

The slide features several decorative circles. At the top, there are three overlapping circles: a white one on the left, a light purple one in the middle, and a darker purple one on the right. Below the title, there are two solid light purple circles on the left and one white circle with a light purple outline on the right.

Introduction to the American Political Process

Elections

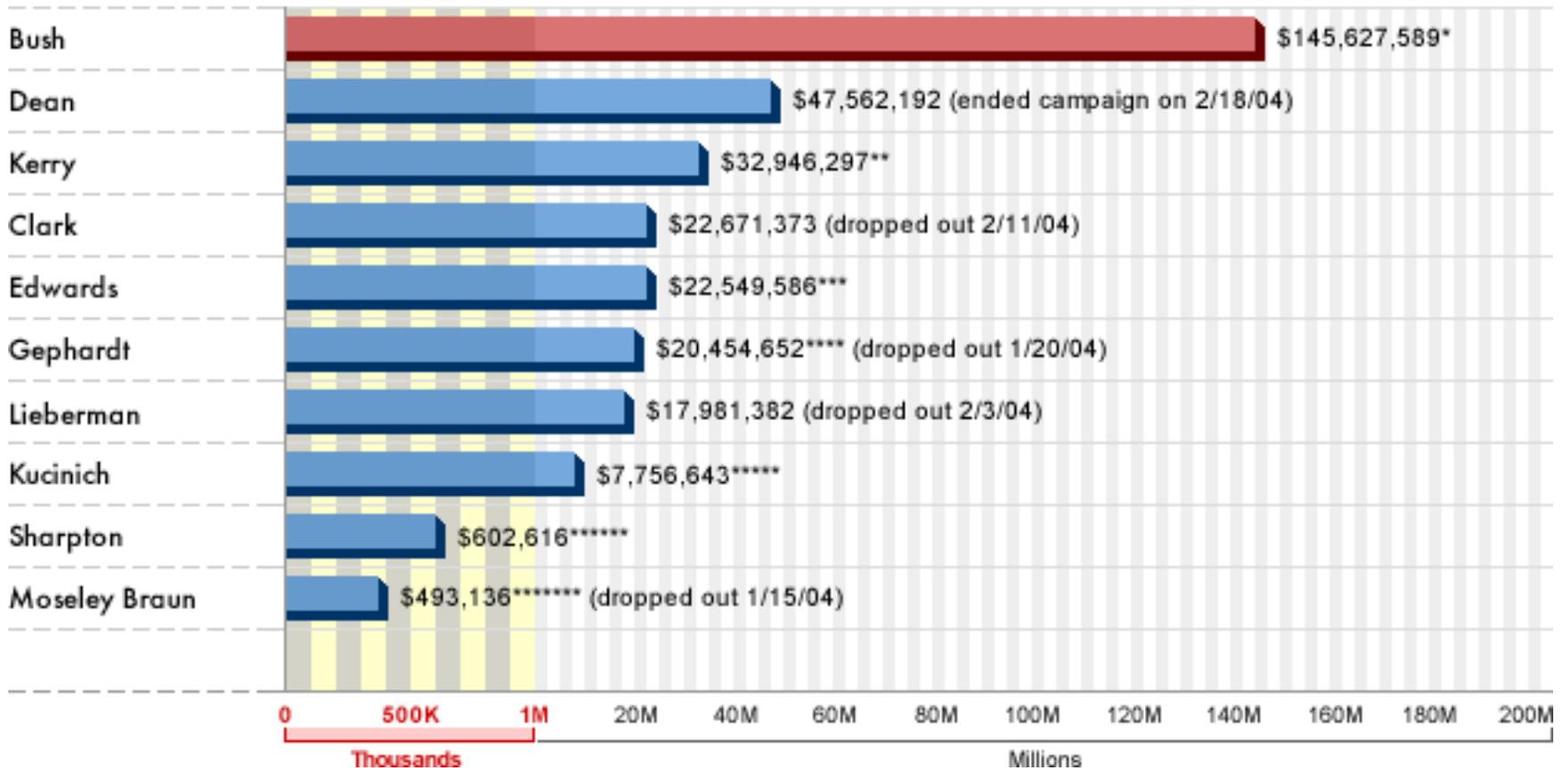
The Dynamics of the Electoral Campaign

- Winnowing
- The “Big Mo”
 - Election – The horserace
 - Pre-Election: Name recognition and money
- The Horserace
 - Creating Momentum

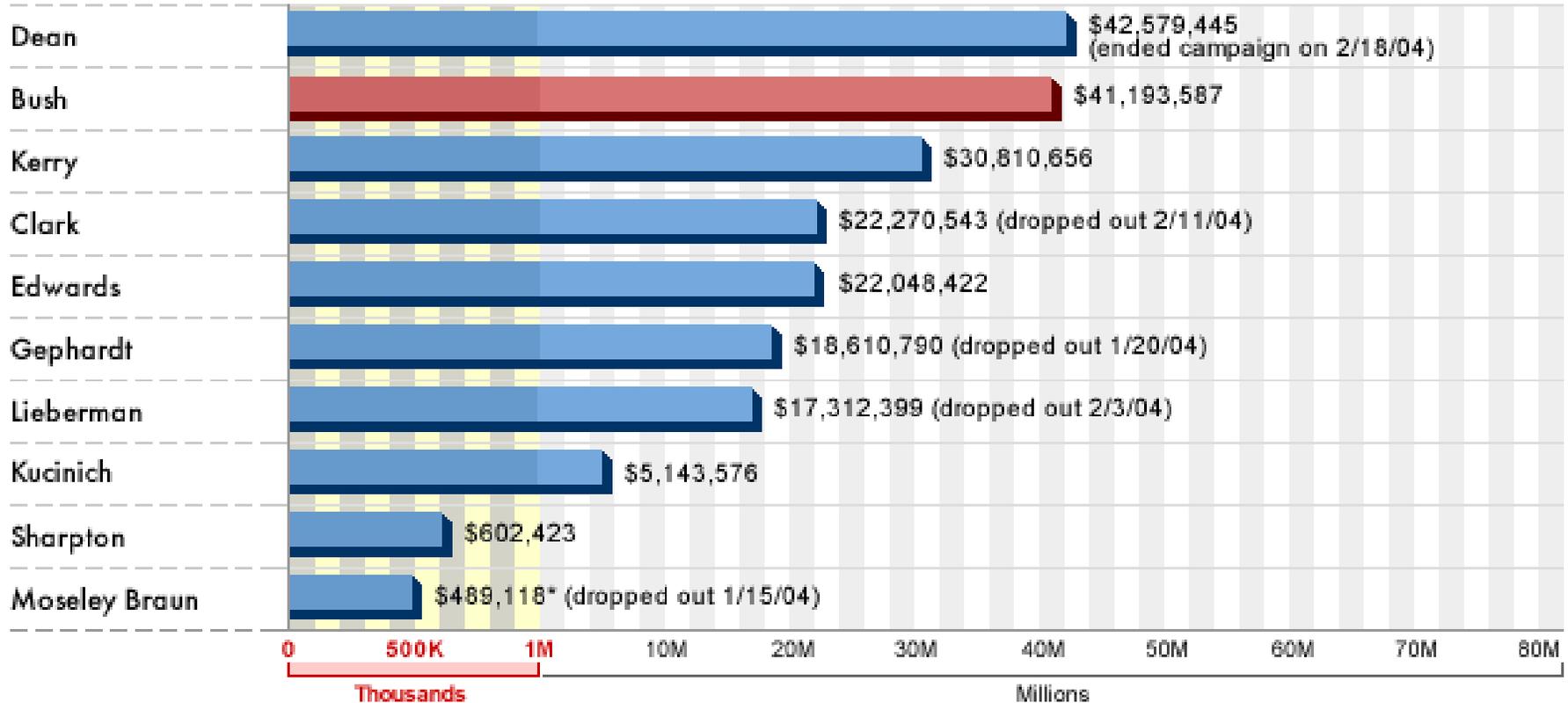
CNN/USA Today Poll

	1/17-1/19	1/20-1/22
Kerry	17%	34%
Dean	32%	22%

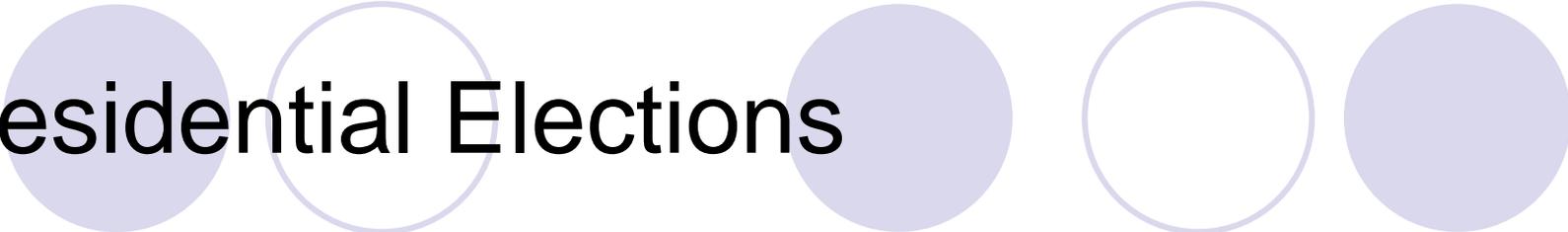
Money Raised



Money Spent

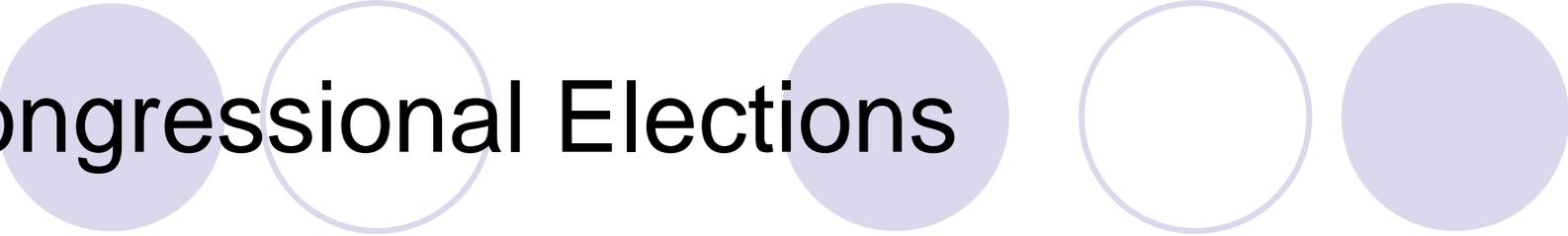


Presidential Elections



- Electoral College
- Strategy
 - Series of Local Elections
 - NY vs. PA
 - Battleground States

State	Margin of Victory	Electoral Votes
Bush Wins		
Florida	0.01%	27
New Hampshire	1.27	4
Missouri	3.34	11
Nevada	3.55	5
Ohio	3.55	20
Tennessee	3.86	11
Arkansas	5.45	6
West Virginia	6.02	5
Arizona	6.29	8
		Total: 97
Gore Wins		
Wisconsin	0.02%	10
New Mexico	0.06	5
Oregon	0.05	7
Minnesota	2.4	10
Pennsylvania	4.17	21
Maine	5.11	4
Michigan	5.13	17
Washington	5.58	11
		Total: 85



Congressional Elections

- House Elections

- Name recognition

- The advantages of incumbency

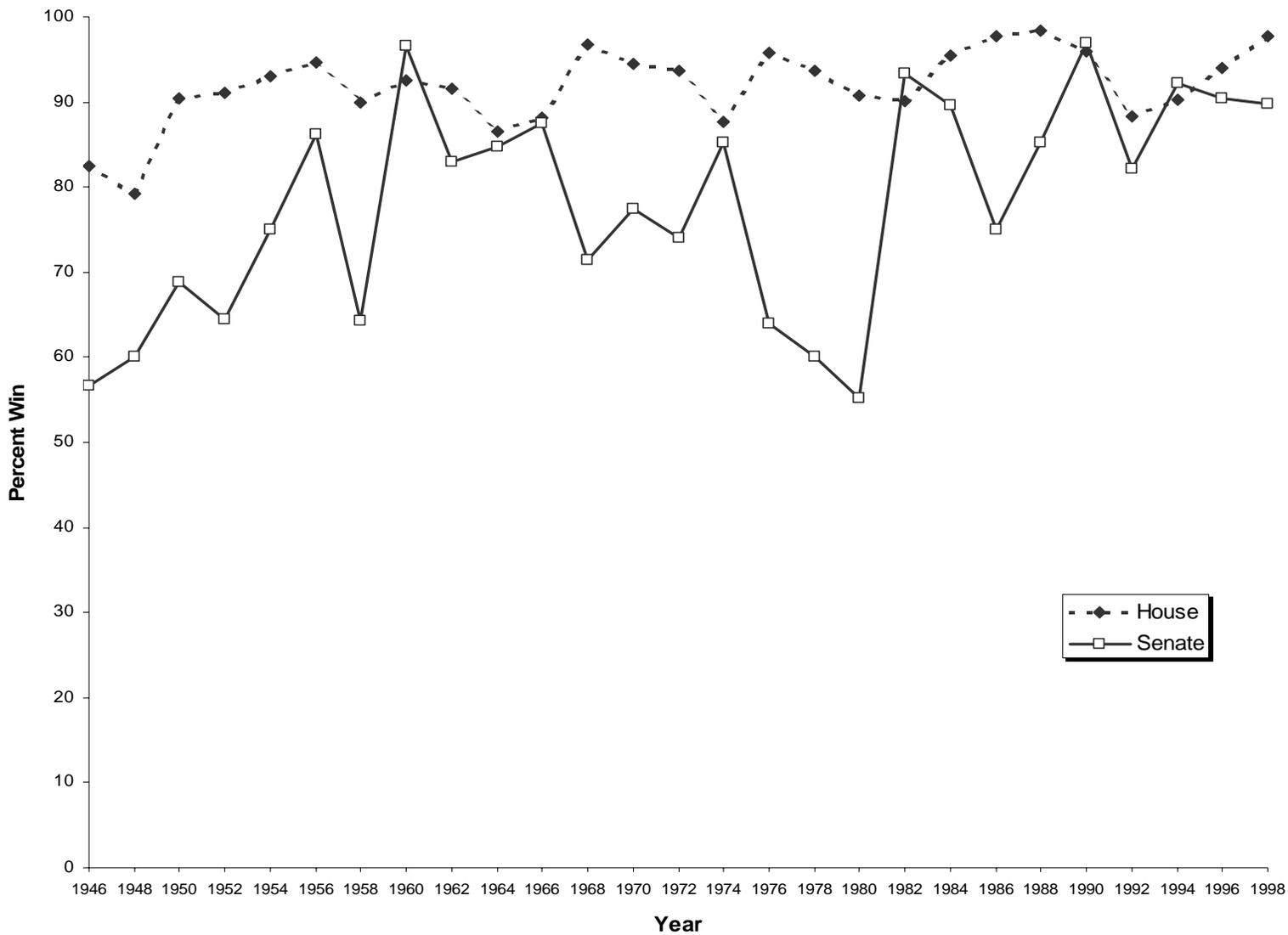
- Franking

- Fundraising

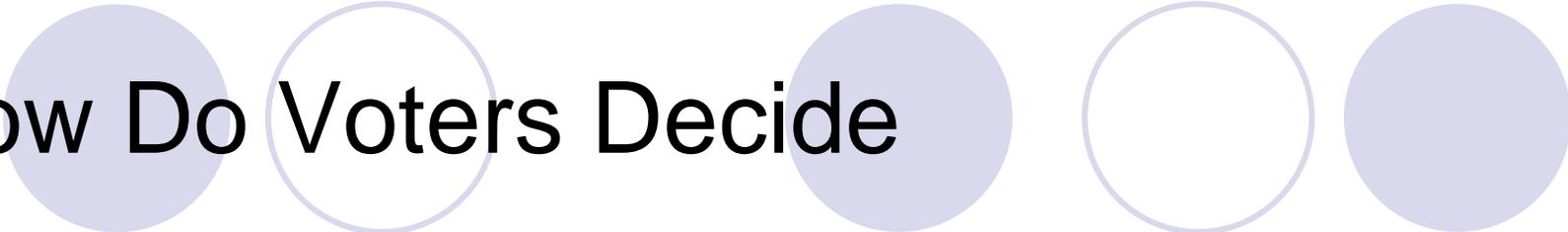
- Senate Election

- Lessened incumbency advantage

Incumbent Victory Rate: 1946-1998

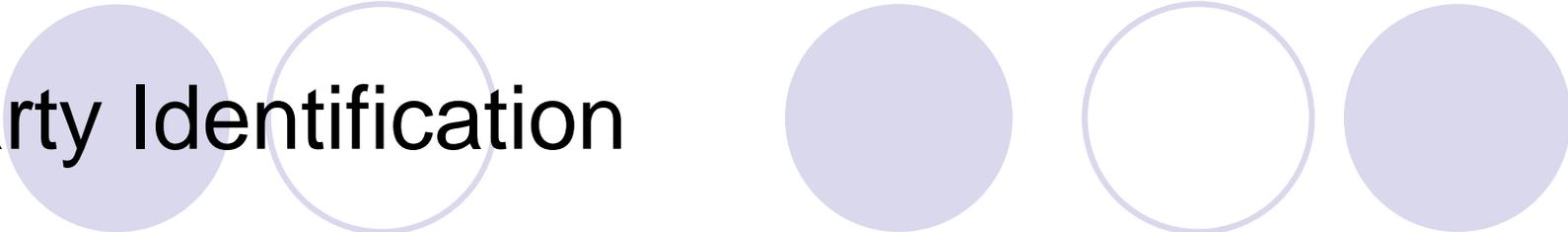


How Do Voters Decide



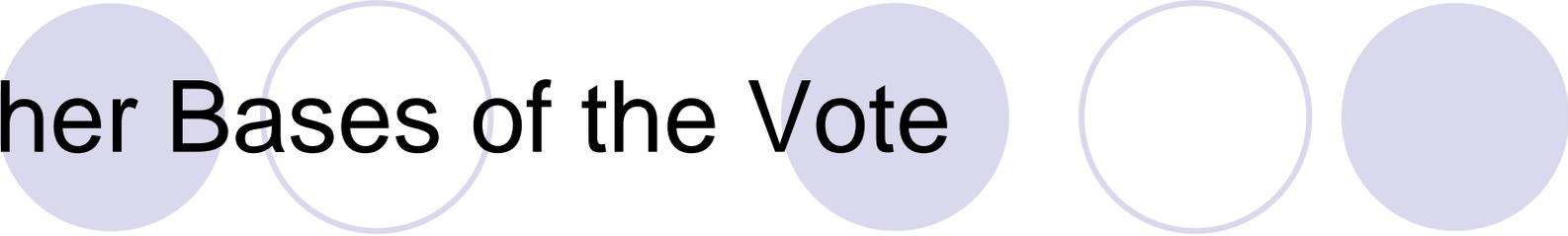
- The Multiple Bases of the Vote
 - Party identification
 - Issues and policies
 - Candidate attributes
 - Retrospective evaluations

Party Identification

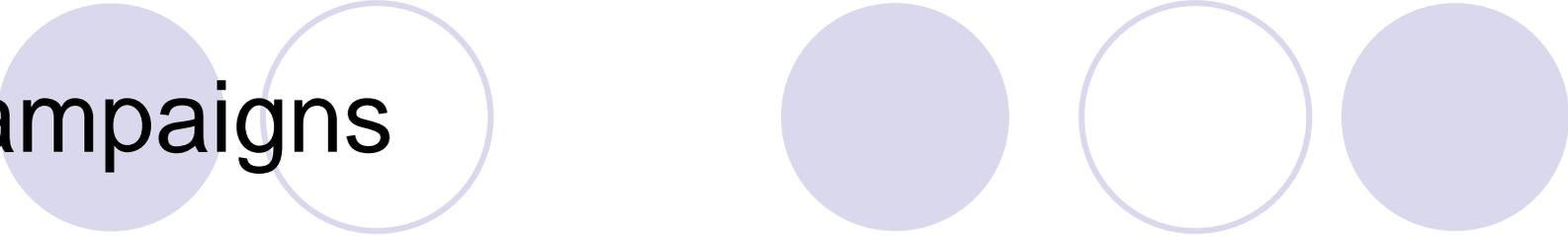


- Measurement and predictive ability
 - “Generally speaking, do you consider yourself a Democrat, a Republican, or an independent?”
 - High loyalty
- The psychological perspective
- The rational perspective
- Bringing it together
 - Theories not exclusive
 - Party identification is the baseline for the vote

Other Bases of the Vote



- Issues and Policies
 - Elect candidates who share your views
 - Issue conflicts
- Candidate Attributes
 - Voting for a person, not policies
 - Less “rational”?
 - Attribute components
- Retrospective Voting
 - “Throw the bums out”



Campaigns

- Candidates and Campaigns

- How do candidates attract supporters?

- Candidate Strategies

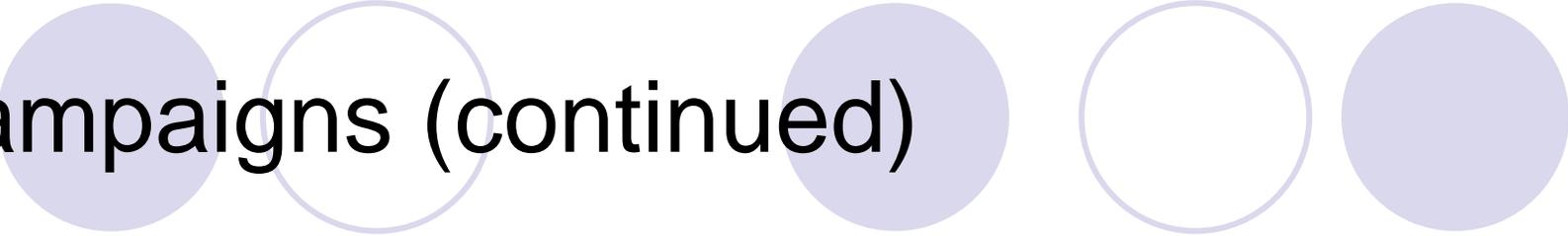
- Adapt to voter sentiment

- Move to the middle

- Framing

- Defining the race

Campaigns (continued)



- Negative Advertising
 - How do candidates attract supporters?
 - Effects of negative campaigns
 - Turnout effects
 - Cynicism

NJ 12 – DCCC

Women's Health Research Is Important to Me Because My Mom's Worth It.



That's Why It's Hard to Understand Dick Zimmer's Votes Against Women's Health Care.



IT'S HARD TO UNDERSTAND DICK ZIMMER'S VOTES AGAINST LIFE-SAVING MAMMOGRAMS

As a member of the House Ways and Means Committee, Rep. Zimmer voted against a proposed amendment to extend Medicare coverage for

annual mammograms for Medicare-eligible women over age 69. (*House Ways and Means Committee Vote, HR 2425, Medicare Preservation Act/Breast Cancer, Rejected 15-21, October 1, 1995*)

IT'S HARD TO UNDERSTAND DICK ZIMMER'S VOTES AGAINST FUNDING THE NATIONAL WOMEN'S HEALTH RESOURCES CENTER

The National Women's Health Resources Center identifies women's health issues that require further research and distributes women's health information to healthcare professionals throughout the nation.

Dick Zimmer voted against funding for the Center, which provides a critical link between research and health care providers. (*HR 490, Roll Call Vote #55, 3/9/93*)

IT'S HARD TO UNDERSTAND DICK ZIMMER'S REPEATED VOTES AGAINST THE OFFICE ON WOMEN'S HEALTH

The Office on Women's Health is the government's champion and focal point for women's health issues. It has funded over 100 scientific projects, including studies in the following areas: breast and ovarian cancer, women and HIV, women and cardiovascular disease, osteoporosis, breast implant safety, the effects of estrogen, and women and autoimmune disease.

Dick Zimmer voted against funding the Office on Women's Health time after time after time. (*HR 4606, Roll Call Vote #434, 9/22/94; HR 2518, Roll Call Vote #311, 6/30/93, and Roll Call Vote #486, 10/7/93; HR 3839, Roll Call Vote #417, 11/22/91; HR 4, Roll Call Vote #62, 3/10/93*)

To find out more information on the vital work the Office on Women's Health performs, please visit their web site at: <http://www.4woman.gov/owh/>.

TO LEARN MORE

To learn more about Dick Zimmer's votes against women's health issues, you can refer to the sources cited. Please visit the Library of Congress web site at <http://thomas.loc.gov>.

Tell Dick Zimmer to Quit Voting Against Women's Health.

www.zimmervotes.com

NRCC – NJ 12

“Tasteless.”

This is how the Courier News described the offensive and negative attacks on Dick Zimmer

National Republican Congressional Committee
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Rush Holt...



*You Should
Be Ashamed.*

Paid for by the National Republican Congressional Committee. NR-NJ12-011

Courier News

(October 3, 2000)

Attack on Zimmer in Very Bad Taste

"Even in the brutal field of campaign politics, some things should be out of bounds. Certainly the Democratic Congressional Campaign Committee has gone too far with a soft money mailing to voters...ripping Republican Dick Zimmer for votes against women's health issues and breast cancer screening tests.

Consider that Zimmer's mother died of lymphoma when he was in high school, and that all three of his sisters are breast cancer survivors...It also ignores the simple fact that such an attack, given Zimmer's own personal history, is tasteless."

So why has Rush Holt refused to end this tasteless attack on Dick Zimmer?

The Truth About Dick Zimmer's Record.

New Jersey Congresswoman Marge Roukema said: "I have reviewed a partial list of at least 30 bills, amendments and motions where Dick Zimmer has voted to support women's health programs." This list includes Dick Zimmer's support of the Breast and Cervical Cancer Prevention Act that provided \$135 million for breast and cervical cancer screening for the poor. (HR2203, June 14, 1993).



**Too bad the truth hasn't
stopped Rush Holt...**

or the misleading, shameful attacks on
Dick Zimmer's voting record.

Tell Rush Holt to Stop the
Shameful Attacks on Dick Zimmer.

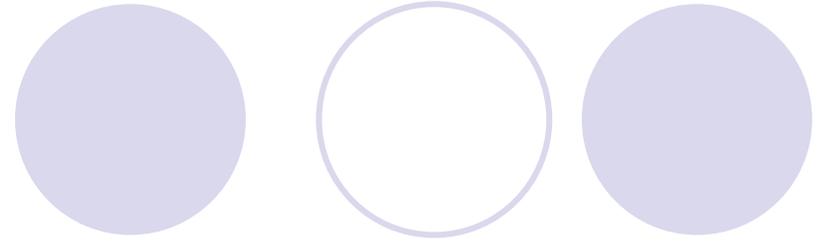
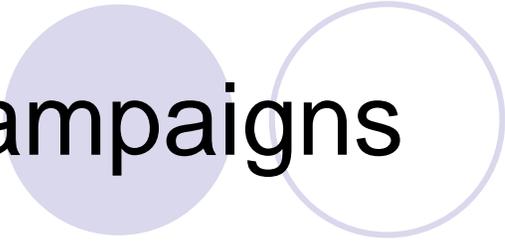
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Campaigns

- Negative Campaigns (cont)
 - Are things getting worse?



Campaigns

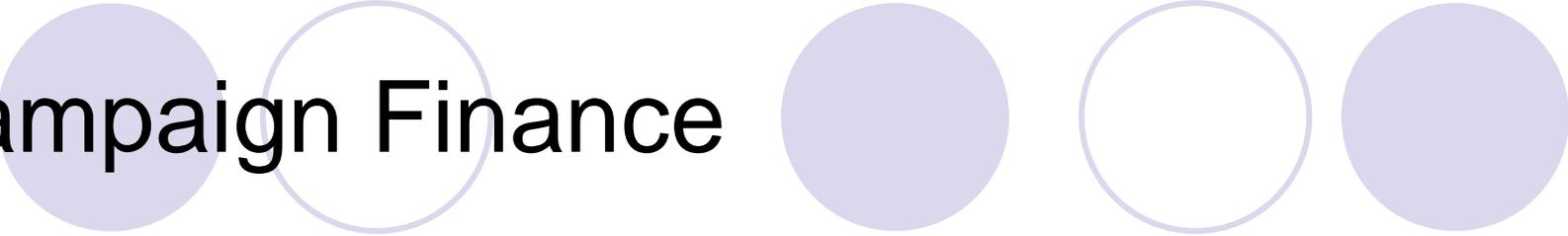


- Campaign Effects

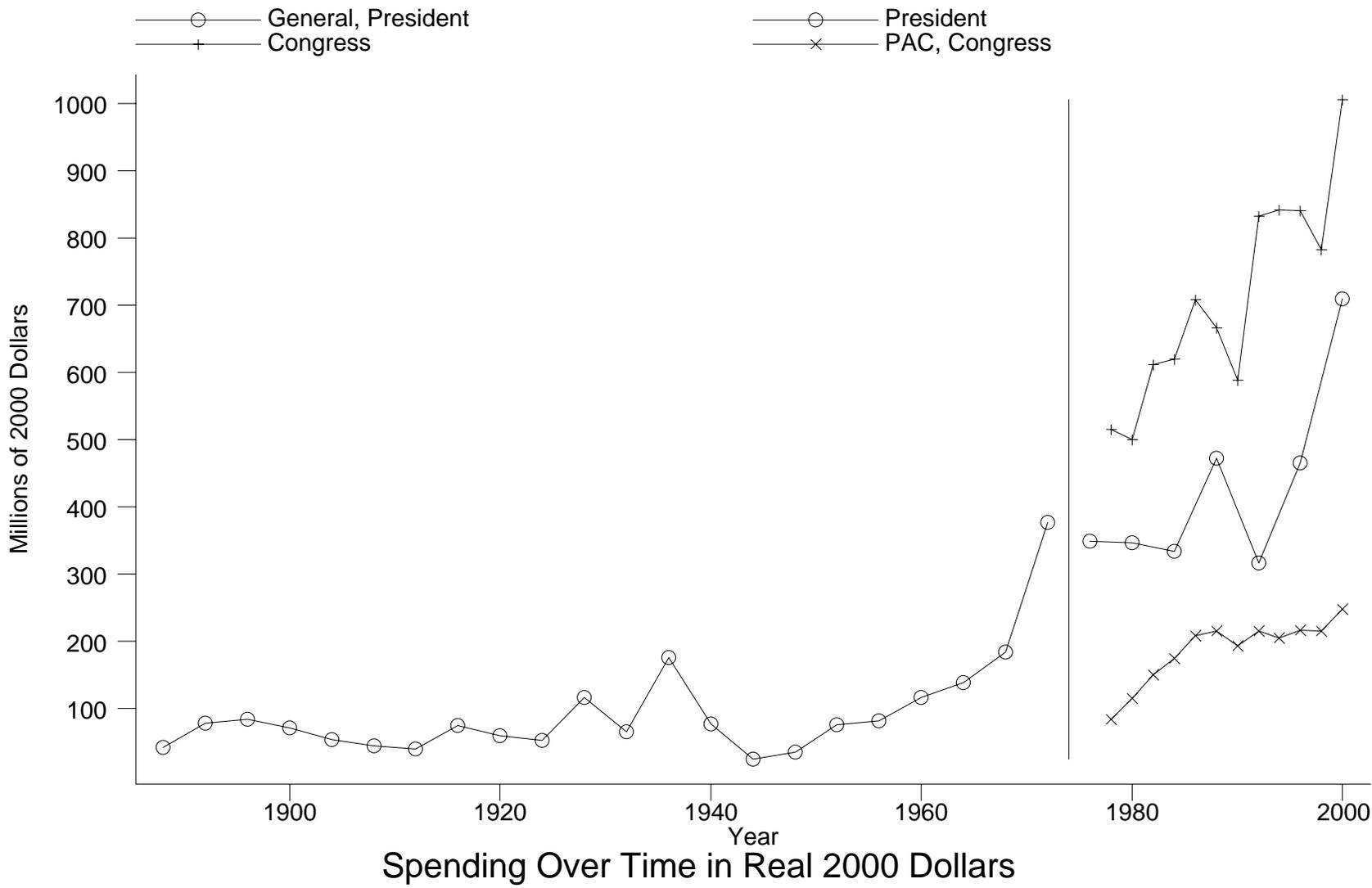
- Predictive Models

- Mobilization vs. Conversion

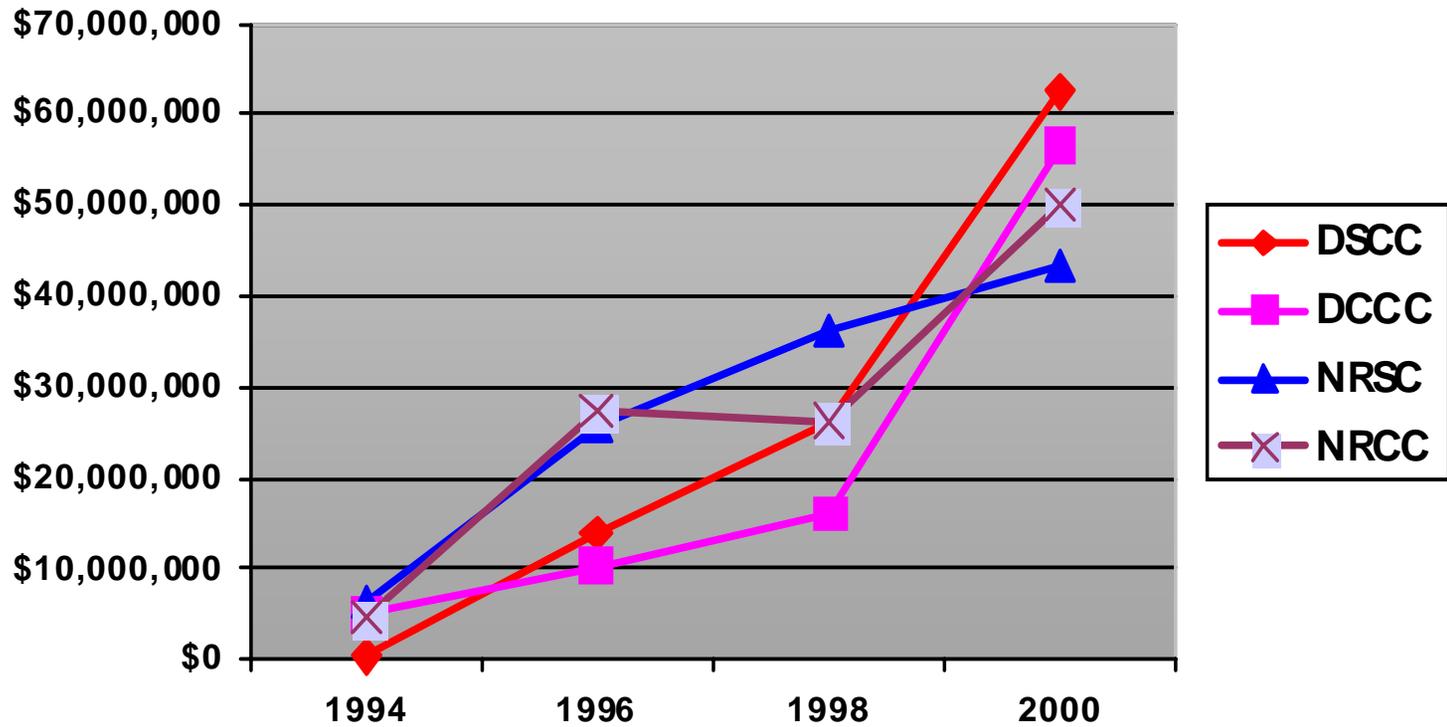
Campaign Finance



- The importance of money
- Federal Election Campaign Act (FECA)
- Circumventing the system: Soft Money
- Issue ads and “magic words”
 - "vote for," "elect," "support," "cast your ballot for," "Smith for Congress," "vote against," "defeat," and "reject”



Soft Money Activity Non-Federal Disbursements



NRCC – WA 2

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**Rick
Larsen
got 3
wishes...**



**And he used them to
raise your taxes 3
times!**



In two years, Rick Larsen raised spending 43%, including a pay increase for himself.

Rick Larsen voted to increase taxes so that he could increase county spending. During Rick Larsen's two-year tenure on the County Council, spending increased 43%.

Rick Larsen voted for \$116 million in increased spending for 2000. Rick Larsen voted to increase the budget by 23.6%.

How did Rick Larsen afford to increase spending?

By raising your taxes three years in a row.

In 1998 Rick Larsen endorsed and voted for ASCENT 21, five bundled propositions on the 1998 November ballot that were meant to raise \$599 million over a ten-year period.

(Ord. 98-039 through 98-043, 7/1/98)

For the 1999 tax year, Rick Larsen voted for the maximum property tax increase allowable by law. This raised property taxes by 6%.

(Ord. No. 98-110, 11/10/98)

Again in 2000, Rick Larsen voted for the largest tax increase possible on property owners by approving a 6% road tax. (Ord. No. 99-096)

Call Rick Larsen at 425 388-3494, ext. 2575 and tell him his increased spending is rubbing US the wrong way!

Paid for by the National Republican Congressional Committee

Campaign Finance (cont)

- Bipartisan Campaign Reform Act of 2002
- **McConnell v. FEC**
 - Ban soft money and limit issue ads
 - Through out bans on contributions from minors, non-candidate party spending
- **New definition of issue ads**
 - Magic words or depicting a federal candidate within 60 days of a federal election
- **527 organizations – MoveOn.org**

