


Voting and Elections

★ CITIZENSHIP AND YOU ★

The right to vote is one of the fundamental rights of citizens in a democratic society. It is also a major responsibility of citizenship. Conduct a poll in your neighborhood to learn who is registered to vote.

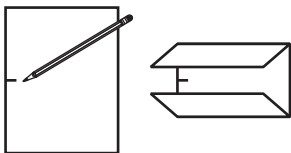
 To learn more about elections and voting, view the **Democracy in Action** video lesson 17: Elections and Voting.



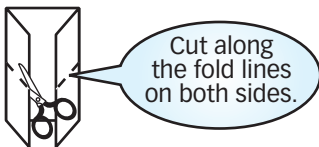
FOLDABLES™ Study Organizer

Analyzing Information Study Foldable Make this foldable to help you answer questions about voting and elections.

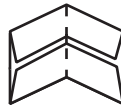
Step 1 Mark the midpoint of a side edge of one sheet of paper. Then fold the outside edges in to touch the midpoint.



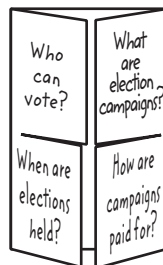
Step 3 Open and cut along the inside fold lines to form four tabs.



Step 2 Fold in half from side to side.



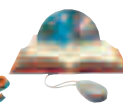
Step 4 Label as shown.



Reading and Writing As you read the chapter, ask yourself the questions labeled on the foldable. As you read each section, find the answer to each question. Record your answers under the appropriate tab.

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Chapter Overview Visit the *Civics Today* Web site at civ.glencoe.com and click on **Chapter Overviews—Chapter 10** to preview chapter information.



CONTENTS

Who Can Vote?

GUIDE TO READING

Main Idea

After meeting the qualifications, people who want to vote must register before going to the polling place to cast their ballots.

Key Terms

polling place, precinct, ballot, absentee ballot, returns, exit poll, electorate, apathy

Reading Strategy

Sequencing Information

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

1.	2.	3.	4.	5.	6.
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Read to Learn

- How has the right to vote expanded?
- How does the registration and voting process work?



Americans in Action

On the first Tuesday after the first Monday of every November, Mary Gettinger has a regular job. It lasts all day. Mary describes herself as “tired but satisfied” at the end of the day. Ever since she retired from her teaching job 17 years ago, Mary has worked as a poll worker. She puts in a long day at the elementary school in her community, where two precincts’ worth of people vote on local, state, and national issues and candidates. Mary views her work as a poll worker as an important public service. “After voting myself,” she says, “working the polls is the most important thing I do, because it helps other people vote.”



Pointing the way to the polling place

Qualifying 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 rulers of our democracy . . . are the voters of this country.”

During our nation’s early years, most voters were white, adult males, and property owners. The many 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. People who have been convicted of serious crimes are the most common exception to the general rules. Most states deny them the right to vote until they have served their prison sentences.

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

Voter Registration


People who meet the qualifications must register to vote before they can take part in an election. Most states require registration at least 25 days before an election. In a few states, however, the deadline is much 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. A federal law that took effect in 1995, the National Voter Registration Act, widely known as the Motor Voter Act, requires the states to allow people to register when they renew their drivers' licenses. Citizens may also mail in registrations or register at numerous state offices, welfare offices, and agencies that serve the disabled.

Registering to vote involves filling out some forms. These forms ask for your name, address, age, and often your party preference. You may register as a Democrat, a Republican, unaffiliated, or a member of some other party. If you register as a Democrat or Republican, you will be able to vote in primary elections where you can choose your party's candidates for the general election.

When you register for the first time, you must show proof of citizenship, address, and age by showing a driver's license or birth certificate. Once you have registered, you are assigned to an election district. On Election Day, election officials will use a list of voters registered in the district to verify

that the people who vote are eligible and to prevent people from voting more than once.

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

Steps in Voting

On Election Day, voters go to the polling place in their precinct. 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.

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 on the wall at the entrance. A **ballot** is the list of candidates on which you cast your vote. Once inside, you go to the clerk's table. Here you write your name and address on an application form and usually sign it. 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 a Vote

You then go to the voting booth where you hand the application form to an election judge. Judges watch over the operation of the voting booths, making sure that everyone can vote in secret and helping voters who are physically challenged, elderly, or unable to read.



As Carl Jaramillo sees it, voter apathy is one of the country's biggest problems. "In [the 2000 presidential] election, we had barely over 50 percent turnout," says the 19-year-old Raleigh, North Carolina, native. "Compared to other western democracies, that's ridiculously low. People just aren't paying attention."

But Jaramillo is. He joined Kids Voting USA, a grassroots organization that gets young people involved in the voting process. With Jaramillo leading the way, the local chapter registered eligible high school seniors and hosted a mayoral debate, among other activities.

"Kids Voting is really a smart solution," Jaramillo tells TIME. "What they're working on is future voters, 20 years down the line. In the short term, it also has a trickle-up effect, because kids push their parents [to vote]."

For more information about Kids Voting USA, click on their Web site: www.kidsvotingusa.org



Carl Jaramillo from North Carolina

You will cast your ballot by using a voting machine. The two most common types are the punch-card machine and the lever machine. Whatever machine you use, you will usually use a ballot with the candidates' names listed according to their political party and the office they are seeking.

Because election methods are left to the states, the kinds of voting machines used vary widely. 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, 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 upgrading their voting machines.

All types of voting machines allow voters to cast a secret ballot. All 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. Then they mark this ballot and return it by mail. 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.

Major television networks always devote the entire evening and night to covering the vote during presidential elections. They use computerized predictions based on the past voting history of key precincts in every state to “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 networks were embarrassed by an early and incorrect call on the presidential vote in the decisive state of Florida in the 2000 election.

Some political commentators have criticized these early calls. 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 Westerners not to bother going out to vote. This not only reduces overall voter turnout but also may affect the results of local, state, and congressional elections.

Reading Check **Explaining** What does it mean to vote a split ticket?

Why Your Vote Matters

The best way to prepare to vote is to stay informed about candidates and public issues. Newspapers, TV, radio, news-magazines, 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. As you read about candidates and the issues they support, though, read carefully to separate facts from opinions. Everyone has different reasons for supporting particular candidates. As you read

Supporting Issues American citizens express their feelings about issues. The percentage of voters who participate in presidential elections is usually greater than the percentage who take part in state and local elections. **Why do you think this is so?**



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.

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 fact, a very small percentage of the population determined the election's outcome.

Despite the fact that voting gives Americans a chance to participate in their government, not everyone in the electorate votes. Some citizens do not vote because they do not meet state voting requirements,

or they have not reregistered after changing residences. Other Americans 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.

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.

There are important reasons to exercise your right to vote, though. 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 good reasons to exercise your right to vote?

SECTION 1 ASSESSMENT

Checking for Understanding

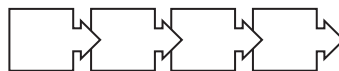
1. **Key Terms** Write a true statement *and* a false statement for each term below. Below each false statement explain why it is false. **polling place, precinct, ballot, absentee ballot, returns, exit poll, electorate, apathy**

Reviewing Main Ideas

2. **Explain** How did the Motor Voter Act affect voter registration in the United States?
3. **Identify** In the early days of our nation, what was the only group of people eligible to vote?

Critical Thinking

4. **Drawing Conclusions** Do you think the federal government should prohibit exit polls during presidential elections? Why or why not?
5. **Sequencing Information** On a graphic organizer like the one below, write all of the steps involved in voting.



Analyzing Visuals

6. **Infer** Examine the photographs on page 239. Why would other Americans encourage you to vote?

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7. **Research** Contact your local board of elections. Find out the qualifications for people to work at the polls. Ask the board of elections officials to explain the duties of the poll workers or interview people who have been poll workers.



Election Campaigns

GUIDE TO READING

Main Idea

Every two years for Congress and every four years for the president, voters respond to political campaigns by going to the polls and casting their ballots.

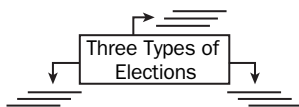
Key Terms

initiative, proposition, referendum, recall, Electoral College, elector, winner-take-all system

Reading Strategy

Organizing Information

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

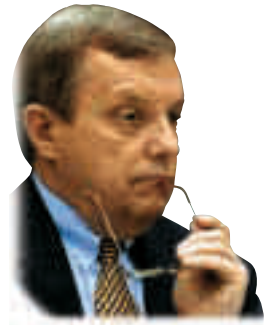


Read to Learn

- What are the types of elections available to voters?
- What are the steps in the presidential election process?



The Electoral College received more attention in the 2000 election year than it ever had before. And that's why Democratic Senator Richard Durbin of Illinois proposed a constitutional amendment to abolish the Electoral College. Durbin contends that presidential elections would be fairer if they were based solely on a popular vote. His only qualification is that if no candidate wins more than 40 percent of the popular vote, a runoff election be held between the two top vote getters. Durbin's proposal was referred to the Senate Judiciary Committee.



Senator Durbin

Types of Elections

The Electoral College is part of the process that Americans use to select their president. Americans also vote in various other elections. With about half a million elected officials in the United States, it seems as if someone, somewhere, is always running for office. In addition, Americans have many opportunities to vote on issues as well as candidates. Besides primary elections, there are three types of elections in the United States: general elections, elections on issues, and special elections.

General Elections

As you learned in Chapter 9, elections are a two-part process. The first part of the process 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 also 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 years.

For all races except the presidential race, the candidate who wins a majority 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 state and local elections, 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 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 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.

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

Presidential Elections

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

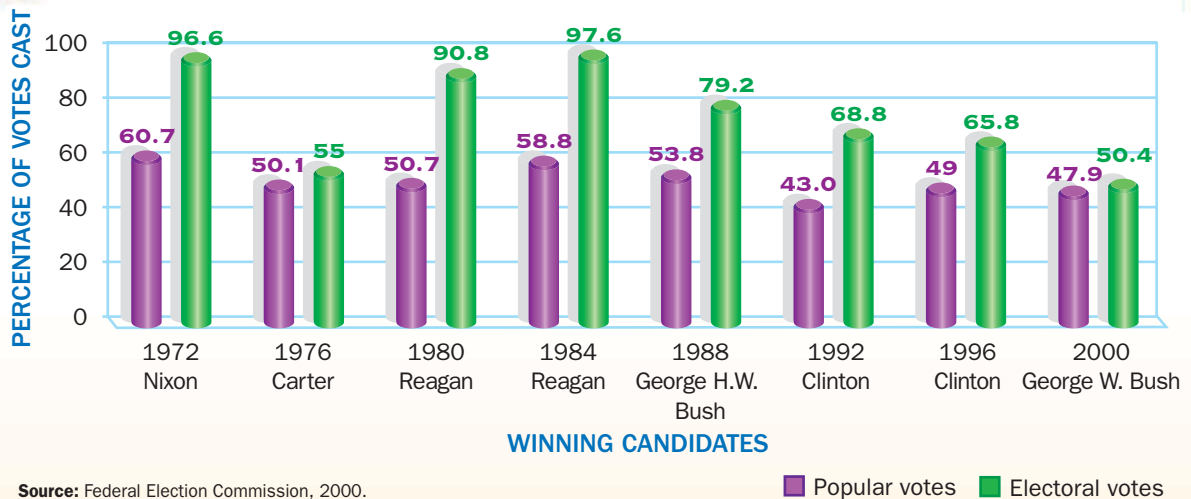
Nomination

Presidential hopefuls start campaigning for their party's nomination a year or more before the election. In the past, both major parties held national conventions in the summer of the election year



Analyzing Visuals In presidential elections, citizens do not vote directly for candidates; instead they vote for electors, who in turn cast their ballots for candidates on a state-by-state basis. **What is the cartoonist's view of the Electoral College? What details support your answer?**

Presidential Elections, 1976–2000



Analyzing Graphs

Between 1972 and 2000, Democratic candidates won three presidential elections. In which election were the electoral vote and popular vote percentages closest?

to choose their candidate. 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.

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 rally party members across the country for the work ahead.

Campaign

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. They 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.

The Vote and the Electoral College

We have already seen in Chapter 7 that presidents are not chosen by direct popular vote but by a body known as the **Electoral College**. 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.

The Electoral College system is as old as the U.S. Constitution. It was a compromise measure. Some of the Founders wanted the American people to have direct control over the new national government. 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. Their compromise was to have the legislatures in each state choose presidential electors. Now the voters in each state directly choose the electors.

Critics of the Electoral College charge that large states like California, which have many more electoral votes than small states, have too much influence in deciding the election. Others argue that by including votes for senators, the system gives unfair power to states with small populations. Under a truly proportional system the will of the people would be more fairly carried out in elections. Critics also point out that 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 history. Also, a third-party candidate could win enough electoral votes to prevent either major-party candidate from receiving a majority. The third-party candidate could then bargain to release electoral votes to a major-party candidate. The winner-take-all system also makes it extremely difficult for third-party candidates to be represented at all in the electoral vote.

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

SECTION 2 ASSESSMENT

Checking for Understanding

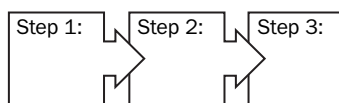
1. Key Terms Write a paragraph that summarizes the key points of this section. Use all of the following terms: **initiative, proposition, referendum, recall, Electoral College, elector, winner-take-all system.**

Reviewing Main Ideas

- 2. Explain** Why have national political conventions lost the main purpose of choosing nominees?
- 3. Summarize** 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

- 4. Making Judgments** Analyze the criticisms of the Electoral College. Do you think it should be eliminated or maintained? Explain your answer.
- 5. Sequencing Information** List and explain the steps involved in presidential elections by completing a graphic organizer like the one below.



Analyzing Visuals

- 6. Review** Look at the bar graph on page 243. Which president shown on the graph received the largest percentage of popular votes? Electoral votes?

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- 7. Research** Using the library or Internet, research your state's election laws. Does your state allow the initiative? The referendum? Recall? If so, explain the last time they were used successfully.

Issues to Debate

Should the Electoral College Be Abolished?

Al Gore was the winner of the 2000 presidential election by a popular vote of about 333,000. He conceded the election to George W. Bush. Reports like this left people scratching their heads. As Senator Robert Torricelli of New Jersey remarked at the time, “Americans are about to engage in a great civics lesson.” The subject was the Electoral College—the 538 delegates who elect the president and vice president based on each state’s popular vote. Most states, except Maine and Nebraska, operate on the winner-take-all rule. The candidate who finishes first, even narrowly, gets all of the state’s electoral votes. The Electoral College had decided elections before—three times in the 1800s. However, this was the first time it had happened in more than 100 years.



A vote cast for an elector

Yes

Until our recent national crash course in the federal election process, most Americans saw the Electoral College as a harmless anachronism [a person or thing out of place in time]. But 10 days ago, for the first time in over a century, the nation watched as the oath of office was administered to an elected president who failed to secure a plurality of the votes cast. . . . [W]e must also ask—as many of my constituents have—whether an electoral system that negates the votes of half a million citizens is compatible with democratic values. . . . If the Electoral College merely echoes the election results, then it is superfluous [not necessary]. If it contradicts the voting majority, then why tolerate it?

—Representative William D. Delahunt
from Massachusetts

No

I believe that the current Electoral College system offers many advantages over a popular vote. In our republic, a citizen who resides in a state with low population deserves just as much representation as a citizen in a city. Though at first glance it may seem that a popular vote would grant an equal voice to each, in fact it would eliminate it. Population centers would grab nearly all the consideration, as the number of popular votes in the farmlands of the country is measly compared to someplace like Boston. Why would a candidate bother with states with low populations? . . . The Electoral College ensures that candidates campaign to the entire country and safeguards the importance of each state’s voice, be it large or small.

—Meredith Miller Hoar, Bowdoin College

Debating the Issue

1. Why does Hoar support the Electoral College?
2. Why does Delahunt oppose the system?
3. Any change in the Electoral College system would require a constitutional amendment.

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

Paying for Election Campaigns

GUIDE TO READING

Main Idea

Political campaigns in the United States require millions of dollars and, although regulations exist, parties find ways to raise and use soft money to fund their candidates.

Key Terms

propaganda, soft money, political action committee (PAC), incumbent

Reading Strategy

Comparing and Contrasting Information

Use a chart like the one below to compare public and private campaign funding.

Public	Private

Read to Learn

- How are campaigns financed, both publicly and privately?
- What are possible reforms of the campaign finance system?



Many legislators, discouraged by the fact that spending on political campaigns is rising while voter participation is decreasing, approved an act to reform the nation's campaign finance law in 2002. The bill bans the large unlimited contributions to national political parties known as soft money. The bill was the result of continued efforts by Senators John McCain and Russell Feingold. "This great center of democracy is truly tainted by money," Feingold explained. "Particularly after September 11, all of us in this chamber hope the public will look to the Capitol and to the Senate with reverence and pride, not with derision." If upheld by the courts, the new law will be the most far-reaching reform yet.



Cash for campaigns

Running for 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 for the election.

The purpose of campaigns is to convince the public to vote for a particular candidate. Each campaign has a campaign organization to help run the campaign. 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.

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 for a candidate. Much of that money goes for 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

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 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 to several million dollars. In recent elections, spending for each seat in Congress has averaged out to 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?

Political TV Television commercials have become more popular than other advertising forms. TV ads help candidates create an image that appeals to the public. **Why are television commercials an effective way to campaign?**



Financing a Campaign

Until the 1970s, candidates relied on contributions from business organizations, labor unions, and individuals. This system of financing campaigns tended to give wealthy individuals and groups a better chance of winning elections and, therefore,

more political power. The public also wondered if successful candidates then owed special favors to the people who contributed to their campaigns.

Starting in 1971 Congress tried to place some controls on campaign financing. The Federal Election Campaign Finance Act of 1971 (and its amendments in 1974, 1976, and 1979) established the main rules for campaign finance today. The law required public disclosure of each candidate's spending, established federal funding of presidential elections, and tried to limit how much individuals and groups could spend. For example, the law limited the amount of money that an individual may donate to a presidential candidate. It also created the Federal Election Commission (FEC)—an independent agency of the executive branch—to administer all federal election laws and monitor campaign spending. A 2002 bill loosened some of these restrictions while placing greater restrictions in other areas.

Public Funding

A major source of money is the Presidential Election Campaign Fund created by the 1971 law. 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 to get some of this money to campaign in primary elections if they have raised \$100,000 on their own. After the national conventions, the two major-party candidates 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. H. Ross Perot, a candidate of the Reform Party in

American Biographies



Carrie Chapman Catt (1859–1947)

“Everybody counts in a democracy,” declared Carrie Chapman Catt during the battle over woman suffrage, or 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 co-edit 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 to a democracy.



the 1996 presidential race, received enough votes to qualify the Reform Party's candidate, Pat Buchanan, for federal funding in the 2000 election.

Private Funding

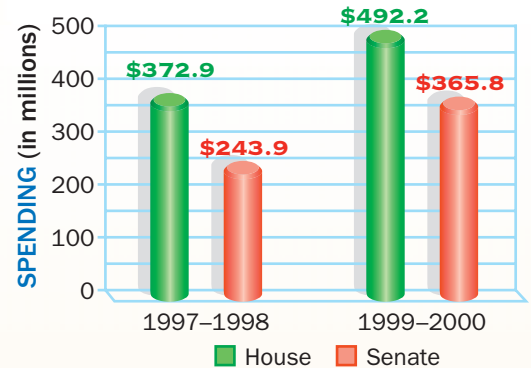
Most campaign funding does not come from public sources, however. Private sources provide campaign funds and include individual citizens, party organizations, and corporations. In addition, a wide variety of special-interest groups, such as labor unions, the National Rifle Association, and the American Medical Association donate funds to candidates.

After presidential candidates receive their federal funds and the modest amounts that individuals and groups may give them directly, their fund-raising is supposed to be finished. However, presidential as well as congressional candidates have found ways to get around the limits of the 1971 law. The two key ways are so-called soft money donations and contributions made through organizations known as political action committees (PACs).

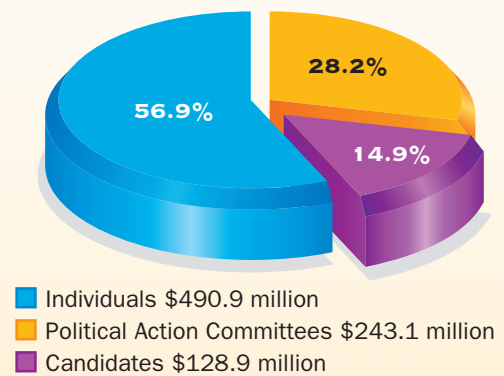
Donations given to political parties and not designated for a particular candidate's election campaign are called **soft money**. By law, this money must be used for general purposes, such as voter registration drives or direct mailings or advertisements about political issues. A law proposed in 2002 banned unlimited amounts of soft money.

National political parties have figured out ways to use soft money to support their candidate's campaign without giving the money directly to the candidate. Instead, they spend the money on other activities that benefit the campaign. Most soft money goes for national TV ads for the parties' candidates. Soft money provides a way for wealthy people and groups to spend as much as they want in support of a party's candidates, especially the presidential candidate.

Funding Congressional Campaigns, 1997–2000



SOURCES OF CONGRESSIONAL MONEY, 1999–2000



Analyzing Graphs

Spending for House and Senate campaigns has increased during the past several elections. If 34 senators were elected in 2000, approximately how much was spent per Senate seat?

Candidates themselves do not hesitate to help their parties raise soft money. For example, during the 2000 election Republican candidate George W. Bush held a fund-raising dinner where individuals and corporations donated \$21 million for the party. Not long after, President Bill Clinton and Vice President Al Gore held a similar dinner for Democrats and raised \$26 million. Before Election Day each party had raised more than \$200 million in soft money.

CLICK HERE

CIVICS Online



Student Web Activity Visit civ.glencoe.com and click on **Student Web Activities—Chapter 10** to learn more about paying for election campaigns.

The 1971 campaign finance law also led to the growth of political action committees (PACs). **Political action committees** are political organizations

established by corporations, labor unions, and other special-interest groups designed to support political candidates by contributing money. A PAC uses its funds to support presidential, congressional, and state and local candidates who favor the PAC’s position on issues. According to the 1971 law, corporations and labor unions are not allowed to give directly to campaigns. They can, however, set up PACs and give unlimited amounts of soft money to political parties. Today there are more than 4,700 PACs.

Campaign Finance Reforms

An important democratic value is the idea that government should represent all the people, including ordinary citizens without

money or power. Critics of the current system argue that when groups and individuals are able to give huge amounts of money to support candidates, they may later receive special favors not available to average citizens. On the other hand, some people argue that trying to restrict how much people can donate to election campaigns is a limitation on free speech. In a 1976 decision, the Supreme Court ruled that it was a violation of free speech to limit how much a candidate could spend on his or her own election campaign. The effect of this ruling is that wealthy candidates can, and do, spend vast amounts of their own money to get elected—an outcome that some would call “buying” an election.

Congress discussed reforming campaign finance for many years. Reform, though, was difficult to achieve because PACs give most of their soft money to **incumbents**—politicians who have already been elected to office. As a result, many lawmakers were reluctant to change the rules in ways that could help their opponents in the next election and will challenge the 2002 law.

Reading Check Identifying What are the private sources of campaign funding?

SECTION 3 ASSESSMENT

Checking for Understanding

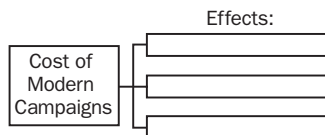
- 1. Key Terms** Use the following terms in sentences related to campaign finance: **propaganda, soft money, political action committee (PAC), incumbent.**

Reviewing Main Ideas

- 2. Identify** What federal agency administers election laws and monitors campaign spending?
- 3. Describe** How do presidential candidates qualify for federal election funds? How do third-party candidates qualify for federal election funds?

Critical Thinking

- 4. Making Judgments** Explain the two sides in the campaign spending reform issue. With which side do you agree? Explain your position.
- 5. Summarizing Information** On a graphic organizer like the one below, list the effects resulting from the high costs of modern political campaigns.



Analyzing Visuals

- 6. Summarize** Review the graphs about funding the congressional campaigns from 1997 to 2000 on page 249. How much money was spent on congressional campaigning in 1999–2000?

★ BE AN ACTIVE CITIZEN ★

- 7. Interview** Contact your local representative and your senators. Find out how much money they spent on their last campaigns. Who contributed the most to their campaigns?

Critical Thinking SKILLBUILDER

Distinguishing Fact From Opinion

Why Learn This Skill?

A politician is behind the podium giving a campaign speech. The speaker probably offers some facts and some opinions. While you may value the speaker's opinion, you still want to know which is which so you can know whom to support. Distinguishing facts from opinions will help you make a more informed decision—the one that is right for you.

Learning the Skill

When learning about candidates, you must determine if they support the things you think are important. To distinguish facts from opinions in this circumstance and others, follow these steps:

- Identify statements that can be checked. Could you verify the information in a news or library source, for instance? If so, it is a fact.
- Identify statements that cannot be verified. These statements may be based on feelings or prejudices. They often make predictions or contain superlative words such as “best” or “worse.” These kinds of statements are opinions.
- Look for “clue words.” The speaker or writer may identify opinions with expressions such as “I think,” “in my view,” “we believe,” and so on.

Practicing the Skill

On a separate sheet of paper, identify each of the newspaper editorial statements below as fact or opinion.

- 1 Mayor C.T. Hedd has more charisma than any mayor Park City has ever had.
- 2 During Mayor Hedd's first term, a total of 12 new corporations moved to the city.
- 3 The new jobs created by these corporations are the most important jobs ever offered to the Park City workforce.



Candidates for office publish many campaign materials.

- 4 City tax revenues have risen by 9.6 percent since Mayor Hedd took office.
- 5 It is the official view of this newspaper that Mayor Hedd's foresight and charm are directly responsible for Park City's growth.
- 6 Mayor Hedd deserves reelection.

Applying the Skill

Distinguish the facts from the opinions expressed in an editorial you find in a recent newspaper or magazine. Make a list of any clue words that identify opinions. Tell how you identified opinions that did not contain clue words.



Practice key skills with Glencoe's **Skillbuilder Interactive Workbook CD-ROM, Level 1.**

Assessment & Activities

Review to Learn

Section 1

- To vote, you must be registered first. On Election Day, you cast your vote at the polls usually by using some type of voting machine.



Section 2

- There are many types of elections.
- The presidential election process includes nomination, the campaign, and the vote.



Section 3

- Running for office costs money. Campaigns are funded privately and publicly.
- Many people are concerned about campaign spending.



FOLDABLES™

Study Organizer

Using Your Foldables Study Organizer

After completing your foldable, turn your desk to face a classmate. Take turns asking each other the questions labeled on the front of your foldables. See how many you can answer completely and correctly without looking under the tabs.

Reviewing Key Terms

Find the chapter term that matches each clue below.

- the location where voting takes place
- when a person votes for candidates from only one party
- when citizens cast votes for a presidential candidate they are really voting for these people
- donations to a political party that are supposedly not designated for a particular candidate
- a way for citizens to vote on state or local laws
- a voting district
- a way for citizens to propose new laws or state constitutional amendments

Reviewing Main Ideas

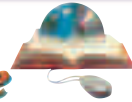
- In addition to primary elections, what three types of elections exist in the United States?
- What group of citizens can be denied the right to vote even if they meet all the qualifications?
- What was the purpose of the Federal Election Campaign Finance Act of 1971?
- What law went into effect in 1995 that made voter registration more convenient?
- Why are national party conventions less important than they used to be?
- How can people vote if they are too sick or out of town on Election Day?
- When do general elections take place?
- What do third-party candidates for president have to do to qualify for federal campaign funds?

Critical Thinking

- Drawing Conclusions** What is your opinion of the use of soft money in campaign financing? Should the system be reformed? Defend your answer.

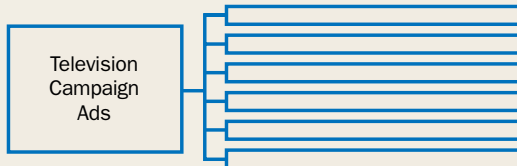
CLICK HERE

CIVICS
Online



Self-Check Quiz Visit the *Civics Today* Web site at civ.glencoe.com and click on **Self-Check Quizzes—Chapter 10** to prepare for the chapter test.

- 17. Cause and Effect** Since the mid-1900s, television has become increasingly important in political campaigns. Show the effect this has had on politics in the United States by completing the graphic organizer below.



Practicing Skills

- 18. Distinguishing Fact From Opinion** Label each statement below as a fact or opinion.
- I believe money warps government decision-making in favor of special interests.
- The way to “level the playing field” is to give all major candidates free or reduced-cost airtime on television and radio.
- The election for city attorney cost the city \$2 million, about \$29 per ballot.



Economics Activity

- 19.** Using the Internet or the library, find out what your representative or senator spent on the last campaign. Also determine the total number of votes cast in the election. What was the cost per ballot?

Analyzing Visuals

- 20.** Study the political cartoon below. What statement is the cartoonist making about campaigning?



★ CITIZENSHIP COOPERATIVE ACTIVITY ★

- 21.** Form groups to investigate the political preferences of your community. Find out if the majority of registered voters are Democrats or Republicans. In the last three presidential elections, how did the majority of your community vote—Democratic or Republican?



Technology Activity

- 22.** Using the Internet or library, find voter participation rates in the United States and two other countries and compare them in a spreadsheet.



Standardized Test Practice

Directions: Choose the best answer to the following question.

Which of the following statements best describes the Electoral College?

- F** The candidate who wins the popular vote in each state usually wins all that state’s electoral votes too.
- G** This primary race helps narrow the field of candidates.
- H** It is a body of electors, pledged to each candidate, that casts a state’s electoral votes after the popular vote is taken.
- J** It is a way that citizens can propose new constitutional amendments.

Test-Taking Tip

Eliminate answers one by one by crossing out answers you know are incorrect.

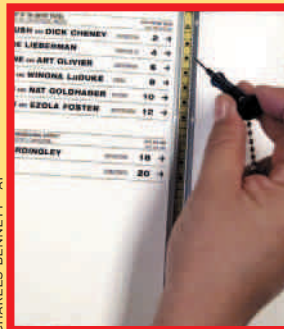
IT WAS 10 O’CLOCK ON ELECTION NIGHT 2000, and poll watchers in the small Georgia town of Dallas had a problem. The weather was humid and rainy. Now their vote-counting machine was rejecting thousands of punch-card ballots because the cardboard had warped. What to do? Break out the blow-dryers! “As weird as it sounds, it’s standard procedure,” says election superintendent Fran Watson. “We blow a hair dryer over them, and then they’ll go through.”

It’s easy to demand reform of America’s voting system—but the reality is that there is no national system. The Constitution left election procedures to the states. They in turn have passed the responsibility down to the counties and cities—some 3,000 of them—which choose their preferred methods and pay for them. “If your choice is between new voting machines and a road grader, it’s no contest,” explains Arkansas secretary of state Sharon Priest. Some experts have called for a uniform national voting technology, but for now, balloting around the country occurs through a patchwork of flawed and often antiquated methods.



HOW AMERICANS VOTE: AN IMPERFECT SYSTEM

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



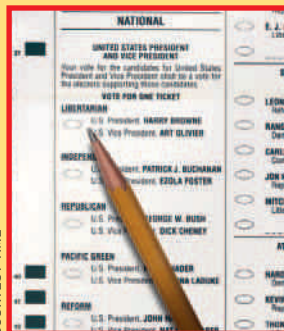
PUNCH CARD

■ PERCENT WHO VOTE THIS WAY: **34%**

■ 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,” lead to inaccurate tabulation of votes.



OPTICAL SCAN

■ PERCENT WHO VOTE THIS WAY: **27%**

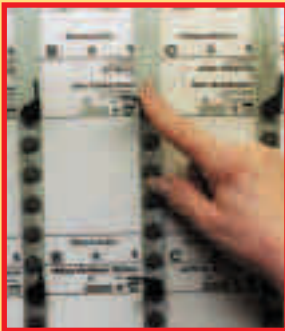
■ HOW IT WORKS:

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 voter to use, and double-marked ballots are immediately rejected. The equipment, however, is expensive and can have problems reading sloppily marked forms.

* NOTE: Figures are for the presidential election held in November 2000. Additional 9% is made up of voters in counties where more than one voting method is used. Sources: Election Data Services; Federal Election Commission.

VOTING METHODS IN THE U.S.



STUART RAMSON

LEVER MACHINE

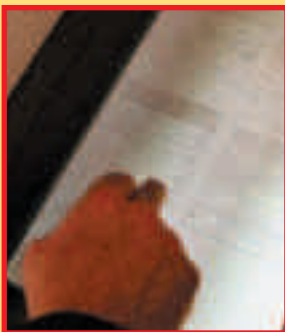
■ PERCENT WHO VOTE THIS WAY: **19%**

■ **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, the machines are

simple to use but heavy, old, and no longer manufactured. There is no paper trail if recounts are necessary.



CARLOS PUMA—THE PRESS-ENTERPRISE

ELECTRONIC

■ PERCENT WHO VOTE THIS WAY: **9%**

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

■ **PROS/CONS:** Though as easy as using an ATM, this

new technology is still fairly expensive. There is no physical ballot in the event of a recount.



VINCENT LERZ—AP

PAPER BALLOT

■ PERCENT WHO VOTE THIS WAY: **2%**

■ **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 very slow.

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.

VOTING BY MAIL Oregon tried it in 2000, 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?

COURTESY TIME

