Campaigns

UNIT III – EFFECTIVE CITIZENSHIP AND PARTICIPATION
Campaign Finance Rules

- Candidates cannot just get money anywhere. Donations are documented.
- To prevent widespread corruption, rules have been put in place.
- Money can come from three areas due to the **McCain-Feingold Act**
  - Personal donations – cannot exceed $5700, but this number changes frequently as well as many loopholes attached to this process.
  - **Political Action Committees** (PACs) – groups created by corporations, union, and organizations to raise money for a candidate
    - **Super PACs** can now be formed that can allow groups to give *unlimited amounts of money as long as they don’t work directly with a candidate* (due to case of **Citizens United v. FEC**).
Campaigns are designed to get the name of the candidate recognized and to mold the “image” of the candidate.

Very long and difficult process.
Name Recognition

- It is very important for people to know who is running for a particular office
- There are a number of ways for candidates to “get their name out there”
  - Media (TV, radio, internet, etc.)
  - Public speaking engagements/rallies
  - Canvassing – having volunteers go door to door --- Think: Grass Roots Movement
Molding the Image

- Candidates want to make sure that people see them in a certain way.
- Propaganda is often how that is done.
- #18 - Propaganda is the use of information to promote a cause or candidate.
Propaganda Techniques
Using “peer pressure” to motivate voters

“Everyone else is voting for Candidate B, you should too!”
99 Billion Served--- Meaning, everyone is eating McDonald’s hamburgers.
The act of placing a negative label on the opponent

“Candidate A doesn’t care about our soldiers overseas! Is that the kind of president you want?!”
Endorsements

The use of a celebrity to support a candidate
Presenting *ONLY* one side of an issue/person. Sometimes done through comparison.

“I have the best record on the environment and care about it more than Candidate A!”
SMOKING is Believing!

During the summer season of extra smoking—begin enjoying the cigarette of extra smokes! Everyone can afford the coolness, the true mildness, the ripe, delicate taste and fragrance of smoking pleasure at its best. More smoking for your money.

ASK YOUR DOCTOR ABOUT ObamaCare

* Side effects include delayed treatment, elevated taxes, swelled deficits, shortages of doctors, and in some cases...DEATH.

NOW WITH 0 GRAMS OF TRANS FAT!*

*BECAUSE WE RENAMED IT TO PARTIALLY HYDROGENATED SOYBEAN OIL

The best coffee For the best YOU.
Statements that sound good but give no supporting explanations as to how they will accomplish the claim. Generally meaningless, but people buy into the claim.

“I will bring peace and prosperity to our country!”
Use of symbols that appeal to voters, often patriotic

“I pledge allegiance to the flag...”
Presenting the image that candidates are just like the rest of us
*** Misuse of data, intentionally or due to error, that results in misleading information.

*** Misleading statistics can deceive if people are not careful to notice the error or deception.
CAMPAIGNS COST A LOT OF MONEY, HERE ARE THE RULES THAT MUST BE FOLLOWED