



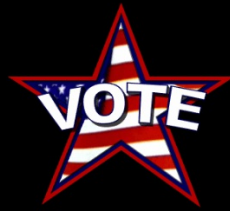
## **Drills:**

- 1. What is a party platform?**
- 2. Why don't third party candidates ever become President?**



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## **Objectives:**

- **Describe the three procedures for nominating candidates to public office.**
- **Identify three important campaign tools used in running for office**



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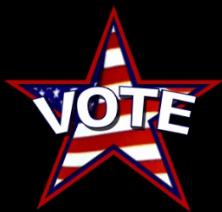
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# ELECTION PROCESS



How does someone  
become the President???



## Step 1: Primaries & Caucuses (Jan - June)

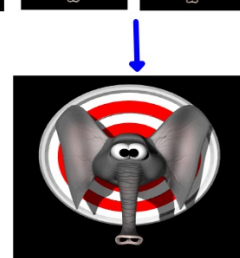
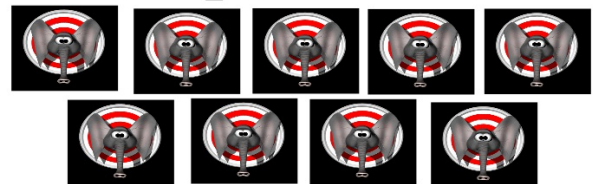
**Purpose:** Narrow down each party's candidates down to 1 who will run in the general election

Democrats



1 Democrat  
and  
1 Republican

Republicans



# Primary Elections

**Primary Elections** - Elections in which voters select candidates to be the party's nominee for president in the general election by ballot.



## Two Types of Primaries



**1. Open Primary - All voters regardless of party affiliation may vote.**

## **2. Closed Primary -**

Voters may vote in a party's primary only if they are registered members of that party



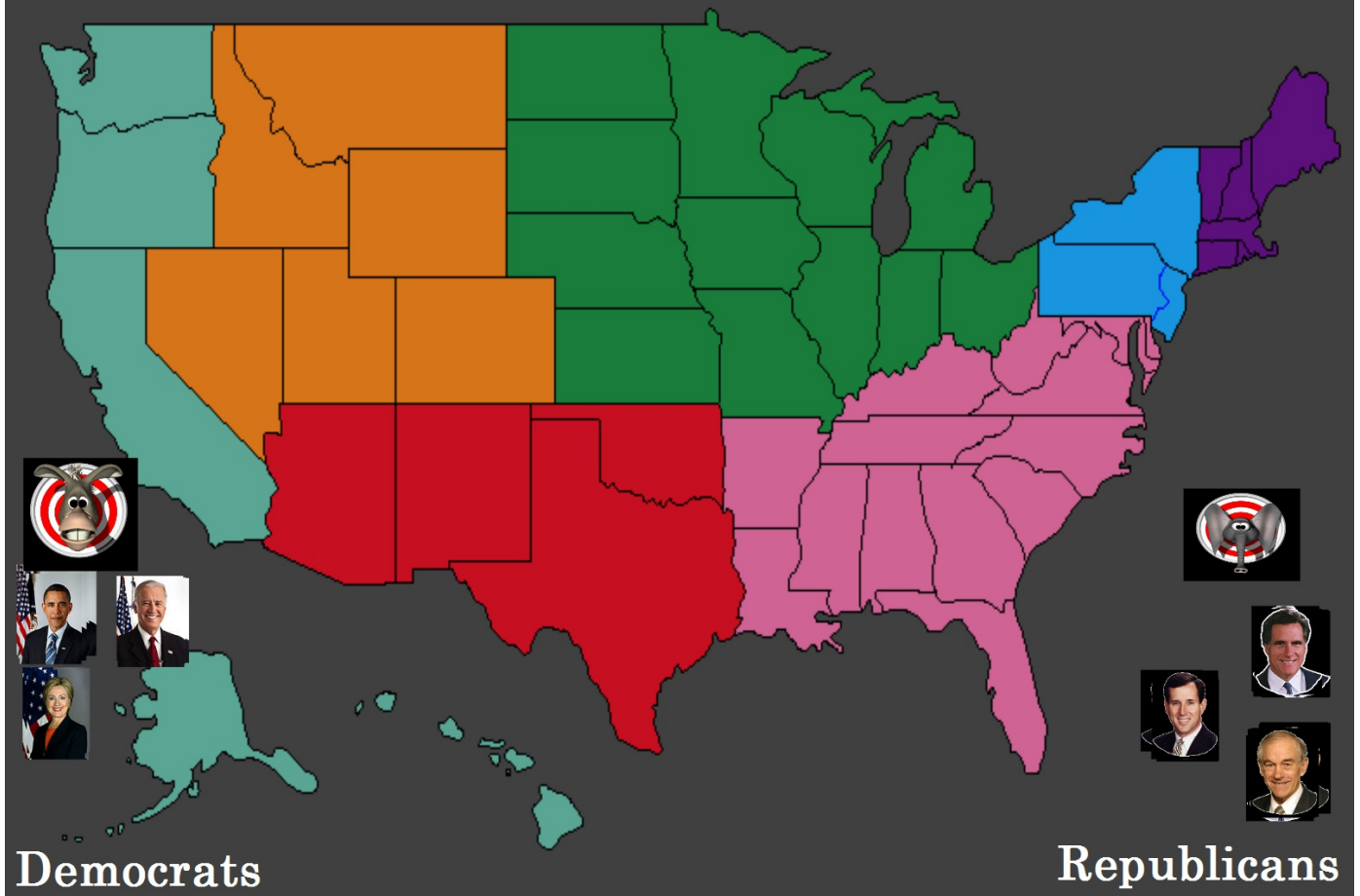
# Caucus

- **Closed meeting of party members in each state**
- Delegates select the party's choice for presidential candidate



<http://www.youtube.com/watch?v=hpgqtsYIDZY>

## PRIMARIES & CAUCUS



# Problems with Primaries and Caucuses

**1. Way to Long (January to June)**

**2. Spotlight for early winners**





## Step 2: National Convention (summer)

### Purpose:

1. Delegates select their party's nominees for President and Vice-president (TICKET)

2. Delegates at the convention adopt a party platform



## Step 3: Campaigning (Sept- Nov)

- Convince people to vote for you



- TV, Internet, debates, Interviews

## Using TV





## **Step 4: General Election** (November)

### **Purpose:**

People cast their vote  
for President (Popular Vote)

BUT.....

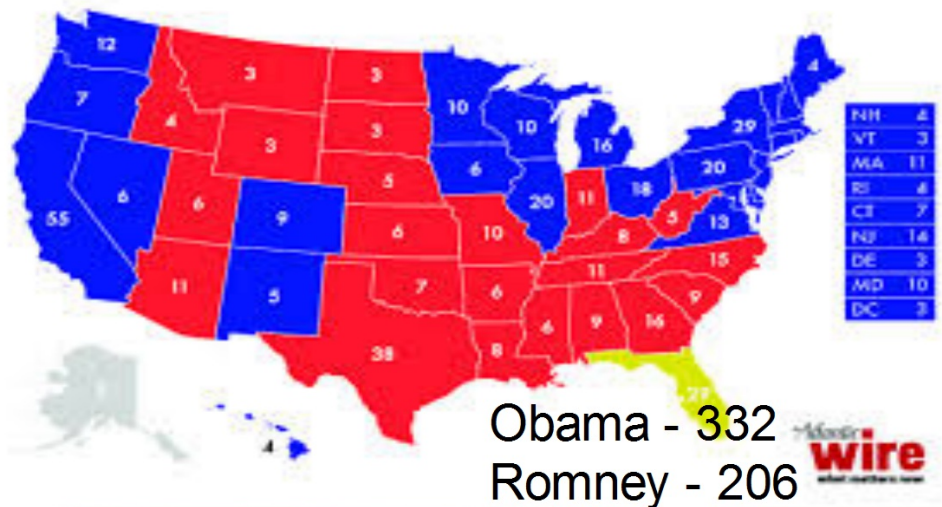


they don't actually pick the President. They vote for electors to be sent to the Electoral College who will choose the President.

## Step 5: Electoral College (December)

- The group of people (electors) who OFFICIALLY cast the vote for President & Vice President (ELECTORAL VOTE)

The candidate who wins needs 270 votes out of 538 to be declared winner.





## Step 6: Inauguration

- January 20th - The President is sworn in to office by Chief Justice.



# HOW TO BECOME PRESIDENT OF THE UNITED STATES

## U.S. CONSTITUTION'S REQUIREMENTS FOR A PRESIDENTIAL CANDIDATE

NATURAL BORN  
CITIZEN

MINIMUM AGE  
35 YEARS

U.S. RESIDENT  
14 YEARS

## STEP 1: PRIMARIES AND CAUCUSES

THERE ARE MANY PEOPLE WANT TO BE  
PRESIDENT, EACH WITH THEIR OWN IDEAS  
ABOUT HOW GOVERNMENT SHOULD WORK

PEOPLE WITH SIMILAR IDEAS BELONG TO  
THE SAME POLITICAL PARTY. THIS IS WHERE  
PRIMARIES AND CAUCUSES COME IN

CANDIDATES FROM EACH POLITICAL PARTY  
CAMPAIGN THROUGHOUT THE COUNTRY  
TO WIN THE FAVOR OF THEIR PARTY MEMBERS

## NATIONAL CONVENTIONS STEP 2

AT EACH CONVENTION, THE PRESIDENTIAL  
CANDIDATE CHOOSES A RUNNING MATE  
(VICE PRESIDENTIAL CANDIDATE)

EACH PARTY HOLDS A NATIONAL  
CONVENTION TO SELECT A FINAL  
PRESIDENTIAL NOMINEE

IN A PRIMARY  
PARTY MEMBERS VOTE FOR THE  
BEST CANDIDATE THAT WILL REPRESENT  
THEM IN THE GENERAL ELECTION

IN A CAUCUS  
PARTY MEMBERS SELECT THE BEST  
CANDIDATE THROUGH A SERIES OF  
DISCUSSIONS AND VOTES

THE PRESIDENTIAL CANDIDATES CAMPAIGN  
THROUGHOUT THE COUNTRY TO WIN THE  
SUPPORT OF THE GENERAL POPULATION

## STEP 3: GENERAL ELECTION

PEOPLE IN EVERY STATE ACROSS THE  
COUNTRY VOTE FOR ONE PRESIDENT  
AND VICE PRESIDENT

WHEN PEOPLE CAST THEIR VOTE, THEY  
ARE ACTUALLY VOTING FOR A GROUP  
OF PEOPLE KNOWN AS ELECTORS

## STEP 4: ELECTORAL COLLEGE

IN THE ELECTORAL COLLEGE SYSTEM,  
EACH STATE GETS A CERTAIN NUMBER OF ELECTORS  
BASED ON ITS REPRESENTATION IN CONGRESS

EACH ELECTOR CASTS ONE VOTE FOLLOWING  
THE GENERAL ELECTION, AND THE CANDIDATE  
WHO GETS MORE THAN HALF (270) WINS

THE NEWLY ELECTED PRESIDENT AND VICE  
PRESIDENT ARE INAUGURATED IN JANUARY

SOURCES:  
<http://answers.usa.gov>  
<http://www.kids.gov/president/>  
<http://www.archives.gov/federal-register/electoral-college/about.html>



Quiz: Work with shoulder partner to answer--  
Get your ActiVotes ready!





Caucuses were criticized because:



**A**

They were completely forthcoming.

**B**

Only party leaders were involved.

**C**

They ate pizza at the caucuses.

**D**

They allowed anybody to vote.

*KAGAN:  
Numbered heads  
together.*





## In an Open Primary:



**A**

Voters have to register with a party.

**B**

Critics think that they strengthen party loyalty.

**C**

Voters choose the party to vote for before they enter the booth.

**D**

Advantage is voter privacy.

*KAGAN:  
Discuss with  
shoulder  
partner. Agree on  
answer, and enter  
your vote.  
One Activote  
per team of 2.*





The largest amount of money spent on Presidential campaigns comes from lobbyists.



True



False

*KAGAN: Numbered heads together. If you disagree, then you must discuss (Rally). Then shoulder partners discuss. Answer entered on Activote.*







It costs about how much money to finance the Presidential Campaign?



**A**

\$390 million

**B**

\$1.3 million

**C**

\$ 1 billion

**D**

\$750,000





A disadvantage of TV ads for campaigns is that there is not adequate time for detail.



**A**

True

**B**

False





In a campaign, perception is sometimes more important than:



*KAGAN: Discuss with shoulder partner. Agree on answer and enter onto Acivote. Be prepared to support your answer!*

**A**

Money

**B**

Vision

**C**

Reality

**D**

All of the above





## **Financing Election Campaigns**

**It takes money to elect a candidate.**

**How much depends upon the race.**

**Small Town, State legislative, Presidential.**

**1996 Presidential race estimated \$390 million.**







## **Private Funding:**

**Where does all of the money come from???**

**Fund-Raising Events**

**Dinners: \$1,000 a plate.**

**P.A.C.s**





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**Where does all of the money come from???**

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**Dinners: \$1,000 a plate.**

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# Advertising and Image molding

Perception is sometimes more important than reality.

Campaigns try to create an image that will appeal to voters.

Political ad's allow a party to present only it's candidates position.

Newspapers, TV ads, and posters are used.