

Voting and Elections



Why It Matters

The right to vote is a major responsibility of citizenship. By voting, citizens can influence all levels of government as well as the laws under which we live. Yet many Americans do not exercise this fundamental right and responsibility of our democratic way of life.



Section

1

Guide to Reading

Who Can Vote?

Big Idea

The right to vote is one of the fundamental rights of citizens in a democratic society.

Content Vocabulary

- polling place (p. 295)
- precinct (p. 295)
- ballot (p. 296)
- absentee ballot (p. 297)
- returns (p. 297)
- exit poll (p. 297)
- electorate (p. 299)
- apathy (p. 299)

Academic Vocabulary

- ultimate (p. 293)
- devote (p. 297)

Reading Strategy

Sequencing As you read, complete a chart like the one below by listing the steps in the voting process.

Voting Process	
1.	register to vote when qualified
2.	go to polling place
3.	
4.	
5.	
6.	

Real World Civics

Wheelchairs can help many people with disabilities live more independent daily lives. However, if you are disabled, can you get out and vote? Polling places have been accused of not being “disabled-friendly.” The Constitution promises everyone the right to vote regardless of race, color, gender, or age (as long as they are 18). It is up to each state to find ways to make polling places accessible for all voters. Despite the Help America Vote Act of 2002, some people still face obstacles to voting. Organizations at the state level work to help these voters overcome such obstacles.

▼ Voters at Parker Jewish Geriatric Institute in New York



Qualifying to Vote

Main Idea The right to vote is the foundation of American democracy.

Civics & You Many of you will have the opportunity to vote for the first time in the not-too-distant future. As you read, think about why so many people have sacrificed so much to gain the right to vote.

Voting is an important right of American citizenship. Without it, citizens would not be able to choose the people who will run their government. Voting is also a major responsibility. Those who do not vote are failing to carry out a civic responsibility. They are also handing over their share of political power to voters whose views they may oppose. President Franklin D. Roosevelt reminded Americans of the importance of voting when he said, “Let us never forget that government is ourselves. The **ultimate** [fundamental] rulers of our democracy . . . are the voters of this country.”

R1

C

Early Restrictions

During the early years of our nation, most voters were white, adult males, and property owners. People often barred from voting included white adult males who could not afford to buy property, women, African American males, Native American males, and people under 21 years of age. Today, however, property ownership is no longer a consideration, and the U.S. Constitution states that no state may deny the right to vote because of race, color, gender, or age—if the person is at least 18 years old. Most states deny individuals convicted of serious crimes the right to vote until they have served their prison sentences.

In most states, you must be registered to vote. To be eligible to vote, you must be at least 18, a resident of the state for a specified period, and a citizen of the United States.

R2



Registering Citizens must register in order to vote. **Explaining** What responsibilities do citizens have when they register for the first time?

Voter Registration

Most states require registration at least 25 days before an election. In a few states, however, the deadline is later—10 or even fewer days before the election.

Registration requirements vary. Registration applications may be obtained from county offices. Some states make the process easier, permitting registration by mail or offering more convenient times and places for in-person registration such as allowing registration at public libraries or high schools.

Extending the Right to Vote

ACTION AND IMPACT

1870 Fifteenth Amendment

- Prohibits denying a person's right to vote on the basis of race

1920 Nineteenth Amendment

- Guarantees women the right to vote

1924 Congressional Act

- All Native Americans given citizenship

1944 *Smith v. Allwright*

- Supreme Court rules prohibiting African Americans from voting in primary elections is unconstitutional

1957 Civil Rights Act of 1957

- Justice Department can sue to protect voting rights in various states

1960 Civil Rights Act of 1960

- Introduces penalties against anybody who obstructs an individual's voting rights

1961 Twenty-third Amendment

- Residents of District of Columbia given right to vote

1964 Twenty-fourth Amendment

- Outlaws poll tax in national elections

1965 Voting Rights Act of 1965

- Literacy tests prohibited; Federal voter registrars authorized in seven southern states

1970 Voting Rights Act

○ Amendments of 1970

- Lowers the minimum voting age to 18 in federal elections

1971 Twenty-sixth Amendment

- Minimum voting age reduced to 18 for all elections

1975 Voting Rights Act Amendments of 1975

- Bans literacy tests and mandates bilingual ballots in certain areas

1982 Voting Rights Act Amendment of 1982

- Extends provisions of two previous voting rights act amendments

1992 Voting Rights Language Assistance Act

- Extends use of bilingual ballots and voting assistance

1993 National Voter Registration Act

- Makes it easier to register to vote and to maintain registration

2006 Voting Rights Act Reauthorization and Amendments Act of 2006

- Prohibits use of tests or devices to deny the right to vote; requires certain jurisdictions to provide voting materials in multiple languages



Analyzing Charts

1. **Explaining** Why were the Civil Rights Acts necessary?
2. **Identifying** What amendment gave the right to vote to 18-year-olds?

American Biography

Carrie Chapman Catt (1859–1947)

Carrie Chapman Catt declared, “Everybody counts in a democracy.” She worked to help women gain the right to vote. Catt felt that self-government would never be safe until “every responsible and law-abiding adult” possessed the vote.

Catt, born Carrie Clinton Lane, grew up along the Iowa frontier. She put herself through college by washing dishes, teaching, and working in the library.



She went on to become one of the nation’s first female school superintendents.

In 1885 Lane married Leo Chapman and helped coedit his newspaper. Widowed a year later, she joined the suffrage movement.

When her second husband, George Catt,

died in 1902, Carrie Chapman Catt went overseas to help spread the movement worldwide.

With the support of Susan B. Anthony, one of the founders of the suffrage movement, she led the campaign to add the Nineteenth Amendment to the Constitution when she returned to America. Victory came in 1920. To prepare some 20 million women for “political independence,” Catt founded the League of Women Voters. Today the League honors its founder by educating all citizens on the importance of voting in a democracy.

Making a Difference

CITIZENSHIP

Carrie Catt was one of the earliest female education reformers. **Identifying** What organization did Catt found to prepare women for “political independence”?

How to Register The National Voter Registration Act requires states to let people register when they renew their drivers’ licenses. Citizens may also mail in registrations or register at various state and welfare offices, and agencies that serve people with disabilities.

Registration forms ask for your name, address, age, and often your party preference. You may register as a member of a political party or as an unaffiliated voter. If you register as a Democrat or a Republican, you may vote in primary elections in which you choose candidates for the general election.

To register, first-time voters must show proof of citizenship, address, and age using a driver’s license or birth certificate. Voters are then assigned to an election district.

Reading Check **Identifying** What requirements must you meet to qualify to vote?

Steps in Voting

Main Idea Voting is a basic political right of all U.S. citizens who meet certain qualifications set by law.

Civics & You Once you take the initiative to vote, there is a process you must follow in order to cast your ballot.

Once the campaign is over, it is up to the voters to decide who will win or lose. On Election Day, voters go to the polling place in their precincts to cast their votes. A **polling place** is the location where voting is carried out, and a **precinct** is a voting district. Polling places are usually set up in town halls, schools, fire stations, community centers, and other public buildings.



The Right to Vote African Americans rallied to be allowed to vote in 1965 in Montgomery, Alabama. Led by Dr. Martin Luther King, Jr., they faced a line of police officers barring their way. **Explaining** Why did it require protests to allow African Americans to vote?

At the Polls

Polling places are generally open from early morning until 7 or 8 P.M. When you first arrive, you can study a sample ballot posted near the entrance. A **ballot** is the list of candidates on which you cast your vote. Once inside, you write your name and address and sign an application form at the clerk's table. The clerk reads your name aloud and passes the form to a challenger's table.

A challenger—there are challengers representing each party—looks up your registration form and compares the signature on it with the signature on your application. If the two do not appear to match, the challenger may ask you for additional identification. When the challenger is convinced that you are eligible to vote, he or she initials the application form and returns it to you.

Casting Your Vote

You then go to the voting booth where you hand the application form to an election judge. Judges oversee the operation of the

voting booths, ensuring that everyone votes in secret and helping voters who are physically challenged, elderly, or unable to read.

Types of Voting Machines

You will cast your ballot by using a voting machine. The two most common types are the punch-card machine and the lever machine. Because election methods are left to the states, the kinds of voting machines used vary widely. Whatever machine you use, you will usually have a ballot with the candidates' names listed according to their political party and the office they are seeking.

"Butterfly Ballot" It is always important to read the ballot carefully. In the 2000 presidential election, many voters in Florida were confused by the "butterfly ballot," a paper ballot in which opposing candidates were listed across from each other instead of vertically. The 2000 election in Florida also proved that some machines were more reliable than others.

Punch-Card Ballots Punch-card ballots, in which voters punched a hole next to the name of a candidate, were run through machines and misread much more often than computerized, scanned ballots. Since the 2000 election, many states are converting to upgraded voting machines.

The Secret Ballot

All types of voting machines allow voters to cast a secret ballot. We recognize the secret ballot as a protection of our right to make our electoral choices unhindered and without fear. Some machines also allow voters to vote for a straight ticket, which means voting for all the candidates in one political party. If you choose some candidates from one party and some from another, you are voting a split ticket. You may even decide to cast a write-in vote by writing in the name of someone who is not on the ballot.

Absentee Voting

Citizens who cannot get to the polls on Election Day can vote by **absentee ballot**. People who know they will be out of town that day, those who are too sick to get to the polls, and military personnel serving away from home often use absentee ballots. Voters must request an absentee ballot from their local election board sometime before Election Day. They mark this ballot and return it to the election board. On Election Day, or shortly thereafter, election officials open and count the absentee ballots.

Counting the Vote

When the polls close, election workers count the votes at the polling place and take the ballots and the results—called **returns**—to the election board. The board then collects

and counts the returns for the entire city or county. If the voting machines are not computerized, gathering all the returns and tallying the results can take several hours or longer. Then the board sends the returns to the state canvassing authority. A few days after the election, the state canvassing authority certifies the election of the winner.

In a major election, the news media and party workers try to predict winners as soon as possible. One way they do this is to ask a sample of voters leaving selected polling places how they voted. This is known as an **exit poll**. Through exit polling, specialists can often predict the winners long before all the votes have been officially counted.

The Media and Elections

Major television networks always **devote**, or dedicate, the entire evening to covering the vote during presidential elections. They use computerized predictions based on the past voting history of key precincts. Through this process, the media “call” winners of Senate, House, and governors’ seats, as well as the electoral vote in the race for president.

In some cases the networks make these calls with as little as 10 percent of the vote counted. Their projections are usually correct, but some of the major networks were embarrassed by an early and incorrect call on the presidential vote in the 2000 election in the decisive state of Florida.

Some political commentators have criticized these early projections. The predictions usually come when millions of Americans in the Western time zones have yet to vote and the polls there are still open. These observers charge that such early projections may persuade great numbers of West Coast voters not to bother going out to vote. This not only reduces overall voter turnout but also may affect the outcome of local, state, and congressional elections.



Student Web Activity Visit glencoe.com and complete the Chapter 10 Web Activity.



Explaining What does it mean to vote a split ticket?

Why Your Vote Matters

Main Idea Through our vote, we directly participate in governing.

Civics & You Each person's vote counts. If you doubt it, think about how many elections have been decided by just a few votes.

D Registering is only one part of getting ready to vote. It is equally important to prepare to vote. It is important to stay informed about candidates and public issues. Newspapers, TV, radio, newsmagazines, and the Internet carry useful information. Other good sources include the Voters' Information Bulletin, published by the League of Women Voters; literature distributed by each political party; and information published by interest groups, such as the American Conservative Union or the AFL-CIO Committee on Political Education.

R

Preparing to Vote As you read about candidates and the issues they support, read carefully to separate facts from opinions. Everyone has different reasons for supporting particular candidates. As you read about various candidates, answer the following questions to help you decide whom to support with your vote:

- Does the candidate stand for the things I think are important?
- Is the candidate reliable and honest?
- Does the candidate have relevant past experience?
- Will the candidate be effective in office?
- Does the candidate have a real chance of winning? Sometimes Americans vote for candidates, even though they do not have a real chance of winning the election, because they wish to show their support for a certain point of view.

TIME

Political Cartoons



Mike Thompson/Copley News Service

In this cartoon, Mike Thompson is making a statement about patriotism and sacrifice.

1. What do the tombstones stand for?
2. How do you think the cartoonist views the man in the upper-left section of the image?
3. What action does Thompson hope to inspire with this cartoon?

All the people who are eligible to vote are called the **electorate**. Each person's vote counts. If you doubt it, consider this. The 2000 presidential election was decided by about 500 votes in the state of Florida. In the 2006 mid-term elections, which party took control of Congress was decided by a few thousand votes.

Why Some People Do Not Vote

Despite the fact that voting gives Americans a chance to participate in their government, not everyone votes. Some citizens do not vote because they do not meet state voting requirements, or they have not reregistered after changing residences. Others do not think that any of the candidates represent their feelings on issues, or they think that their vote will not make a difference. Another reason is **apathy**, or lack of interest. Even among those who are registered to vote, many fail to do so.

Why Some People Do Vote

The citizens who do vote share some characteristics. These citizens generally have positive attitudes toward government and citizenship. Usually the more education a citizen has, the more likely it is that he or she will be a regular voter. Middle-aged citizens have the highest voting turnout rate of all age groups. The higher a person's income, the more likely he or she is to vote.

Reasons for Voting There are important reasons to exercise your right to vote. Voting gives citizens a chance to choose their government leaders. It gives them an opportunity to voice their opinions on past performances of public officials. If voters are dissatisfied, they can elect new leaders. Voting also allows citizens to express their opinions on public issues.

Reading Check **Summarizing** What are two important reasons to exercise your right to vote?

Section Review

Vocabulary

- Write** a true statement *and* a false statement for each term below. For each false statement explain why it is false. *polling place, precinct, ballot, absentee ballot, returns, exit poll, electorate, and apathy.*

Main Ideas

- Identifying** In the early days of our nation, what was the only group of people eligible to vote?
- Explaining** Why is the secret ballot important?
- Identify** three reasons that some citizens do not exercise their right to vote.

Critical Thinking

- Drawing Conclusions** Do you think the federal government should prohibit exit polls during presidential elections? Why or why not?
- BIG Idea** On a graphic organizer like the one below, identify four different places a citizen may register to vote.



- Making Inferences** American statesman John Jay (1745–1829) said, "The people who own the country ought to govern it." Would Jay have supported or opposed the extension of voting rights? Explain.

CITIZENSHIP Activity

- Creating** Voter apathy is an issue in the United States today. Draw a political cartoon that depicts a reason people give for not voting.



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Section 2



Section Audio



Spotlight Video

Guide to Reading

Big Idea

A successful democracy is built on an informed electorate.

Content Vocabulary

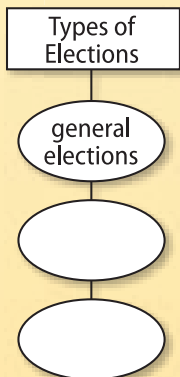
- Electoral College (p. 301)
- initiative (p. 301)
- proposition (p. 301)
- referendum (p. 301)
- recall (p. 301)
- elector (p. 303)
- winner-take-all system (p. 303)

Academic Vocabulary

- issue (p. 301)
- odd (p. 301)

Reading Strategy

Organizing As you read this section, complete a graphic organizer like the one below by listing the features of three types of elections.



Election Campaigns

Real World Civics

Candidates on the campaign trail face long days, trip delays, meals at odd times, uncomfortable sleeping conditions, and lots of handshaking. Senator Hillary Clinton ran for president in 2008 in a tough primary race for the democratic nomination. The road to the nominations is long. Campaigning often starts a year ahead of the first primary in New Hampshire, which is two years before the actual election.

▼ Hillary Clinton campaigns in 2008



Types of Elections

Main Idea There are different types of elections in the United States political system.

Civics & You Americans have been voting since the earliest colonial governments. As you read, identify the differences among the different types of elections.

The **Electoral College** is part of the process that Americans use to select their president. Americans also vote in many other elections. There are about half a million elected officials in the United States. In addition, Americans have many opportunities to vote on **issues**, or topics of concern, as well as candidates. Besides primary elections, there are three other types of elections in the United States: general elections, elections on issues, and special elections.

General Elections

Under the United States political system, every election is a two-part process. The first part is the nomination of candidates in a primary election. Primary races help to narrow the field of candidates. Then, in a general election, the voters choose candidates for various offices. General elections always take place on the first Tuesday after the first Monday in November. All seats in the U.S. House of Representatives and about one-third of the seats in the Senate are at stake in general elections every even-numbered year.

Presidential elections occur every four years. In these elections the ballot often includes candidates for governor, the state legislature, county government, and local offices. In some states, however, elections for mayor and other city offices take place in **odd-numbered**, or uneven, years.

For all races except the presidential race, the candidate who wins most of the popular vote is elected to office. If an election is very close, the loser has the right to demand

a recount of the votes. Occasionally, a disputed election cannot be resolved through a recount and another election must be held. In the case of a national election, a dispute may be referred to Congress for settlement. If it is a presidential election and neither candidate wins a majority of electoral votes, the House of Representatives elects the president. This happened in the elections of 1800 and 1824.

Voting on Issues

In some elections at the state or local level, voters may decide on issues as well as candidates. The **initiative**, for example, is a way that citizens can propose new laws or state constitutional amendments. Citizens who want a new law gather signatures of qualified voters on a petition. If enough people sign the petition, the proposed law, or **proposition**, is put on the ballot at the next general election.

The **referendum** is a way for citizens to approve or reject a state or local law. Citizens in more than half the states have the right to petition to have a law referred, or sent back, to the voters for their approval at the next general election.

Special Elections

From time to time, state or local governments also hold certain kinds of special elections. Runoff elections may be held when none of the candidates for a particular office wins a majority of the vote in the general election. The runoff is held to determine the winner.

The **recall** is another type of special election. In a recall, citizens in some states can vote to remove a public official from office. Like the initiative, the recall starts with a petition. Voters may recall an official because they do not like his or her position on issues or because the official has been charged with wrongdoing.

 **Comparing** What is the difference between an initiative and a referendum?

Kids Voting USA

One vote can make a difference—and Sam Hay, 18, of Charlotte, North Carolina, is spreading the word!



QUESTION: What is Kids Voting USA?

ANSWER: It's a group that teaches kids about citizenship and voting through classroom activities—and by asking them to go to the polls with their parents on Election Day. I'm on the Student Advisory Board of the group.

Q: Why is it so important to vote?

A: Many people think their vote doesn't matter, but it does. There have been elections where the winner has been decided by only a few votes. By taking part in our democracy you show our leaders what you think.

Q: How does getting kids involved in voting and politics affect parents?

A: Conversations at the dinner table may become more political if a child takes part in Kids Voting. To keep up, parents may follow politics closer.

Q: How many kids do you reach?

A: Thousands in 27 states and the District of Columbia. The program reaches out to



every student because voter apathy stretches across all ethnic and socioeconomic boundaries.

Making a Difference



Why do you think Sam decided to become involved in Kids Voting USA?

Presidential Elections

Main Idea Presidential elections have three major steps: (1) nomination of candidates, (2) the campaign, and (3) the vote.

Civics & You As you read, ask yourself: What issues are important for a candidate to address?

Candidates for president begin organizing their campaigns long before the election. In the past, both major parties held national conventions in the summer of the election year to choose their candidates. Delegates came to these conventions from each state, the District of Columbia, and U.S. territories.

These conventions were dramatic events full of behind-the-scenes negotiations. Backers of various candidates would move around the convention floor, promising future political favors to state delegations in hopes of stealing their votes away from a rival. The political dealings would be interrupted for suspenseful and colorful state-by-state roll-call votes to see if any contender had rounded up enough support to win the nomination.

D In recent years, however, the conventions have lost their main purpose—choosing the nominee. So much campaigning now goes on in the primary elections that by convention time one contender has already wrapped up the nomination. The parties use the conventions mainly to kick off the campaign and to rally party members across the country for the work ahead.

Campaigns

Presidential campaigns are usually in full swing by early September. Candidates travel across the country giving speeches, appearing on TV, and holding news conferences—even though there is seldom any real news to announce.

Candidates may face their opponents in televised debates. They meet with state and local political leaders, and they give pep talks to lower-level members of the party who are working for them.

Electoral Votes and the States

For all races except the presidential race, the candidate who wins a majority of the popular vote—votes cast directly by the people—is elected to office. In a presidential race, the voters are actually electing people called **electors**, who hold electoral votes and are part of the Electoral College system.

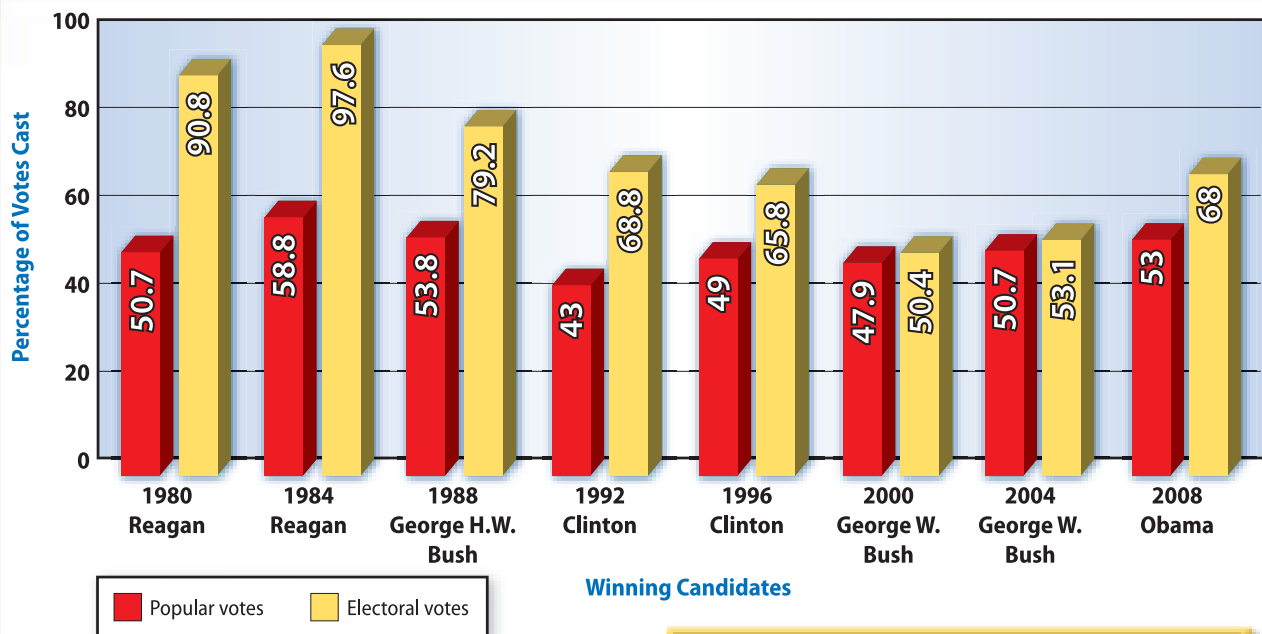
In every state, a slate, or list, of electors is pledged to each candidate. The purpose of the popular vote in each state is to choose one of these slates of electors. The candidate

who wins the popular vote in a state usually receives all of the state's electoral votes. This is called the **winner-take-all system**.

The winning electors meet in their state capitals in December to cast the state's electoral votes for president and vice president. The electors send their votes to Congress, which counts them. Because every state has one elector for each of its U.S. senators and representatives, the total number of votes in the Electoral College is 538. (Washington, D.C., has three electoral votes.) The candidate who receives a majority of these votes—270 or more—wins the election.

Article II, Section 1, established the Electoral College. It was a compromise measure. Some of the Framers wanted the American people to have direct control over the new national government.

Presidential Elections



Source: Office of the Federal Register, 2004.

Analyzing Graphs

- Identifying** Which two presidents had the lowest percentage of popular votes?
- Analyzing** What do the vote totals for the 1980 and 1984 presidential elections say about Reagan's voter support?


Others strongly believed that the government must be able to function without having to give in to popular whims. The first group demanded a direct popular election of the president. Their opponents pushed to have Congress name the president. The compromise was to have the legislatures in each state choose presidential electors. Today, the voters in each state directly choose the electors.

Electoral College Issues

Some people think that the Electoral College should be changed or eliminated. They charge that large states—such as California and Texas, which have many more electoral votes than smaller states—have too much influence in deciding the election. One candidate might win five or six small states and yet not receive as many electoral votes as the candidate who wins just one large state.

If a candidate wins the largest number of popular votes in a state, that person receives all the state’s electoral votes. Under the winner-take-all system, a candidate who loses the popular vote can still win the electoral vote and the presidency. This has happened four times in our nation’s history, most recently in 2000. The winner-take-all system also makes it extremely difficult for third-party candidates to be represented in the electoral vote.

Ideas for Reform There have been several suggestions for reform. Under one plan, electoral votes would be based on the percentage of the popular vote. If a candidate won 54 percent of a state’s popular vote, for example, he or she would also get 54 percent of the electoral votes. Any change in the Electoral College system requires a constitutional amendment.

 **Reading Check** **Inferring** When you vote for the U.S. president, for whom are you actually voting?

Section 2 Review

Vocabulary

- Write** a paragraph that summarizes the key points of this section. Use all of the following terms: *Electoral College, initiative, proposition, referendum, recall, elector, winner-take-all system.*

Main Ideas

- Explaining** Why have national political conventions lost the main purpose of choosing nominees?

- Summarizing** How is the total of 538 Electoral College votes determined? What is the purpose of the popular vote in the Electoral College system?

Critical Thinking

- Explaining** What is a recall election? Describe the process.
- BIG Idea** List and explain the steps involved in presidential elections by completing a graphic organizer like the one below.



- Making Generalizations** The right to vote belongs to every United States citizen. In your opinion, what do citizens forfeit if they do not exercise their right to vote?

CITIZENSHIP Activity

- Persuasive Writing** Should the Electoral College be kept, abolished, or reformed in some way? State your views in a letter to the editor of your local newspaper.



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Guide to Reading

Big Idea

A successful democracy is built on an informed electorate.

Content Vocabulary

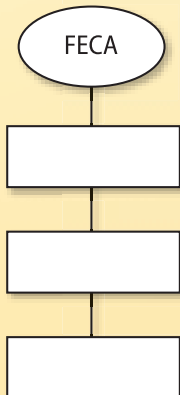
- propaganda (p. 307)
- political action committee (PAC) (p. 308)
- soft money (p. 308)
- incumbent (p. 309)

Academic Vocabulary

- image (p. 307)
- fee (p. 307)

Reading Strategy

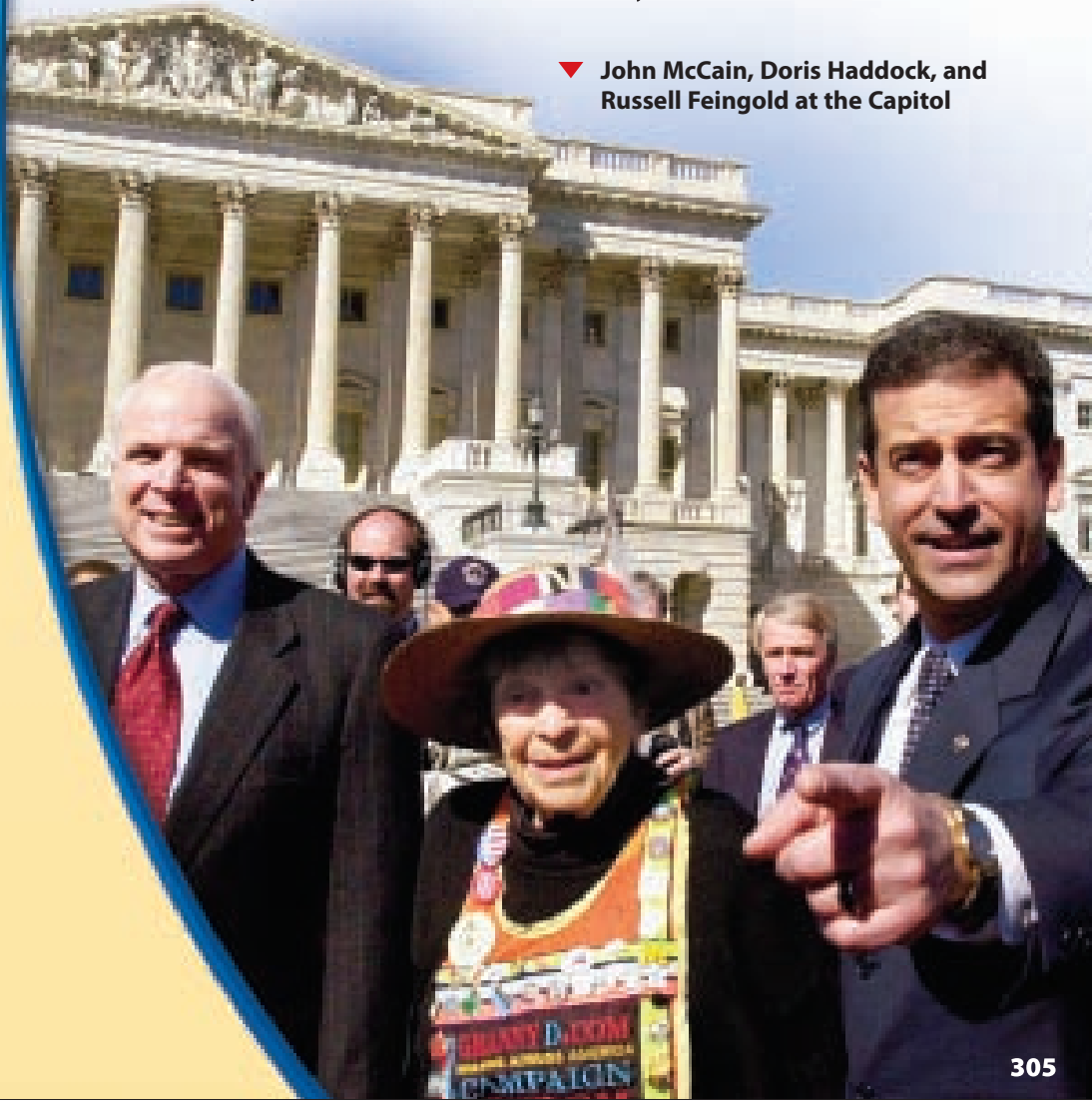
Explaining Use a graphic organizer like the one below to explain the main part of the Federal Election Campaign Act (FECA).



Paying for Election Campaigns

Real World Civics Citizens take action when they believe in an issue. Doris “Granny D” Haddock, 91, walked across the country to register voters and to protest the use of corporate money in political campaigns. Ms. Haddock, like many Americans, was concerned that within the current system only the rich can run for office. Inspired by Haddock and others, Senators Russell Feingold and John McCain teamed up in 2001 to present to Congress the McCain-Feingold bill to limit the money spent on campaigns. Although it passed, the 2004 presidential election cost nearly a billion dollars.

▼ **John McCain, Doris Haddock, and Russell Feingold at the Capitol**



Running for Office

Main Idea Running for public office is the first step in the election process.

Civics & You Would you run for public office if given the chance? As you read, ask yourself: What are the reasons an individual runs for public office?

Americans spend more than \$3 billion on national, state, and local elections every four-year period. Former House Speaker Tip O’Neill once said, “There are four parts to any campaign. The candidate, the issues . . . , the campaign organization, and the money. Without money you can forget the other three.”

It takes a great deal of money to run a successful campaign for a major office today. Once candidates are nominated, they spend weeks and even months campaigning.

The purpose of campaigns is to convince the public to vote for a particular candidate. Each campaign has a campaign organization. An organization for a local candidate may have only a few workers. Presidential campaigns, though, have thousands of workers.

Campaign workers must acquaint voters with the candidate’s name, face, and positions on issues, and convince voters to like and trust the candidate. Campaign workers use several techniques to accomplish their goals.

Canvassing

When candidates or campaign workers travel through neighborhoods asking for votes or taking public opinion polls, they are canvassing. At the local level, candidates often go door-to-door to solicit votes and hand out campaign literature. At the national level, campaign organizations conduct frequent polls to find out how their candidates are doing.

Endorsements

When a famous and popular person supports or campaigns for a candidate, it is an endorsement. The endorser may be a movie star, a famous athlete, a popular politician, or some other well-known individual. The idea behind endorsements is that if voters like the person making the endorsement, they may decide to vote for the candidate.

Running for Office Shepherd University student Frank Salzano campaigned and won election in 2006 to a seat on the Shepherdstown, West Virginia, town council.

Comparing In what ways are running for local office and running for national office similar and in what ways are they different?





Grass Roots Mayor Antonio Villaraigosa, the first Latino mayor of Los Angeles since 1872, gained national attention for progress in his city. **Describing** **Where do popular candidates like Villaraigosa get funds for their campaigns?**

Endorsements are a kind of propaganda technique. **Propaganda** is an attempt to promote a particular person or idea. Candidates use propaganda techniques to try to persuade or influence voters to choose them over another candidate.

Advertising and Image Molding

Campaign workers spend much time and money to create the right **image**, or impression, for a candidate. Much of that money goes to advertising. Political advertisements allow a party to present only its candidate's position or point of view. They also enable a candidate to attack an opponent without offering an opportunity to respond.

Candidates for a local election may use newspaper advertisements or posters, while state and national candidates spend a great deal of money advertising on television. Why? Television ads can present quick and dramatic images of a candidate and his or her ideas. Such television images tend to stay in the viewer's mind.

Campaign Expenses

The sophisticated vote-getting techniques that candidates use have made campaigning very expensive. Television commercials are a very effective way to win votes, but they cost tens of thousands of dollars per minute. Other campaign costs include airfare and other transportation, salaries of campaign staff members, and **fees**, or payments, to professional campaign consultants, such as public opinion pollsters. There are also computer, telephone, postage, and printing costs.

A small-town mayoral race may cost only a few hundred or a few thousand dollars. A state legislative or congressional race may cost several hundred thousand dollars or more. In recent elections, spending for each seat in Congress has averaged about \$1.5 million. Some congressional candidates spent \$15 million or more. A presidential race can cost hundreds of millions of dollars.

Reading Check **Describing** What is the purpose of election propaganda?

Financing a Campaign

Main Idea Candidates spend considerable time and effort raising campaign funds.

Civics & You Have you read about campaign finance issues? As you read, think about questions you may have about campaign spending.

The methods used to finance election campaigns have been established by congressional legislation and Supreme Court decisions. In recent years, a push to reform how candidates raise money has led to many changes in the law.

Federal Election Campaign Act

In 1971 Congress passed the Federal Election Campaign Act (FECA) in an effort to place some controls on campaign financing. FECA and its amendments in 1974, 1976, and 1979 established many key rules for campaign finance. The law required public disclosure of each candidate's spending. It limited the amount—called hard money—that individuals or groups could donate directly to a candidate or a political party. It also tried to limit how much other individuals and groups could spend.

Federal Election Commission The 1974 amendment to FECA created the Federal Election Commission (FEC)—an independent agency of the executive branch—to administer all federal election laws and to monitor campaign spending. All candidates and political parties must keep records of campaign contributions. Candidates are now required to report all individual contributions that exceed \$200 to the FEC.

Limiting Contributions In 1976 the Supreme Court ruled in *Buckley v. Valeo* that the government, through laws like FECA, could set limits on campaign contributions because of its need to keep corruption out of

elections. The Court did find, however, that it was a violation of free speech to limit how much of their own money candidates could spend on their election campaigns.

Public Funding

FECA also set up public funding for presidential elections by creating the Presidential Election Campaign Fund. This fund allows taxpayers, by checking a box on their federal income tax return, to designate \$3 of their annual taxes to go to the fund. In general, major-party presidential candidates can qualify for some of this money to campaign in the primary elections if they have raised \$100,000 on their own. After the national conventions, the two major-party candidates can receive equal shares of money from the fund, so long as they agree not to accept any other direct contributions. Third-party candidates can also qualify for this funding if their party received more than 5 percent of the popular vote in the previous presidential election.

Soft Money and PACS

Most campaign money comes from private sources rather than public funding. These sources include individual citizens, corporations, labor unions, interest groups, and **political action committees (PACs)**. PACs are organizations set up by interest groups especially to collect money to support favored candidates. FECA limited direct donations from PACs and other private sources.

In the late 1970s, complaints grew that campaign finance legislation was making fund-raising difficult. Congress responded with new laws enabling political parties to raise **soft money**—unlimited amounts of money for general purposes, not designated to particular candidates. By law this money was supposed to be used for general party-building purposes, such as voter registration drives or direct mailings on behalf of the party.

Soft money could come from individuals or PACs. FECA placed no limits on these contributions, and in the 2002 national elections, they totaled about \$500 million.

Spending on Media There is also the issue of money spent by interest groups for radio and television ads that support the groups' positions on issues. These ads do not ask people to vote for or against a specific candidate, but they might show a candidate's name or image. They are powerful tools for interest groups to help candidates they like. FECA placed no limits on how much money could be spent on such ads.

A Reluctance for Reform In response to these developments, Congress repeatedly discussed reforming campaign finance laws. Changes, though, were difficult to achieve. PACs gave most of their money to **incumbents**—politicians who have already been elected to office. As a result, many of these incumbent lawmakers were reluctant to change the rules in ways that might help their opponents in the next election.

Campaign Reform

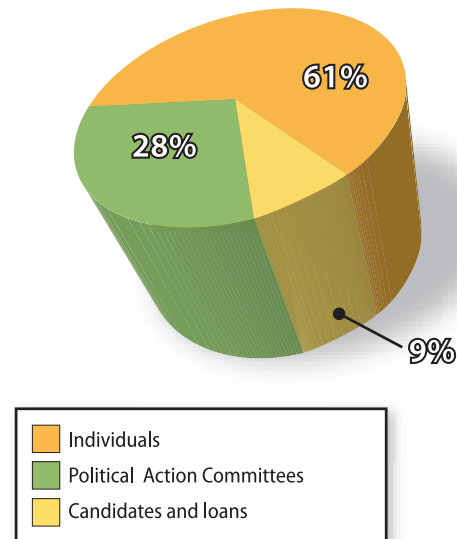
Change came in 2002, however, when Congress passed legislation aimed at better controlling the money flowing into national campaigns. The Bipartisan Campaign Reform Act—also known as the McCain-Feingold Act—prohibits national political parties, federal officeholders, and federal candidates from raising soft money.

C The law also places time restrictions on broadcasting political ads. Corporations, unions, and interest groups are banned from running ads aimed at a candidate for federal office within 60 days of a general election or 30 days of a primary election. Finally, the law raises the limits on hard money contributions, stating that candidates may collect up to \$2,000 per donor in each election. Political parties can collect \$25,000 per donor in each year.

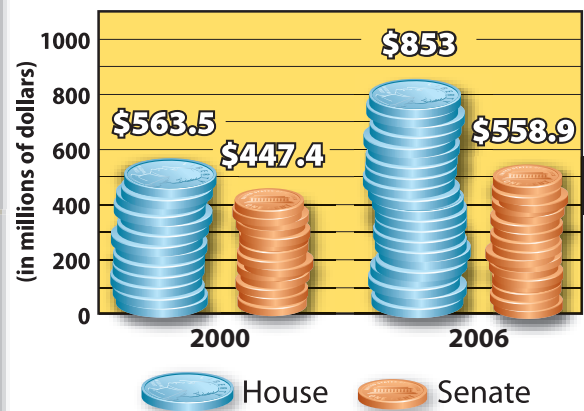
R

Funding Congressional Campaigns

Sources of Congressional Money 2006



Spending for Congressional Candidates



Source: www.fec.gov

Analyzing Graphs

- Identifying** What group donated most of the congressional money in 2006?
- Calculating** About how much more money was spent for congressional candidates in 2006 than in 2000?

New Law Upheld

Critics of the new law immediately challenged it as a violation of the First Amendment rights of free speech. In 2003 the Supreme Court case of *McConnell v. Federal Election Commission* upheld all the major provisions of the McCain-Feingold Act as constitutional. The Court stated that it was in the public interest for Congress to limit the size of campaign contributions. Without limits, there would always be the appearance that big donors were able to buy influence with policymakers in ways not available to ordinary citizens.

The majority opinion, written by Justices John Paul Stevens and Sandra Day O'Connor, upheld the ban on corporations, unions, and interest groups from running advertisements for or against a candidate for federal office within a certain period of time

before general and primary elections. The Court also supported the McCain-Feingold Act's setting restrictions on campaign advertisements disguised as "issue ads."

Looking to the Future

The Court's decision set the rules for the 2004 elections and beyond. It will affect how candidates go about raising funds. For example, there will be a new emphasis on getting many small donations rather than a few large ones. As a result, the Internet will play a larger role in political fund-raising. The Internet gives politicians and their supporters an inexpensive way to quickly reach millions of people who might be willing to make the smaller contributions.

 **Identifying** How did the McCain-Feingold Act change campaign finance?

Section Review 3

Vocabulary

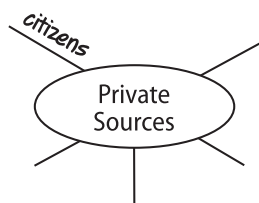
1. **Write** sentences related to campaign finance using the following terms: *propaganda*, *political action committee (PAC)*, *soft money*, *incumbent*.

Main Ideas

2. **Describing** What is the purpose of a political campaign?
3. **Describing** Why was there some reluctance to reform campaign financing? What groups were most in favor of this reform?

Critical Thinking

4. **BIG Idea** Explain the two sides in the campaign spending reform issue. With which side do you agree? Explain your position.
5. **Summarizing** On a graphic organizer like the one below, list the different private sources of campaign contributions.



6. **Evaluating** What qualities of competence and leadership do you think are important in a presidential candidate?

CITIZENSHIP Activity

7. **Persuasive Writing** Should the media be required to provide equal coverage for all candidates and for all political parties? Is it fair that the two major political parties can obtain greater coverage in the news than the minor parties? Write a one-page paper explaining your view on these issues.



Study Central™ To review this section, go to glencoe.com.

Voting

Voting is a basic political right of all citizens in a democracy who meet certain qualifications set by law.

Voting allows citizens to take positive actions to influence or control government.

You are qualified to vote if you are not a convicted felon or legally insane, and you are:

- a citizen of the United States
- at least 18 years old
- Most states also require that you be a resident of the state for a specified period and that you register to vote.

Registering to Vote

Registration requirements are set by state law and differ from state to state.

When you register to vote for the first time, you must show proof of citizenship, address, and age.

President John F. Kennedy votes



Students register to vote

Voting Procedures

- You vote at a polling place in your home precinct. A precinct is a voting district.
- You will cast your ballot by using a voting machine.
- Citizens who cannot get to the polling place on Election Day can vote by absentee ballot.

The Electoral College

Presidents are not chosen by direct popular vote but by a body known as the Electoral College.

While the presidential candidates' names are printed on the ballot, the voters are not actually voting directly for president and vice president. Rather, they are voting for all of their party's electors in their state.

Political Campaigns

- Running for office costs money.
- Campaigns are funded privately and publicly.
- Campaign finance reform remains an important issue.

Campaign worker monitors voters



Study anywhere, anytime! Download quizzes and flash cards to your PDA from glencoe.com.

10 ASSESSMENT

TEST-TAKING TIP

Neatness counts even in objective questions. Fill in ovals carefully and print legibly.

Reviewing Vocabulary

Directions: Choose the word(s) that best completes the sentence.

- The results of an election are called _____.
A returns **C** exit polls
B ballots **D** electorates
- Citizens can propose a new law through a(n) _____.
A recall **C** referendum
B initiative **D** proposition
- Citizens can approve or reject a local or state law with a(n) _____.
A recall **C** referendum
B initiative **D** proposition
- Much of the money from election campaigns comes from _____.
A returns **C** incumbents
B electors **D** political action committees

Reviewing Main Ideas

Directions: Choose the best answer for each question.

Section 1 (pp. 292–299)

- What does the National Voter Registration Act require states to do?
A deny felons the right to vote
B give the vote to citizens 18 and older
C record voters' party affiliation when they register
D allow people to register when renewing their licenses

- Which group has the highest rate of voter turnout?
A middle-aged people
B disgruntled citizens
C low-income earners
D high school dropouts

Section 2 (pp. 300–304)

- How many electoral votes does a presidential candidate need to win?
A 100
B 270
C 435
D 538
- Why is a runoff election held?
A citizens want to remove an elected official
B parties want to narrow a field of candidates
C no candidate in a state election wins a majority
D no presidential candidate wins enough electoral votes

Section 3 (pp. 305–310)

- How do campaign organizations canvass on a national level?
A by going door to door
B by advertising on television
C by conducting frequent polls
D by seeking celebrity endorsements
- Why does the federal government set limits on direct campaign contributions?
A to limit candidates' free speech
B to keep corruption out of elections
C to create public funding for third parties
D to increase the soft money contributions

GO ON 

Critical Thinking

Directions: Base your answers to questions 11 and 12 on the diagram below and your knowledge of Chapter 10.

	2000	2004
18–24	36%	47%
25–34	51%	56%
35–44	60%	64%
45–54	66%	69%
55–64	70%	73%
65–74	72%	73%
75+	67%	69%
All ages	60%	64%

Source: Authors' Tabulations from the CPS Nov. Voting and Registration Supplements, 1972-2004.

- Compare the percentage point differences between the 2000 and 2004 elections. Which age group showed the greatest increase in its rate of voter turnout?
 - 18–24
 - 25–34
 - 35–44
 - 45–54
- What can you conclude based on data in the chart?
 - More people 65–74 years old voted in 2000 than in 2004.
 - Voters 75 and older outnumbered voters between 25 and 34.
 - Voters between 18 and 24 had the lowest rates of voter turnout.
 - Voters between 45 and 74 made up 72% of the total voters in 2004.

Document-Based Questions

Directions: Analyze the following document and answer the short-answer questions that follow.

The following passage is from a campaign debate between presidential candidates Al Gore and George Bush in 2000.

GORE: One of the serious problems, hear me well, is that our system of government is being undermined by too much influence coming from special-interest money. We have to get a handle on it. And like John McCain, I have learned from experience, and it's not a new position for me. Twenty-four years ago I supported full public financing of all federal elections. And anybody who thinks I'm just saying it, it will be the first bill I send to the Congress. . . .

BUSH: All right, let me just say one thing!

GORE: I care passionately about this, and I will fight until it becomes law.

BUSH: I want people to hear what he just said! He is for full public financing of Congressional elections! I'm absolutely, adamantly opposed to that! I don't want the government financing Congressional elections!

—Presidential Debate, October 3, 2000

- What are Gore's and Bush's positions on full public financing of federal elections?
- Why might wealthy special-interest groups object to candidates using only federal funding for their campaigns?

Extended Response

- Write a brief essay about the kinds of activities that political campaigns include. Also explain why candidates need large amounts of money to run their campaigns.

STOP

Civics ONLINE

For additional test practice, use Self-Check Quizzes—Chapter 10 on glencoe.com.

Need Extra Help?

If you missed question. . .	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Go to Page. . .	297	301	301	308	295	299	303	301	306	308	299	299	303	303	306

The Machinery of Democracy

With no national balloting system, the U.S. is a patchwork of voting methods

Unlike India and Canada, America does not have a national system for running elections or counting votes. That's because the Constitution left election procedures to the states. They in turn have passed the responsibility down to counties and cities—some 13,000 of them—which choose and pay for their preferred methods of counting ballots.

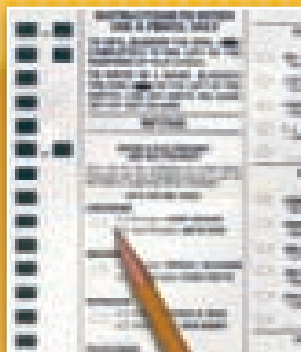
The imperfect patchwork of voting methods in use around the U.S. causes hundreds of thousands of ballots to be discarded each year. About 2% of all votes in presidential elections are marked for more than one candidate or for none, mostly as a consequence of voter confusion. Sometimes that confusion has serious consequences. In 2000, George W. Bush was declared President based on a 537-vote lead in Florida. Later analysis revealed that Al Gore lost more than 6,000 votes—and the White House—because some Florida voters marked more than one name on Palm Beach County's "butterfly ballot." On that ballot, the names of 10 presidential candidates alternated on two pages. "Voters' confusion with ballot instruction and design and voting machines appears to have changed the course of U.S. history," concluded a post-election analysis by a group of newspapers.

How Americans Vote: An imperfect system

A look at the various methods used throughout the United States*

Optical Scan

1



Courtesy TIME

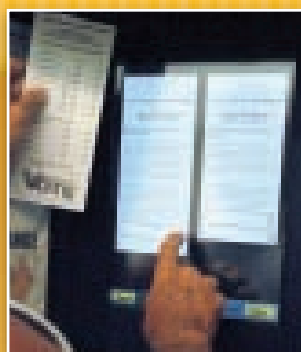
PERCENT WHO
VOTE THIS WAY:
35%

HOW IT WORKS: Voters fill in rectangles, circles, ovals, or incomplete arrows next to their candidate. A computer selects the darkest mark as the choice.

PROS/CONS: Easy for voters to use, and double-marked ballots are immediately rejected, allowing voters to revise their ballots. But the equipment is expensive and can have problems reading sloppily marked forms.

Electronic

2



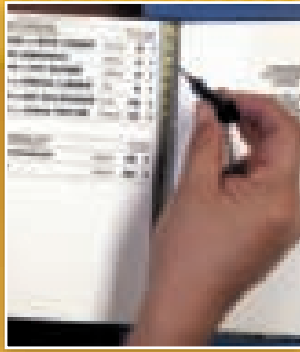
Tim Boyles/Stringer/Getty Images

PERCENT WHO
VOTE THIS WAY:
29%

HOW IT WORKS: Voters directly enter choices into the machine using a touchscreen or push buttons. Votes are stored via a memory cartridge.

PROS/CONS: Though as easy as using an ATM, this technology is still fairly expensive. There is no "paper trail" in the event of a recount. And the machines are subject to programming error, malfunction, and tampering.

Charles Bennett—AP



PERCENT WHO VOTE THIS WAY:
14%

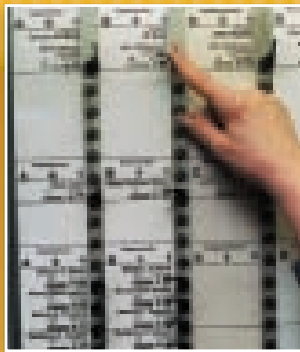
Punch Card

3

HOW IT WORKS: Voters insert blank cards into clipboard-size devices, then punch the hole opposite their choice. Ballots are read by a computer tabulator.

PROS/CONS: An economical method, but holes are often incompletely punched. The dangling bits of cardboard, known as “chads,” can lead to inaccurate tabulation of votes. And the notorious “butterfly ballot” caused massive confusion among Florida voters in 2000.

Stuart Ramson



PERCENT WHO VOTE THIS WAY:
14%

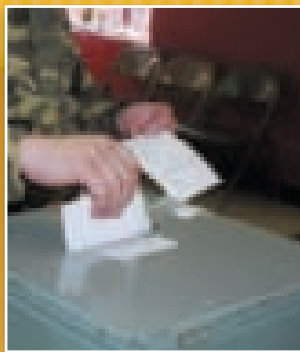
Lever Machine

4

HOW IT WORKS: Each candidate is assigned a lever, which voters push down to indicate their choices.

PROS/CONS: Once the most popular form of voting, lever machines are simple to use but heavy, old, and no longer manufactured. There is no paper trail if recounts are necessary.

Vincent Lerz—AP



PERCENT WHO VOTE THIS WAY:
1%

Paper Ballot

5

HOW IT WORKS: Voters record their choices in private by marking the boxes next to the candidate and then drop ballots in a sealed box.

PROS/CONS: An inexpensive and straightforward method that dates back to 1889. Counting and recounting can be slow.

* Note: Figures are for the presidential election held in November 2004. Additional 7% is made up of voters in counties where more than one voting method is used. Sources: Election Data Services, Federal Election Commission.

Is There a Better Way of Balloting Ahead?

A UNIFORM BALLOT

Some think there should be a single ballot design for all federal elections—same type, style, and size, with ballot marks in the same place.

MOVE ELECTION DAY

Should it be a holiday or moved to the weekend so more people don't have to squeeze in their civic responsibility around work? It's a nice idea, but voters might just take a vacation.

C

VOTING BY MAIL

Oregon has tried this concept, with mixed success. If the kinks can be worked out, though, it could relieve the crowding on Election Day and boost turnout by giving people more time to vote.

COMPUTERIZED VOTING

Some experts see elections being eventually held entirely over the Internet. Security problems have to be solved first, though. And what about voters who are not computer-literate?



Comstock