Political Action Committee**
  - ▣ Committees established and administered by corporations, labor unions, membership organizations or trade associations.
  - ▣ These committees can only solicit contributions from individuals associated with connected or sponsoring organization.
- **Super PAC – Independent Expenditure Group**
  - ▣ Sidesteps rules of PACs – cannot *directly* coordinate with candidates and campaign staff
  - ▣ Can raise more money quickly and anonymously for a period of time

# 2016 Race (8/15)

	TOTAL RAISED IN MILLIONS	CANDIDATE RAISED	SPENT	CASH ON HAND	SUPER PACS AND OTHER PACS RAISED	SPENT	CASH ON HAND	OTHER GROUPS RAISED
 1 Jeb Bush	\$120.0	\$11.4	\$3.1	\$8.4	\$108.5	\$10.3	\$98.2	
 2 Hillary Clinton	67.8	47.5	18.7	28.9	20.3	5.3	15.8	
 3 Ted Cruz	52.5	14.3	5.8	8.5	38.1	0.9	37.3	
 4 Marco Rubio	42.0	8.9*	3.1	9.9	17.3	0.8	16.5	15.8
 5 Scott Walker	26.2				20.0	1.0	19.0	6.2
 6 Bernie Sanders	15.2	15.2	3.1	12.2		0.1	0.0	
 7 Rick Perry	15.0	1.1	0.7	0.9	13.8	2.1	11.9	
 8 Chris Christie	14.0				14.0			
 9 Rand Paul	13.9	6.9	2.8	4.2	6.9	1.5	5.8	
 10 John Kasich	11.7							11.7
 11 Ben Carson	10.8	10.6	5.9	4.7	0.2	0.2	0.2	
 12 Bobby Jindal	9.3	0.6	0.1	0.5	3.7	1.2	2.6	5.0
 13 Lindsey Graham	6.6	3.7	1.1	2.6	2.9	0.2	2.8	
 14 Mike Huckabee	6.5	2.0	1.1	0.9	4.5	1.2	3.7	

# 2016 Race: Top Donors

1. Robert Mercer Co-chief executive of Renaissance Technologies, a hedge-fund management company.	<b>\$11.3 million</b>	 Ted Cruz <b>98%</b>  Bobby Jindal <b>2%</b>  Carly Fiorina <b>&lt;1%</b>
2. Toby Neugebauer Co-founder of a private equity firm and son of United States Representative Randy Neugebauer, Republican of Texas.	<b>\$10.0 million</b>	 Ted Cruz <b>100%</b>
3. Kelcy L. Warren Dallas billionaire and chief executive of an energy company.	<b>\$6.0 million</b>	 Rick Perry <b>100%</b>
4. Darwin A. Deason Entrepreneur; founder of Affiliated Computer Services.	<b>\$5.0 million</b>	 Rick Perry <b>100%</b>
Norman Braman Owner of automobile dealerships and former owner of the N.F.L.'s Philadelphia Eagles.	<b>\$5.0 million</b>	 Marco Rubio <b>100%</b>
Diane Hendricks Roofing billionaire.	<b>\$5.0 million</b>	 Scott Walker <b>100%</b>
Farris Wilks Co-founder of Frac Tech, a hydraulic fracturing and oil-field services company. Husband of Jo Ann Wilks.	<b>\$5.0 million</b>	 Ted Cruz <b>100%</b>
Joann Wilks Homemaker. Wife of Farris Wilks.	<b>\$5.0 million</b>	 Ted Cruz <b>100%</b>



**Agree or Disagree:**

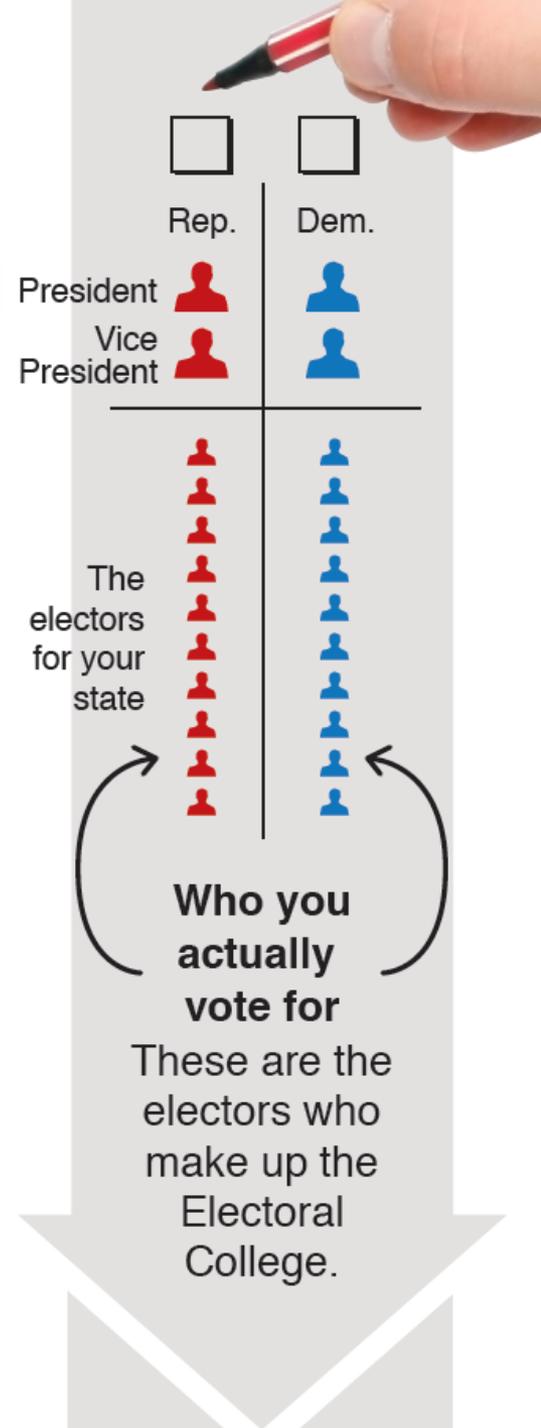
*Everyone over the age of  
18 should vote.*

ELECTORAL PROCESS



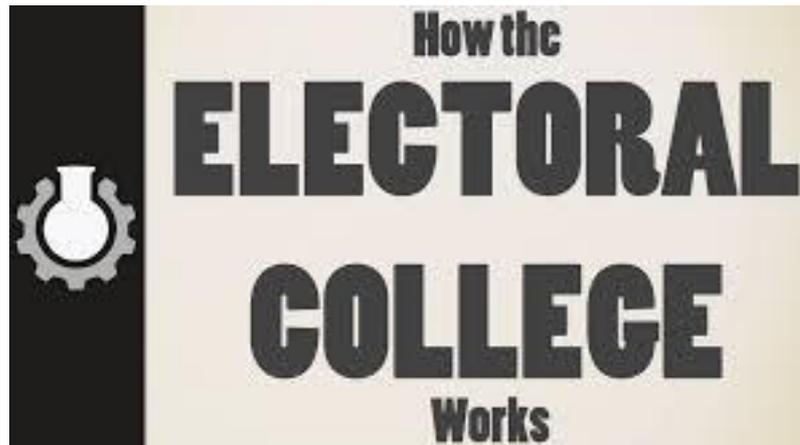
# Electoral College

- A body of people representing the states of the US, who formally cast votes for the election of the president and vice president.
- Electors are chosen by each party – reward for loyalty and longevity in party
- Winners in each state gain **all** of the electoral votes except in Maine and Nebraska
  - ▣ If 49% of NY voted (R) and 51% voted (D), (D) will get ALL 29 votes!



# Electoral Process

- Number of state electors determined by population and congressional representation
  - ▣ Eg. New York has 2 Senators and 27 H.R. = 29 votes
- 538 Total Votes available – 270 to win



- <https://www.youtube.com/watch?v=W9H3gvnN468>

# FAQ's

- ❑ **Does my vote really count?**
  - ❑ Yes and no. Votes for the presidents and vice president are cast for electors that should vote the way the people have requested through popular voting.
- ❑ **What is a faithless elector?**
  - ❑ An elector that does not vote for the presidential candidate of the party. 24 states have laws to punish faithless electors although it has never occurred.
  - ❑ 19/56 elections have had 1 or more faithless electors (nearly 33%!!!)
- ❑ **What if there is a tie?**
  - ❑ The United States Congress selects the winners (House = Pres. / Senate = V.P.)
- ❑ **Can you win the popular vote and lose the election?**
  - ❑ Yes, in fact it happened in 2000 (1824, 1876, and 1888 too)

# RAID: Read, Analyze, Interpret, Discuss

It was equally desirable, that the immediate election should be made by men most capable of analyzing the qualities adapted to the station, and acting under circumstances favorable to deliberation, and to a judicious combination of all the reasons and inducements which were proper to govern their choice. A small number of persons, selected by their fellow-citizens from the general mass, will be most likely to possess the information and discernment requisite to such complicated investigations.

And as the electors, chosen in each State, are to assemble and vote in the State in which they are chosen, this detached and divided situation will expose them much less to heats and ferments, which might be communicated from them to the people, than if they were all to be convened at one time, in one place....

*-Alexander Hamilton*

# RAID: Read, Analyze, Interpret, Discuss

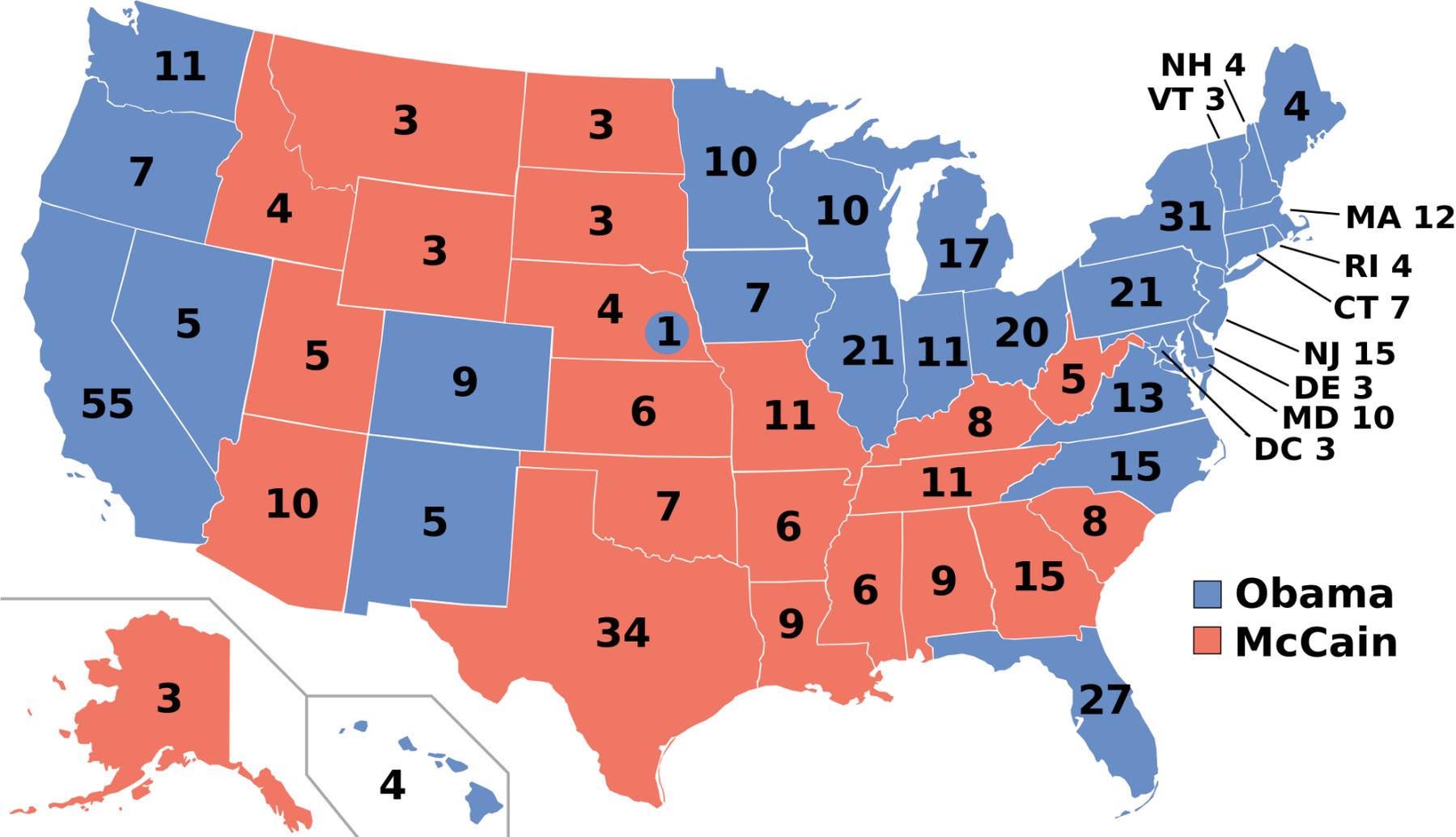
I believe the existing system has two fundamental – I wish I could say fatal – flaws. One is that it violates the one person, one vote rule, which should be the proper rule of a modern democracy, because the addition of two electors to each state for its senators produces significant distortions in how much our individual vote is worth from state to state.

The second problem is the whole battleground state issue. Once we're past the primaries, presidential campaigns are wholly preoccupied with the relatively small number of states that are actually competitive. But their competitiveness is just a demographic accident. There's nothing special about them except that their populations happen to be fairly evenly divided from a sociological standpoint.

This problem would disappear if we had a truly national election with one electorate and votes counting the same wherever they were cast. Then the candidates would have to think more creatively about how to mobilize a national electorate, rather than pouring money into the televised advertisements that must drive voters in the battleground states completely bonkers. The parties would have the incentive to attract voters throughout the country, which is now a matter of complete indifference to them.

*-Jack Rakove, Stanford Historian*

# 2012 Results



# Inauguration

- ❑ Occurs on January 20, unless it is a Sunday – moved to next day
- ❑ Governed by tradition, not the Constitution
  - ▣ Oath of Office
  - ▣ Parade
  - ▣ Inaugural Address

