**Topic 5.10-5.11 Chpt. 19 Campaign Financing & Modern Camp**

**TOPIC 5.10 Modern Campaigns**

Explain how campaign organizations and strategies affect the election process.

The benefits and drawbacks of modern campaigns are represented by:

* Dependence on professional consultants
* Rising campaign costs and intensive fundraising efforts
* Duration of election cycles
* Impact of and reliance on social media for campaign communication and fundraising

**Why the increase costs?**

1. Long election cycle- in some country's election cycles are 10 weeks or less. In USA 2 years out, Pres elections starts after midterms. The longer the cycle the more expensive campaigns become. Think Iowa and New Hampshire-caucus and primary start at beginning of the pres election year- Jan., Feb.
2. Complexity of campaigns- Require professional experts

 - campaign manager

 - public relations expert

 - dedicated fundraisers

 - social media consultants

3. Political Consultants- Professionals hired by a campaign to develop media strategy, fundraise, research and conduct polling.

No longer dependent on the p\_\_\_\_\_\_\_\_ p\_\_\_\_\_\_\_ for this support. Leading to a d\_\_\_\_\_\_\_\_ in the influence of political parties.

 4. Paid employees and volunteers- make calls, visit residences to get the vote out for their candidate & raise money- c\_\_\_\_\_\_\_\_\_\_

5. Increased reliance on s\_\_\_\_\_\_\_\_\_\_ media for campaign communication and fundraising. “Viral" Marketing

**TOPIC 5.11 Campaign Finance**

**Explain how the organization, finance, and strategies of national political campaigns affect the election process.**

**EFFORTS TO REFORM**

***Strategies to prevent abuse in political contributions***

* Imposing limitations on giving, receiving, and spending political m\_\_\_\_\_\_\_\_\_\_\_
* Requiring public disclosure of the sources and uses of political m\_\_\_\_\_\_\_\_\_\_\_\_
* Giving governmental s\_\_\_\_\_\_\_\_\_\_\_\_ to *PRESIDENTIAL* candidates, campaigns, and parties, including incentive arrangements

***Post-Watergate reforms- The Federal Election Campaign Act (FECA)***

* l\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the amount that candidates for federal oﬃce can s\_\_\_\_\_\_\_\_\_\_ on media advertising
* established a fund for p\_\_\_\_\_\_\_\_\_ donations to presidential campaigns (not done for congressional campaigns)
* set up r\_\_\_\_\_\_\_\_\_\_ for the d\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of all campaign ﬁnancing and spending information
* established l\_\_\_\_\_\_\_\_\_\_\_\_ on personal c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to presidential and congressional candidates
* established the F\_\_\_\_\_\_\_\_\_\_\_\_ E\_\_\_\_\_\_\_\_\_\_\_\_\_\_ C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to regulate campaign ﬁnancing
* 1974 amendments to FECA established realistic limits on contributions and spending, tightened disclosure, and provided for public ﬁnancing of presidential campaigns; the amount of public subsidy rises with inﬂation
* The law had to be amended after the 1976 *Buckley* v. *Valeo* decision, but the basic outline of the act remained unchanged
* *Buckley* v. *Valeo (1976)*
	+ SC case that challenged most of the provisions in the Federal Election Campaign Act, as amended in 1974.
	+ SC upheld the law's requirements that candidates, parties, PACs and groups engaging in express advocacy disclose their fund-raising and spending.
	+ SC also aﬃrmed voluntary public ﬁnancing and limits on individual contributions.
	+ SC s\_\_\_\_\_\_\_\_ d\_\_\_\_\_\_\_\_\_, as infringements on f\_\_\_\_\_\_speech, l\_\_\_\_\_\_\_\_\_ on campaign s\_\_\_\_\_\_\_\_\_\_\_ (unless the candidate accepts public ﬁnancing), limits on contributions by candidates to their own campaigns (unless publicly ﬁnanced) and limits on independent expenditures (election spending by outside interest groups not coordinated with candidates or their committees).

**Bipartisan Campaign Reform Act**

Enacted in 2002, the Bipartisan Campaign Reform Act, commonly called the M\_\_\_\_\_\_\_\_\_-F\_\_\_\_\_\_\_\_ Act, is a major federal law r\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ f\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for federal political candidates and campaigns. The law was designed to address two key campaign ﬁnance issues: s\_\_\_\_\_\_\_\_ money and i\_\_\_\_\_\_\_\_\_advocacy.

* + According to the Congressional Research Service, s\_\_\_\_\_\_\_\_\_ money is "a term of art referring to funds generally perceived to i\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ elections but not regulated by campaign ﬁnance l\_\_\_\_\_\_." Prior to the enactment of McCain-Feingold, this included "large contributions from otherwise prohibited sources, [which] went to party committees for 'p\_\_\_\_\_\_\_\_\_-building' activities that indirectly supported elections." The law prohibited national political parties, federal candidates, and oﬃceholders from soliciting soft money contributions in federal elections.
	+ In addition, McCain-Feingold b\_\_\_\_\_\_\_\_\_\_\_ c\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and u\_\_\_\_\_\_\_\_\_\_\_\_\_ from using their treasury funds to ﬁnance issue advertisements (sometimes called electioneering communications), which are deﬁned as "b\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_t ads referring to clearly identiﬁed federal candidates within 60 days of a general election or 30 days of a primary election or caucus." In 2010, the United States Supreme Court ruled in ***Citizens United v. Federal Election Commission*** that this provision was u\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* According to the Federal Election Commission, the Bipartisan Campaign Reform Act "includes several provisions designed to end the use" of soft money in federal elections. Soft money is deﬁned as "money r\_\_\_\_\_\_\_\_\_\_\_\_\_ o\_\_\_\_\_\_\_\_\_\_\_\_\_ the l\_\_\_\_\_\_\_\_ and prohibitions of federal campaign ﬁnance l\_\_\_\_\_." Soft money is sometimes referred to as nonfederal money (meaning that the money is not subject to f\_\_\_\_\_\_\_\_\_\_ law). Speciﬁcally, the Bipartisan Campaign Reform Act does the following:
	+ prohibits national political party committees from receiving or using soft money in federal elections
	+ prohibits state, district and local political parties from receiving or using soft money for federal election activities; for speciﬁed activities, including voter registration drives and get-out-the- vote activities, these parties can use nonfederal funds
	+ prohibits federal candidates and oﬃce holders from raising or using soft money for federal election activities

**Bipartisan Campaign Reform Act**

* Issue advocacy refers to political advertising focused on "b\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ political issues rather than speciﬁc c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_." It does n\_\_\_\_\_ a\_\_\_\_\_\_\_\_\_\_ to persuade the public of particular electoral outcomes, but rather seeks to h\_\_\_\_\_\_\_\_\_\_\_ broader political or social issues. Issue advocacy is distinguished from express advocacy, which expressly and clearly supports or opposes a particular e\_\_\_\_\_\_\_\_\_\_\_\_\_ outcome. Express advocacy advertisements include **"f\_\_\_"** or **"a\_\_\_\_\_\_\_\_"** statements. Candidate-supported advertisements, for instance, which expressly state whether to vote for or against a candidate, are by deﬁnition express advocacy. Advertisements focused on broader issues, which do not use express statements of support or opposition, are by deﬁnition issue advocacy. Issue advertisements may make speciﬁc mention of a candidate or oﬃcial, but such advertisements not explicitly call for the election or defeat of that candidate or oﬃcial (instead, such ads may urge viewers to contact the named candidate or oﬃcial).
* The Bipartisan Campaign Reform Act deﬁned issue advertisements as e\_\_\_\_\_\_\_\_\_\_\_ communications. Electioneering communications are distributed within 30 days of a primary election or 60 days of a general election. The law p\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ corporations and labor unions from f\_\_\_\_\_\_\_\_\_\_\_ i\_\_\_\_\_\_\_\_\_\_\_ advertisements. This prohibition was s\_\_\_\_\_\_\_\_\_ down by the United States Supreme Court in 2010.

**Constitutional Principle:**

[**Citizens United v. Federal Election Commission (2010)**](https://www.youtube.com/watch?v=PJNnskQ1Oho)

**Facts:**

**Holding(s)**

**MONEY AND POLITICS**

**Why It matters:**

**EXPLOSIVE GROWTH OF PACs-P\_\_\_\_\_\_\_\_\_\_ A\_\_\_\_\_\_\_\_\_\_\_ C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Interest groups use PACs to r\_\_\_\_\_\_\_\_\_\_ and s\_\_\_\_\_\_\_\_\_\_ money on election campaigns
* A PAC is a registered organization that donates money to campaigns and causes
	+ In 1974, only 600 PACs existed. Now: more than 4600.
	+ Reason: Congressional legislation that had the intent of preventing a few wealthy campaign contributors from helping candidates “buy” elections. Instead, Cong. wanted to “open up” campaign contributions to the masses, as represented by PACs.
	+ PACs even donate to candidates facing no opposition. **Why?**
	+ Important to keep things in perspective: most congressional campaign money comes from i\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ contributions.

**What are PACs (Political Action Committees)?**

Political Action Committees, commonly called "PACs," are organizations dedicated to raising and spending money to either elect or defeat political candidates.

Most PACs are directly connected to speciﬁc c\_\_\_\_\_\_\_\_\_\_\_\_\_\_, l\_\_\_\_\_\_\_\_\_ groups, or recognized p\_\_\_\_\_\_\_\_\_\_\_\_ parties**.**

PACs solicit contributions from e\_\_\_\_\_\_\_\_\_\_\_\_ or members and make contributions in the PACs name to candidates or political parties.

Non-c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or i\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PACs raise and spend money to elect candidates -- from any political party – who s\_\_\_\_\_\_\_\_\_\_\_\_\_ their ideals or agendas

Under federal election laws, PACs can legally contribute only $\_\_\_\_\_\_\_\_\_\_\_\_\_ to a candidate committee per election (primary, general or special). They can also give up to $\_\_\_\_\_\_\_\_\_\_ annually to any national party committee, and $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ annually to any other PAC.

**THE ROLE OF POLITICAL ACTION COMMITTEES (PACs)**

* **PACs link two techniques of inﬂuence**
	+ Giving m\_\_\_\_\_\_\_\_\_\_\_\_ and other political aid to politicians
	+ P\_\_\_\_\_\_\_\_\_\_\_\_\_\_ oﬃceholders to act or vote "the right way" on issues

**THE GROWTH OF PACs**

* The 1970s brought a near revolution in the role and inﬂuence of PACs, as the result of post-Watergate reforms, increasing the number of PACs from 150 to more than 4,000 today
* C\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ make up the majority of all PACs

**HOW PACs INVEST THEIR MONEY**

* **Campaign Contributions – Factors inﬂuencing who gets PAC money:**
	+ I\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Political party aﬃliation is of little importance.)
		- Incumbents usually w\_\_\_\_\_\_\_\_\_\_ and as a result receive the l\_\_\_\_\_\_\_\_\_\_\_\_\_\_ contributions
		- Incumbents have shown to support the PAC’s p\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- Incumbents hold committee s\_\_\_\_\_\_\_\_\_\_\_ = more p\_\_\_\_\_\_\_\_\_\_
	+ W\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Those who share a similar philosophy
	+ Those who are likely to grant access
	+ Tightness of a race, and the likelihood that the money will help make a diﬀerence in the outcome
	+ Whether or not a candidate holds a committee s\_\_\_\_\_\_\_\_\_\_\_ of special i\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the PAC
	+ PAC money makes up a higher % of congressional campaign funds than presidential campaign funds
* Voter education projects (mailings, ﬂiers, commercials), voter registration, and get-out-the-vote efforts= g\_\_\_\_\_\_\_\_\_-r\_\_\_\_\_\_\_\_\_\_ activities
* Independent expenditures
* Through "bundling" contributions, PACs increase their clout with elected oﬃcials

**The Bad- DANGERS OF PACs**

* Ethical concerns: does a contribution “b\_\_\_\_\_\_\_” anything?
* Special a\_\_\_\_\_\_\_\_\_\_\_\_ of PACs that the average person l\_\_\_\_\_\_\_\_\_\_
* Drives up the cost of campaigning
* Over r\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of those wealthy enough to have PAC representation
* Under r\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of those who lack such representation
* Further i\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in elections

**The Good- IN DEFENSE OF PACs**

* PACs provide a means of participation and representation for the average person= linkage institution
* Without PACs, only the wealthy could aﬀord to run for oﬃce
* \_\_\_\_\_\_ Amendment’s right to p\_\_\_\_\_\_\_\_\_\_\_ the government
* Contributions are nonpartisan
* No conclusive evidence that PACs change congressional votes. Contributions likely to make a diﬀerence in arcane, obscure issues with little public awareness more than in issues of major importance with much public awareness.
* PACs provide p\_\_\_\_\_\_\_\_\_\_\_\_\_ education
* PACs d\_\_\_\_\_\_\_\_\_\_\_\_\_ political funding. W/over 4600 PACs, many interests are represented.

**THE EFFECTIVENESS OF PACs**

* Depends on the context in which money is given and received
* Signiﬁcant relationship exists between PACs giving money and receiving favorable treatment in congressional committees; still debatable on impact of contributions upon election outcomes
* PACs can help friendly incumbents with s\_\_\_\_\_\_\_\_\_ money contributions (unlimited contributions that presumably go for "party‑building" activities)

**SUPER PACS**

* Oﬃcially known as "independent-expenditure only committees"
	+ May n\_\_\_\_\_\_\_\_\_ make contributions to candidate campaigns or parties, but may engage in u\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ political spending independently of the campaigns
* Unlike traditional PACs, they can raise funds from corporations, unions and other groups, and from individuals, without legal l\_\_\_\_\_\_\_\_\_\_\_
	+ *Citizens United v. FEC* (2010)
* 501(c) group
	+ Non\_\_\_\_\_\_\_\_\_\_\_, tax-e\_\_\_\_\_\_\_\_\_\_\_ i\_\_\_\_\_\_\_\_\_\_\_ groups that can engage in varying levels of political activity
	+ N\_\_\_\_\_ subject to F\_\_ \_\_ disclosure rules

**SUPER PACS**

**Super PACs came into existence in 2010 when federal court decisions found that limitations on both corporate and individual contributions is an unconstitutional violation of the \_\_\_\_\_Amendment.**

* The most important difference between a PAC and a Super PAC is in w\_\_\_\_\_ can contribute and in how m\_\_\_\_\_\_\_ they can give
* Candidates can accept up to 5K per election from a PAC; they cannot accept money from corporations, unions and associations
* For Super PACs there is no l\_\_\_\_\_\_\_\_ on who contributes or how much they can contribute but they cannot work in c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the candidate they are supporting

**RESISTING REFORM**

**Issue Advocacy**

* Deﬁnition – Promoting a particular position or an issue paid for by interest groups or individuals but not c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* SC ruled that groups were free to run ads during the campaign season as long as the ads did not use words such as “vote for” or “vote against” a speciﬁc candidate, “defeat” or “elect”
* Interest groups found ways to avoid disclosure or to communicate an electioneering message

**Independent expenditures**

* Deﬁnition – Money spent by individuals or groups not associated with c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to elect or defeat candidates for oﬃce
* Current ﬁnance laws do not constrain independent expenditures by groups or individuals who are separate from political candidates due to f\_\_\_\_\_\_\_\_\_\_ speech
* Political parties have the same rights to make independent expenditures aﬀorded to groups and individuals

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 **EFFORTS TO REFORM**

***Soft money***

* Deﬁnition – Funds given to state and local parties by political parties, individuals, or PACs for voter registration drives and party mailings
* Federal law does not require disclosure of its source or use
* Although soft money is supposed to beneﬁt only state and local parties, it inﬂuences federal elections
* Mostly illegal now; Soft money >> purchased access to elected oﬃcials >> inﬂuence and the possibility or appearance of corruption

**CONTINUING PROBLEMS WITH CAMPAIGN FINANCE**

***Rising costs of campaigns***

* Since the FECA became law in 1972, total expenditures by candidates for the House have more than d\_\_\_\_\_\_\_\_\_\_\_\_\_ after controlling for inﬂation, and they have r\_\_\_\_\_\_\_\_\_\_\_ even more in Senate elections

***Declining competition***

* The high c\_\_\_\_\_\_\_\_\_\_ of campaigns d\_\_\_\_\_\_\_\_\_\_\_ competition by d\_\_\_\_\_\_\_\_\_\_\_\_\_\_ individuals from running for oﬃce (challengers in both parties are u\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

***Dependence on PACs for congressional incumbents***

* PACs do not want to oﬀend politicians in power, and politicians in power want to stay in oﬃce
* Politicians turn to individual donors who can contribute $500 or $1,000 to their campaigns
* Donors want a\_\_\_\_\_\_\_\_\_\_\_ and politicians to r\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to their concerns and/or p\_\_\_\_\_\_\_\_\_ certain policies
* PAC defenders argue there is no proven link between contributions and legislators’ votes
* Candidates’ personal wealth
* Growth in individual contributions and use of the i\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to fund campaigns