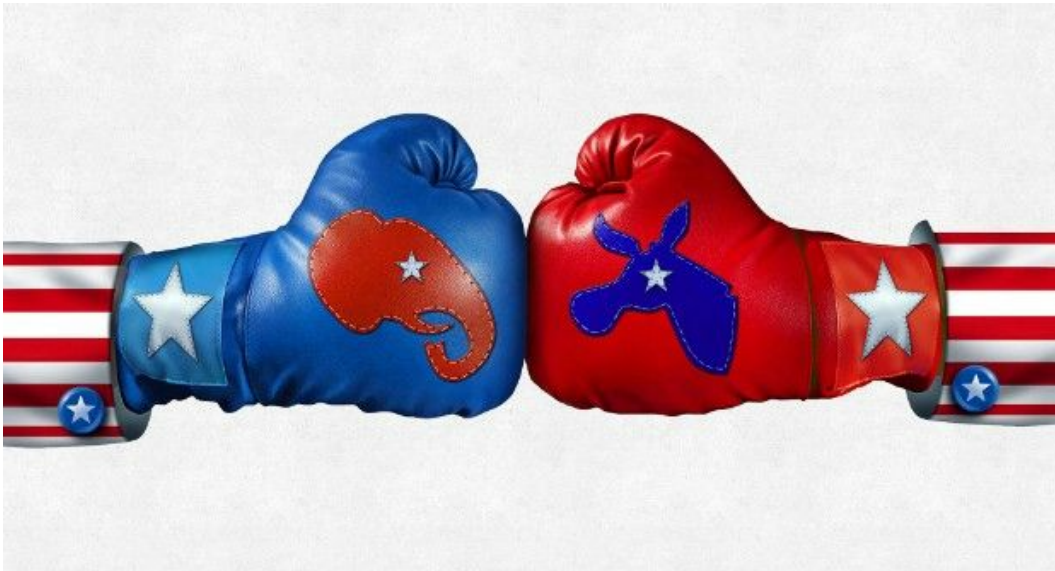


UNIT 4: LINKAGE INSTITUTIONS



MAIN TOPICS
POLITICAL PARTIES
ELECTIONS & CAMPAIGNS
INTEREST GROUPS
MASS MEDIA

POLITICAL PARTIES

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LINKAGE INSTITUTIONS
POLITICAL PARTIES

LINKAGE INSTITUTIONS

ITEM	DESCRIPTION OF LINKAGE
POLITICAL PARTIES	A group which tries to win elections so they can control the government.
ELECTIONS	A process in which one person is selected for a governmental job. They should represent their constituents.
INTEREST GROUPS	-Use propaganda to influence society -Use PACs to influence elections -Hire lobbying to influence Congress
MASS MEDIA	Gains people's attention by selecting which stories to cover.
-This entire unit covers Linkage Institutions : connect or link people with the government.	

POLITICAL SCIENTISTS DESCRIBE POLITICAL PARTIES

PORTION OF PARTY	DESCRIPTION
GOVERNMENTAL PARTY	The office holders who organize themselves and pursue policy objectives under a party label.
ORGANIZATIONAL PARTY	The workers and activists who make up the party's formal organization structure.
PARTY IN THE ELECTORATE	The voters who consider themselves allied or associated with the party.
DEFINITIONS: -Political Party: An organized effort by office holders, candidates, activists, and voters to pursue their common interests by gaining and exercising power through the electoral process. -Political Party: is an organization of people which seeks to achieve goals common to its members through the acquisition and exercise of political power. -Political Party: A group who wins elections to gain power in the government. -Political Party: A group who wins elections so they can control the government.	

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TYPES OF REALIGNMENT

TERM	DEFINITION	EXAMPLE
PARTY REALIGNMENT	A shifting of party coalition groupings in the electorate that remains in place for several elections.	<ul style="list-style-type: none"> -Jefferson forms anti-federalist to respond against federalists strong central government -Whig party dissolved over slavery and Republicans gained strength to win presidency of 1860. -Democrats gain former republicans during the New Deal legislation aimed to end depression of 1930's).
SECULAR REALIGNMENT	The gradual rearrangement of party coalitions, based more on demographic shifts than on shocks to the political system.	Southern Democrats transformed into Republicans as the Democratic party shifted its platform toward liberal social causes.
<ul style="list-style-type: none"> -Critical election: An election that signals a party realignment through voter polarization around new issues. (One or two of them generally precede a major realignment (or party realignment) -Secular realignment can take place because one generation is dying off and younger voters which replace them are different. -Dealignment: a general decline in party identification and loyalty in the electorate (similar sounding word, but different) 		

POLITICAL PARTIES CHANGE OVER TIME

1789-1800	Federalists won ratification of the Constitution and the presidency for the first three terms.	Anti-federalists opposed strong national government and favored states' rights and civil liberties.
1800-1824	Federalists maintained beliefs in a loose interpretation of the Constitution to strengthen the nation.	Democratic-Republicans (Jeffersonians) (AKA: Republicans) put less emphasis on a strong Union and more on states' rights.
1824-1860	Democrats (Jacksonians) encouraged greater participation in politics and gained Southern and Western following.	Whigs were a loose band of eastern capitalists, bankers, and merchants who wanted internal improvements and stronger national government.
1860-1896	Democrats became the second-place party, aligned with the South and the wage earner and sent only Grover Cleveland to the White House.	Republicans freed the slaves, reconstructed the Union, and aligned with industrial interests.
1896-1932	Democrats join with Populists to represent the Southern and Midwestern farmers, workers, and Protestant reformers.	Republicans continue to dominate after a realignment based on economic factors.
1932-PRESENT	Democrats , starting with the New Deal, have pushed for affirmative action, strong protection of civil liberties, and government intervention on the economy.	Republicans have taken on a laissez-faire approach to economic regulation and a brand of conservatism that reflects limited government.
<ul style="list-style-type: none"> -Some people notice that states rights and republicans are often in the right column so the right column must be conservative. Unfortunately, it is not that simple. Republicans in the 1860 would actually seem more liberal than the democrats of that time. By today's standards liberals would care more about expanding the role or influence of government and conservatives would want to lessen the role government plays. -Some books point out the Golden Age: from 1860-present day the Democrats and Republicans have dominated elections in the United States. 		

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FUNCTIONS OF POLITICAL PARTIES

	FUNCTION	DESCRIPTION
I N E L E C T I O N S	RECRUIT & LABEL CANDIDATES	Parties search for candidates, nominate them, and help to define their viewpoints.
	BUILDING COALITIONS	Parties try to build coalitions of like-minded citizens.
	GATHER FUNDS	Parties raise hundreds of millions of dollars for the campaigns.
	GET INFORMATION OUT	Mailings, social media platforms, and other forms of communication can build support.
I N O F F I C E	POLICY FORMATION & PROMOTION (AKA: GOVERNING OR RUNNING THE GOVERNMENT)	Political parties play a major role in running the government. Legislatures at national and state level are organized along party lines. Most political appointments in the federal executive and judicial branches are made along party lines.
	OPPOSE OTHER PARTY (AKA: WATCHDOG)	No party is in control of all level of government Parties are the “loyal opposition,” trying to force compromises.

TWO PARTY SYSTEM & MINOR PARTIES

TYPE OF ELECTION	DESCRIPTION	SYSTEM	EFFECT ON PARTIES
PROPORTIONAL REPRESENTATION	A voting system that apportions legislative seats according to the percentage of the vote won by a particular political party.	Multi-party system	Minor parties are more successful in this system. This allows interests to be divided into more groupings.
SINGLE-MEMBER DISTRICTS (AKA: WINNER-TAKE-ALL SYSTEM)	A system in which the party that receives at least one more vote than any other party wins the election.	Two-party system	Minor parties do not generally do well. This encourages the grouping of interests into as few parties as possible.
<p>-The United States does not have proportional representation. It has a winner-take-all system so third parties are not as successful. Some countries do utilize a proportional representation system. They have a multi-party system as opposed to the United States' two party system.</p> <p>-Minor Party: (often called 3rd parties) a political party that plays a much smaller role than a major party in a country's politics and elections.</p>			

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INFLUENCE OF MINOR PARTIES

ITEM	DESCRIPTIONS & EXAMPLES	
THEY SOMETIMES TURN INTO MAJOR PARTIES	<ul style="list-style-type: none">-Jacksonian Democrats was at first a minor party.-Lincoln's Republicans was at first a minor party.-Although no minor party has won the White House since 1860, they have sent members to Congress.	
4 TYPES OF MINOR PARTIES	SINGLE ISSUE PARTIES	Created to advance a particular policy or to solve one particular political concern. (Examples: Free Soil Party wanted to end slavery. The American Party wanted to tighten restrictions on immigration and citizenship)
	SPLINTER PARTIES (AKA: FACTIONAL OR BOLTER PARTIES)	Break off from a larger existing party due to an ideology differing from that of party leaders. (Example: Liberal Republicans met in 1782 to oppose incumbent Ulysses S. Grant because he and the Radical Republicans were too harsh on allowing Southern States back into the Union)
	ECONOMIC PROTEST PARTIES	They are created due to concern with economic conditions. (Example: In 1892, the Populists focused on issues that farmers faced)
	IDEOLOGICAL PARTIES (AKA: DOCTRINAL PARTIES)	Created to follow a prescribed ideology and have a comprehensive view of government and policy that differs greatly from that of the two major parties. (Example: The Socialist Party took on child labor, minimum wage, and foreign policy issues. The Socialist Party could also be viewed as an economic protest party)
BIGGEST INFLUENCE	Major parties sometimes adopt ideas from minor parties.	
<p>-Minor Party: (often called 3rd parties) a political party that plays a much smaller role than a major party in a country's politics and elections.</p> <p>-Another historical minor party is the Progressive Party following Theodore Roosevelt didn't like Republican leadership's (after Teddy had been president for 8 years) handling of trust busting (when government breaks up corporate trusts and monopolies) and environmental conservation. Teddy Roosevelt did better than Taft but it split the republican-conservative vote allowing Woodrow Wilson (democrat) to be elected.</p> <p>-Modern Minor Party Presidential Candidates: Pat Buchanan ran with Reform Party in 2000. Ralph Nader, consumer advocate, ran with the Green Party in 1996 and 2000.</p> <p>-To get a candidate's name printed on the ballot they must meet certain qualification in each State. Most states require a fee and a large amount of signatures.</p> <p>-Minor parties have a tougher time raising money and getting on ballots than major parties. Major parties are fearful they will split their votes and do not want them on ballots.</p>		

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PARTY ORGANIZATION

ITEM	DESCRIPTION		
NATIONAL COMMITTEES	TYPE	EXAMPLE	PURPOSE
	NATIONAL COMMITTEE	Democratic National Committee (DNC)	The DNC and the RNC focus on aiding presidential campaigns and conducting general party-building activities
		Republican National Committee (RNC)	
	PARTY COMMITTEES IN CONGRESS (AKA: HILL COMMITTEES)	National Republican Senatorial Committee (NRSC)	The Hill Committees work primarily to maximise the number of seats held by their respective parties in Congress.
		National Republican Congressional Committee (NRCC)	
		Democratic Senatorial Campaign Committee (DSCC)	
		Democratic Congressional Campaign Committee (DCCC)	
LEADERSHIP	The party chairperson (or national chair) is the chief strategist and spokesperson. This person is not usually as famous as president or congressional leader but they run the party machinery (building up the membership, seek funding, recruiting quality candidates, conveying to voters the party philosophy). Each party elects its own chairperson by a vote of the committee. (So both the DNC and RNC has a chairperson)		
NATIONAL CONVENTIONS	PARTICIPANTS	WHEN THEY MEET	WHAT THEY DO
	Delegates from all 50 States (& U.S. territories)	Every 4 years	1)Create platform : (a list of principals and plans that they wish to enact) 2) Nominate Candidates : (give official party endorsement for president and vice president)
STATE & LOCALITIES	Every state has a statewide party organization. The state party chairperson makes public appearances on local television and works to recruit new member and register voters. Some have salaries and offices. County-level chairperson from less populated counties operate effectively out of their home with nothing more than a basic web page and a xob of voter registration cards. State and local organizations can operate independently of the national committee.		
INFORMAL GROUPS	Interest groups and associations that often provide money, labor, or other forms of assistance to the parties. Think tanks (institutional collections of policy-oriented researchers and academics) also unofficially influence party positions.		

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POLITICAL PARTIES IN GOVERNMENT

BRANCH OR LAYER OF GOVERNMENT	DESCRIPTION
CONGRESS	Prior to the beginning of every session, the parties in both houses of Congress gather (or caucus) separately to select party leaders and to arrange for the appointment of members of each chamber's committees. Leaders in congress often attempt to influence members to vote on party lines.
PRESIDENCY	Presidents need support in Congress to pass legislation. In exchange for congressional support the president often appoints many activists to office, recruiting candidates, raising money for the party treasury, and campaigning extensively for party nominees during elections seasons.
JUDICIARY	Judges are creatures of the political process. Judges are often seen as liberal or conservative. Democrats like to appoint liberal judges and Republicans like to appoint conservative judges.
STATE GOVERNMENTS	<ul style="list-style-type: none"> -The political party influences the legislative, executive, and judicial branches at the state level as well. -Governors have more influence in their State than Presidents on political parties because they have more jobs to hand out. -State legislative leaders also have more power, thus party unity is usually higher in the state capitols.

RECENT MAJOR PARTY SUPPORTERS

CATEGORY	DEMOCRATS	REPUBLICANS
REGION	Northeast States West Coast	Southern States Great Plain States Mountain States
GENDER	Women	Men
ANCESTRY	African Ancestry Hispanic Ancestry	European Ancestry
RELIGION	Catholic Jewish Nonreligious	Protestants Evangelicals
WEALTH	Poor	Wealthy
URBAN/RURAL	Urban	Rural Suburbs
These are decent trends for today's electorate. They were supported with data and studies on the 2000 and 2004 elections.		

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RECENT MAJOR PARTY PLATFORMS

POLITICAL PARTY	2012 PLATFORM	
DEMOCRATS	HEALTH CARE FOR THE POOR	Strengthen Medicaid and oppose efforts to block funding
	EQUAL RIGHTS FOR WOMEN	Ensure full equality and support Equal Rights Amendment
	EQUALITY AND SEXUAL ORIENTATION	All americans deserve the same chance to pursue happiness regardless or sexual orientation
	IMMIGRATION	Enact comprehensive reform that values our laws and a nation of immigrants
	CLIMATE CHANGE	Affirms the science of climate change and need smart policies that lead to clean energy
	ABORTION	Supports <i>Roe v. Wade</i> and a woman's right to make decisions regarding her pregnancy
REPUBLICANS	GOVERNMENT-FUNDED SUPPORT	Stand in contrast to current administration's policies that expand entitlements, create new public programs, and provide expansive government bailouts
	DEATH PENALTY	Courts should have the option of imposing the death penalty in capital murder cases
	MARRIAGE	Marriage would be one man and one woman and this must be upheld as the national standard
	IMMIGRATION	Oppose any form of amnesty of those that intentionally violated the law
	GUN CONTROL	Pass laws consistent with Supreme Court decisions which have upheld the fundamental right to keep and bear arms for self-defense
	ABORTION	We oppose using public revenues to promote or perform abortions of fund organizations which perform or advocate it
Platform: a list of principles and plans a political party hopes to enact. It is the best way to determine a party's primary ideology. Political Parties write a platform at every National Convention (when they also officially nominate presidential and vice presidential candidate).		

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MAJOR POLITICAL PARTIES & THE MEDIA

PARTY	MASCOT	TYPES OF PEOPLE	NEWS OUTLETS LEANING THEIR WAY
DEMOCRATS	Donkey	<ul style="list-style-type: none"> • African Americans • Pacifists • Environmentalists • Feminists • Latinos • Members of organized labor 	<ul style="list-style-type: none"> • Washington Post • The Nation • New Republic • CNN • Air America Radio
REPUBLICANS (AKA: GRAND OLD PARTY, GOP)	Elephant	<ul style="list-style-type: none"> • Neo-conservatives • Business interests • Wall Street and financial interests • Supply-side conservatives • Religious conservatives • Southern conservatives • Mountain states' conservatives (more libertarian) 	<ul style="list-style-type: none"> • Washington Times • National Review • The Wall Street Journal • Fox News • Rush Limbaugh

Republicans are the elephants. Democrats are the donkeys. Both mascots started out as satire to make fun of the political parties in the 1800's. Both parties embraced their mascots today.

PARTY IDENTIFICATION & DEALIGNMENT

ITEM	DESCRIPTION
PARTY IDENTIFICATION	A citizen's personal affinity for a political party, usually expressed by a tendency to vote for the candidates for that party.
DEALIGNMENT	A general decline in party identification and loyalty in the electorate.

-Party membership is optional. People can change it whenever they want.
 -Some people like to call themselves independent even though they always vote for the same political party to win.
 -Lately about 40% of the american public have been identifying themselves as independent. The two major parties go up and down but both of them can usually claim near 30%.
 -Party Identification is still the most accurate indicator of how an individual will vote.

ELECTIONS & CAMPAIGNS

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TYPES OF ELECTIONS

TYPE OF ELECTION	SPECIFIC TYPE	DESCRIPTION
PRIMARY ELECTIONS	PRIMARY ELECTION	Election in which voters decide which of the candidates within a party will represent the party in the general election.
	CLOSED PRIMARY	A primary election in which only a party's registered voters are eligible to vote.
	OPEN PRIMARY	A primary in which party members, independents, and sometimes members of the other party are allowed to vote. (Participation of voting when not affiliated it called crossover voting) (Raiding is an organized attempt to influence the primary results of the other party)
	RUNOFF PRIMARY	A second primary election between the two candidates receiving the greatest number of votes in the first primary.
GENERAL ELECTIONS	GENERAL ELECTION	Election in which voters decide which candidates will actually fill elective public offices.
OTHER STATE ELECTIONS	BALLOT MEASURE	An election option such as initiative or referendum that enable voters to enact public policy.
	INITIATIVE	A election that allows citizens to propose legislation and submit it to the state electorate for popular vote.
	REFERENDUM	An election whereby the state legislature submits proposed legislation to the state's voters for approval.
	RECALL	An election in which voters can remove an incumbent from office by popular vote.
<p>-These elections take place at national, state, and local levels. -Electorate: the citizen eligible to vote. At fixed intervals they vote to express opinions about issues and to judge those in power. -If we did not have peaceful transition of power that would only leave us with non peaceful transitions.</p>		

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PRESIDENTIAL ELECTION: SUMMARY

PHASE OF ELECTION	WHAT TAKES PLACE	WHAT THE CANDIDATES NEED
NOMINATIONS	Primaries & Caucuses are held in each State for both major parties to see which candidates the delegates will vote for their party's nomination.	<ul style="list-style-type: none"> At least 2,118 delegates for the democratic nomination At least 1,191 delegates for the republican nomination
NATIONAL CONVENTION	Both political parties hold a convention where the delegates officially nominate their party's candidate and they write the party's platform.	People in their party to come together and support them on during the general election.
GENERAL ELECTION	On election day each state's' popular vote determines how many electoral votes each candidates receives.	They need at least 270 electoral votes to become President.
The next 3 charts go into greater detail regarding these three phases of presidential elections..		

PRESIDENTIAL ELECTION: NOMINATIONS

ITEM	DESCRIPTION
PRIMARIES	There are different kinds. People vote on ballot. There vote is their secret.
CAUCUSES	Participants spend several hours learning about politics and the party. There are speeches by candidates or representatives and receive advice from party leaders. People often go to corners a room to show support (if your candidate as low support you have a chance to go to your next choice)
<p>-The political party determines how many delegates each state possesses. The primary elections and caucus votes determine which candidates the delegates support. Once a candidate receives a majority of delegates they have earned the party nomination. (At least 2,118 delegates for the democratic nomination and at least 1,191 delegates for the republican nomination)</p> <p>-Number of delegates per state are determined by the party (but they base it on population)</p> <p>-States determine the date of their own primaries (often referring to both primaries and caucuses, AKA: primary season)</p> <p>-Frontloading: the tendency of states to choose an early date on the primary calendar. (States do this so the candidates will come to their state and so their citizens can vote before a candidate receives a majority of delegates). Frontloading gives an advantage to early leader because it gives less time for opponents to tear them down.</p>	

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PRESIDENTIAL ELECTION: NATIONAL CONVENTION

ITEM	DESCRIPTION
WHO HAS THEM?	Both Democrats and Republicans have their own national conventions.
WHEN ARE THEY?	They take place every four years (the summer before a presidential election).
WHO GOES?	Delegates selected at local and state level to represent the people from their state.
WHAT DO THESE DELEGATES DO?	<ul style="list-style-type: none"> -Officially nominate the presidential and vice presidential candidates (as a team). -Write the party platform.
<p>-Some delegates do not legally have to support the person their state voted for. Some legally do. Most delegates do select their state's choice. A couple go against the grain from time to time. Weird huh</p> <p>-Superdelegates: (only exist the democrats party) A delegate slot to the Democratic Party's national convention that is reserved for an elected party official.</p> <p>-National conventions are where the political party needs to come together (unify the party). Parties spend a year tearing themselves apart in the nomination process. Now they need to stand together to take on the opposition.</p>	

PRESIDENTIAL ELECTION: THE GENERAL ELECTION

ITEM	DESCRIPTION
ELECTORAL COLLEGE	Representatives of each state who cast the final ballots that actually elect a president.
ELECTOR	Member of the Electoral College chose by methods determined in each state.
WINNING THE PRESIDENCY	The winner must receive 270 electoral votes of the 538 possible. (If no candidate receives at least 270 electoral votes then the House of Representatives selects the President and the Senate selects the Vice President)
ELECTORAL VOTES PER STATE	Each state has the same number electoral votes as the representation they have in Congress. (Example: Nevada has 4 House of Representatives + 2 Senators = 6 Electoral Votes)
WINNER-TAKE-ALL (SINGLE-MEMBER DISTRICT) (PLURALITY)	In 48 states, whichever candidate receives the majority of the votes (popular vote) wins all the electoral votes from that state. (Under this system it is possible to win the electoral college while losing the popular vote. Nebraska and Maine both have a proportional disbursement of electoral votes based on how the population of their states voted).
<p>-Least amount of elector votes a state can have is 3. California has the most with 55.. Washington D.C. has 3. (23rd amendment).</p> <p>-Some people want a popular vote to determine the presidency instead, because in 1824 John Quincy Adams, 1876 Rutherford Hayes, 1888 Benjamin Harrison, and 2000 George W. Bush won the presidency without winning the popular vote.</p>	

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CONGRESSIONAL CAMPAIGNS

ITEM	DESCRIPTION
MODERN CAMPAIGNS	To compete for a seat in the House of Representatives and the Senate, a candidate must create a networked organization that resembles a small corporation, spend much of his or her own money, solicit hundreds of donors for contributions, and sacrifice many hours and days to the process.
MIDTERM ELECTIONS	All House candidates and $\frac{1}{3}$ of Senate candidates run for election every two years. Federal elections that take place halfway through a president's term are called midterm elections .
FUNDRAISING	<p>-The size of a candidate's war chest, or bank account for campaigning can play a role in determining victory or loss. (Half of all House candidates raise more than \$1 million dollars, which would require them fundraising \$16,000 a week) (Senate candidates spend on average 12 million)</p> <p>-Candidates generally spend $\frac{1}{4}$ of their campaign time making personal phone calls and holding formal fundraisers (cocktail parties, picnics, and formal dinners with celebrities and officials has guest speakers).</p>
FINDING OUT WHAT THE PUBLIC WANTS	A typical campaign spend 3 percent of its revenue on polling and surveys to understand what voters think. They also use focus groups, internet blogs, radio call-in shows, and conversations with party leaders & political analysts to find out what the public wants.
GETTING MESSAGE OUT TO VOTERS	<p>-The candidate gets their message out (common themes of decency, loyalty, and hard work). The three phases a campaign include: the biography, the issues, and the attack.</p> <p>-$\frac{3}{4}$ of all voters say they get most of their information about elections by watching television. A visual is a short news segment showing the candidate in action (cost the candidate nothing to show). A spot is short expensive commercial.</p>
<p>-Redistricting: the process of of redrawing congressional districts to reflect increases or decreases in seats allotted to the states. This effects how many seats each state gets in the House of Representatives. The census counts the population every 10 years. If a state is gain or lose seats in the House it is up to the State legislatures to draw the congressional districts for their state. Gerrymandering: the drawing of boundaries in a way to produce a particular electoral outcome without regard to the shape of the district.</p>	

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INCUMBENCY ADVANTAGES & DISADVANTAGES

ITEM	SPECIFIC ITEM	DESCRIPTION
ADVANTAGES	Name Recognition	People often know their members by name. This is partly due to the franking privilege in which free mailing is available so Congress members can inform constituents about new things going on in their states and districts. Some members become household names being re-elected over and over again.
	Money	Incumbents nearly always have more money than challengers. Political action committees (PAC's) donate heavily to incumbents.
	Presence	Officeholders can provide services to constituents, including answer questions about issues of concern to voters. Incumbent keep offices in their hometowns and in Washington D.C.
	Coattail Effect	Congressional candidates can often ride on the popularity of their party's presidential candidate.
DISADVANTAGES	Role of Economy	The single greatest predictor of an incumbent's loss is a poor economy. When times are tough the voting public will often hold incumbents and their party responsible.
Incumbent: the office holder who is seeking re-election.		

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A CAMPAIGN'S KEY PLAYERS

PLAYERS	DESCRIPTIONS	
CANDIDATE	A person chooses to run for office for a number of reasons which include personal ambition, the desire to promote a certain ideology and pursue specific public politics, or simply because they think they can do a better job than their opponents.	
VOLUNTEER CAMPAIGN STAFF	Volunteers are the lifeblood of every national, state, and local campaign. Voter canvass : the process by which a campaign reaches individual voters, either by door-to-door solicitation or by telephone. Closer to election day volunteers begin vital get out the vote (GOTV) efforts, calling and e-mailing supporters to remind them to vote and arranging their transportation if necessary.	
THE CANDIDATE'S PROFESSIONAL STAFF	Campaign Manager	The individual who travels with the candidate and coordinates the many different aspects of the campaign.
	Finance Chair	A professional who coordinates the fund-raising efforts for the campaign.
	Pollster	A professional who gives and analyzes public opinion surveys that guide political campaigns.
	Direct Mailer	A professional who supervises a political campaign's direct mail fund-raising strategies.
	Communications Director	The person who develops the overall media strategy for the candidate, blending free press coverage with paid TV, radio and mail media.
	Press Secretary	The individual charged with interacting and communicating with journalists on a daily basis.
	Internet Team	The campaign staff that makes use of Web-based resources to communicate with voters, raise funds, organize volunteers, and plan campaign events.
THE CANDIDATE'S HIRED GUNS	Campaign Consultants	A private-sector professional who sells to a candidate the technologies, services, and strategies required to get that candidate elected.
	Media Consultants	A professional who produces candidates' television, radio, and print advertisements.

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CAMPAIGN MEDIA

MEDIA TYPE	DESCRIPTIONS
PAID MEDIA	Political advertisements purchased for a candidate's campaign.
	<p>Types of Ads: positive ads: Advertising on behalf of a candidate that stresses the candidate's qualifications, family, and issue positions, without reference to the opponent. negative ads: advertising on behalf of a candidate that attacks the opponent's platform of character. contrast ad: Ad that compares the records and proposals of the candidates, with a bias toward the sponsor. spot ad: Television advertising on behalf of a candidate that is broadcast in sixty-, thirty-, or ten-second durations. inoculation ad: Advertising that attempts to counteract and anticipated attack from the opposition before the attack is launched.</p>
FREE MEDIA	Coverage of a candidate's campaign by the news media.
NEW MEDIA	New technologies, such as the Internet, that blur the line between paid and free media sources.
<p>Candidates want favorable coverage. Campaign teams use media consultants in an attempt to influence the media by 1) Staff members seek to isolate the candidate from the press 2) the campaign stages media events (sound bites: brief clever quotes with appealing backdrops so they will be covered on the news) 3) Spin any circumstance they can (make their candidate look good and the other look bad) 4) Circumvent the news by going on talk shows.</p>	

THE FEDERAL ELECTIONS CAMPAIGN ACT (FECA)

ITEM	DESCRIPTION
FEDERAL ELECTIONS COMMISSION (FEC)	This law created an independent agency created to monitor and enforce campaign regulation. (6-member nonpartisan body)
REGULATED MONEY	This law prevented donors from giving more than \$1,000 to any federal candidate and more than \$5,000 to a political committee.
POLITICAL ACTION COMMITTEES	<p>This law defined that Political Action Committees must:</p> <ul style="list-style-type: none"> • Must have at least 50 members. • Must donate to at least five candidates. • Must register with the FEC at least six months in advance of the election.
PUBLIC FUND	This law created a voluntary public fund to assist viable presidential candidates. (When you file taxes you have chance to give \$3 bucks. Candidates use public funds to match individual donations of \$250, if they spend less than 50K own money and raise 5k in at least 20 states)
<p>-This law was created in 1971 and amended in 1974 and 1976 in response to Americans' distrust of money in politics and politics in general after the Watergate scandal.</p>	

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CAMPAIGN FINANCE

ITEMS	DESCRIPTION
FEDERAL ELECTIONS COMMISSION	The FEC is an extremely important independent agency that is responsible for regulating elections. Laws and court cases have also had great importance on this issue.
HARD MONEY	Donations given directly to a candidate for campaigning.
SOFT MONEY	Donations given to a political party for party-building purposes (Such as get out the vote drives or issue ads) (Soft money skyrocketed after FECA)
McCAIN-FEINGOLD LAW (AKA: BIPARTISAN CAMPAIGN REFORM ACT OF 2002) (AKA: BCRA)	<ul style="list-style-type: none"> • Banned soft money contributions to the national parties • Increased limits on hard money donations per election cycle: <ul style="list-style-type: none"> ○ \$2,000 from individuals (with an adjustment for inflation) ○ \$5,000 from PACs ○ \$25,000 from the national parties • Prohibited corporations, trade associations, and labor organization from paying for electioneering communications using campaign treasury money within 60 days of the general election and 30 days of a primary. • Candidates must explicitly acknowledge approval of all TV ads.
527 POLITICAL COMMITTEES	Non profit and unregulated interest groups that focus on specific cause or policy positions and attempt to influence voters. They cannot directly engage in advocacy for or against a candidate.
501(C)(3) COMMITTEES	Nonprofit and tax-exempt groups that can educate voters about issues and are not required to release the names of their contributors.
<i>McConnell v. FEC</i> (2003)	The McCain-Feingold law was largely upheld.
<i>Citizens United v. FEC</i> (2010)	The Court ruled that corporations have a right to free speech and cannot be denied the that right in the final days before an election.
<i>McCutcheon v. FEC</i> (2013)	The Court ruled that the free speech clause prevents Congress from limiting the aggregate total an individual may donate to various candidates.
<p>-Hatch Act, 1939: federal employees and companies doing business under federal contracts were forbidden from contributing to elections. -Buckley v Valeo, 1976: The Court ruled that Congress could limit some contributions to candidates but protected other forms of using to parties as forms of free speech. -527 committees and 501 (c) (3) committees are named after tax code: they show that taking money out of politics is not going to be easy.</p>	

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ELECTIONS & CAMPAIGNS

GOVERNING ELECTIONS

LEVEL OF GOVERNMENT	DESCRIPTION
STATE	<ul style="list-style-type: none">• Sets times and locations for elections. (Sets dates for non-federal elections)• Chooses format of ballot and how to file for candidacy.• Creates rules and procedures for voter registration.• Draws congressional district lines (state legislatures).• Certifies election results days after election day.
NATIONAL (AKA: FEDERAL)	<ul style="list-style-type: none">• Set date for federal elections: (Currently: Tuesday following the first Monday in November of even numbered years).• Has judicial jurisdiction on election policy.• Addresses suffrage in constitutional amendments• Enforces relevant civil rights legislation.• Administers and enforces campaign finance rules (FEC)

INTEREST GROUPS

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INTEREST GROUPS

TYPES OF INTEREST GROUPS

TYPE OF GROUP	DESCRIPTION
ECONOMIC INTEREST GROUPS	These organizations form to serve the economic interest of their members, such as labor groups.
SOCIAL ACTION AND EQUALITY GROUPS	When a social change is desired, people may join together to help get this change made.
PUBLIC INTEREST GROUPS	Some organizations exist to work for their perception of the public's best interests. (Not just to benefit group members)
GOVERNMENTAL UNITS	State and local governments are becoming strong organized interests as they lobby the federal government or even charitable foundations for money for a vast array of state and local programs. (They want earmarks : monies targeted for programs within a state or congressional district to fund basic programs for roads schools, parks & waterways, or other public works projects)
POLITICAL ACTION COMMITTEES (PACs)	Federally regulated, officially registered fund-raising committee that represent interest groups in the political process. (Often made up of corporations, labor unions, and interest groups)
<p>-Interest Group: A group that tries to encourage or prevent change in public policy without being elected. (Political parties are different because they want to control the government by winning elections)</p> <p>-Other names interest groups go by: special interests, pressure groups, organized interests, nongovernmental organization (NGO's), political groups, lobby groups, and public interest groups.</p> <p>-Interest groups connect citizens to the government by increasing public awareness about issues and helping frame the public agenda.</p> <p>-Do the rich and powerful have greater influence? More than they deserve?</p>	

INTEREST GROUP THEORIES

THEORY	DESCRIPTION
PLURALIST THEORY	The theory that political power is distributed among a wide array of diverse and competing interest groups.
DISTURBANCE THEORY	The theory that interest groups form in part to counteract the efforts of other groups.
TRANSACTIONS THEORY	The theory that public policies are the result of narrowly defined exchanges among political actors.
POPULATION ECOLOGY THEORY	The theory that the life of a political organization is conditional on the density and diversity of the interest group population in a given area.

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FUNCTIONS OF INTEREST GROUPS

FUNCTION	SPECIFIC FUNCTION	DESCRIPTION
LOBBYING	LOBBYING CONGRESS	Lobbying activities include congressional testimony on behalf of a group (even writing bills), individual letters from interested constituents, and campaign contributions (straight up vote buying is illegal)
	LOBBYING THE EXECUTIVE BRANCH	Groups target the president, White House staff, and numerous levels of bureaucracy to influence policy decisions at the formation and implementation stages.
	LOBBYING THE COURTS	-Direct sponsorship of litigation , paying so their group can sue someone using a test case. (Example: NAACP paid for lawyers to take the Brown case all the way to the Supreme Court to fight against segregation in the American schools) - <i>Amicus curiae</i> briefs: Write to inform justices of the group's policy preference, generally offered in the guise of legal arguments.
	GRASSROOTS LOBBYING	Interest group activity that encourages people to contact their congressional representatives directly in an effort to affect policy.
	PROTESTS AND RADICAL ACTIVISM	This is occasionally used by some interest groups. Like the Boston Tea Party. Or when marchers risk detention or jail to protest the International Monetary Fund.
ELECTIONEERING	CANDIDATE RECRUITMENT AND ENDORSEMENTS	Some interest groups recruit, endorse, and/or provide financial or other forms of support for political candidates.
	GETTING OUT THE VOTE	Launch GOTV to increase voting expecting these voters will vote in favor of the group's policy preferences.
	RATING THE CANDIDATES OR OFFICE HOLDERS	Liberal and conservative interest groups rate members of Congress so the public can hold members accountable.
	POLITICAL ACTION COMMITTEES (PACs)	Interest groups use these to raise and spend money on campaigns.
<p>-Lobbying: the process by which interest groups attempt to assert their influence on the policy-making process. Interest groups are large organization that hire people to apply pressure at all aspects involving policy. Lobbyists are experts in their fields with scientific data to back up their claims, so when they testify to congress and write legislation it is very persuasive.</p> <p>-Electioneering: to actively take part in the activities of an election campaign.</p>		

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INTEREST GROUPS

SUCCESSFUL INTEREST GROUPS

ITEMS	DESCRIPTIONS
DIFFERENT MEASUREMENTS	<ul style="list-style-type: none"> -The group's ability to get its issues on the public agenda. -Winning key pieces of legislation Congress. -Successful implementation of laws -Winning key lawsuits in court. -Backing successful candidates.
FACTORS THAT OFTEN CONTRIBUTE TO SUCCESS	<ul style="list-style-type: none"> -Leaders: Must be inspiring, persuasive, and attract new members. -Partons & Funding: Providing start up funds to pay for advertising, litigating, and lobbying. -Committed members: Leaders at top, then workers, then due paying members (that do not do much else). All groups provide some collective good: something of value like money, a tax write-off, a good feeling, or a better environment that can not be withheld from a nonmember.
<p>-Free rider problem: Potential members fail to join a group because they can get the benefit, or collective good, sought by the group without contributing the effort.</p>	

REGULATING LOBBYISTS

ITEM	DESCRIPTION
UNREGULATED PERIOD	For the first 150 years of our nation's history, federal lobbying practices went unregulated.
THE FEDERAL REGULATION OF LOBBYING ACT (1946)	This required anyone hired to lobby any member of Congress to register and file quarterly financial reports. For years very few lobbyists actually filed any reports.
THE LOBBYING DISCLOSURE ACT OF 1995	<p>Defined a lobbyist anyone who devotes at least 20 percent of a client's or employer's time to lobbying activities. Also it required:</p> <ol style="list-style-type: none"> 1) register with the clerk of the House and the secretary of the Senate 2) report their clients and issues and the agency or house they lobbied 3) estimate the amount they are paid by each client <p>(by 2005 32,890 lobbyists were registered and they spend \$4 million on lobby both chambers)</p>
HONEST LEADERSHIP AND OPEN GOVERNMENT ACT OF 2007	<ul style="list-style-type: none"> -ban on gifts -tougher disclosure requirements -longer time limits on moving from federal government to the private lobbying sector.

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INTEREST GROUPS

MAJOR INTEREST GROUPS (ALSO REGISTERED AS LOBBIES)

INTEREST GROUP	DESCRIPTION
AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)	citizen over 55 influences on issues like Social Security and prescription drugs
AMERICAN BAR ASSOCIATION (ABA)	represents the legal community
AMERICAN CIVIL LIBERTIES UNION (ACLU)	legal experts focuses on civil rights and civil liberties
CHAMBER OF COMMERCE	represent the business community all across the nation
COMMON CAUSE	lobbies for liberal causes and "open, accountable" government
AMERICAN-ISRAEL PUBLIC AFFAIRS COMMITTEE	support for Jewish communities and Israel
AMERICAN FEDERATION OF LABOR-CONGRESS OF INDUSTRIAL ORGANIZATIONS (AFL-CIO)	headed labor movement and worker rights for decades
EAGLE FORUM	advocates for family values issues and laissez-faire economics
EARTH FIRST!	radical environmental group & controversial violent protests
HERITAGE FOUNDATION	lobbies in favor of reducing the federal bureaucracy (less gov)
LEAGUE OF UNITED LATIN AMERICAN CITIZENS (LULAC)	defends the civil rights of Hispanic citizens
MOTHERS AGAINST DRUNK DRIVING (MADD)	influences changes in state law concerning penalties for driving under the influence of alcohol
THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	advocates for African American civil rights
NATIONAL RIFLE ASSOCIATION (NRA)	focuses on the 2nd amendment rights (anti-big government)
NATIONAL RIGHT TO LIFE COMMITTEE	seeks to make abortion illegal
NATIONAL ORGANIZATION FOR WOMEN (NOW)	supports women's right & abortion rights
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS (PETA)	advocates for animal rights
PROMISE KEEPERS	represents evangelical Christians and conservative views
SIERRA CLUB	environmental group focuses on conservation issues maintaining clean air and water standards

MASS MEDIA

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MASS MEDIA

TYPES OF MEDIA

MEDIA TYPE	DESCRIPTION
PRINT MEDIA	<p>-Local Newspapers (Ex: Las Vegas Sun) & National Magazines (Ex: Time Magazine)</p> <p>-yellow journalism: newspaper publishing (late 19th century) featured sensationalized and oversimplified news coverage.</p> <p>-muckraking: (early 20th century) journalism concerned with reforming government and business conduct.</p>
RADIO NEWS (BROADCAST MEDIA)	FDR use to inform Americans directly with “fireside chats”. Invention of television made it less popular. 12% of Americans reported getting their news from talk radio in 1997. By 2005 it was up to 22% of Americans. This media is currently used much more by conservatives.
TELEVISION NEWS (BROADCAST MEDIA)	Most homes had televisions by the 1960's. In 2007, 65% of Americans claimed to get their news from television whereas only 27% read newspapers. C-SPAN AND C-SPAN 2 cover Congress. Nightly and weekly news programs inform viewers on events. Saturday Night Live and the Daily Show entertain and inform viewers.
INTERNET (THE NEW MEDIA)	In 2007, 29% of American claimed to receive news from the Internet which was up from 9% in 2000. (Examples: blogs, news websites, and social media)
<p>-Mass media: the entire array of organizations through which information is collected and disseminated to the general public.</p> <p>-News media: media providing the public with new information about subjects of public interest.</p>	

FUNCTIONS OF THE MEDIA

FUNCTION	SHORT DESCRIPTION	LONG DESCRIPTION
GATEKEEPER	DECIDING WHAT MAKES THE NEWS	Producer, anchors ,editors, and writers set the news agenda. They have to decide what is news worthy. There is not enough air time or space to give all the news that happened. They have to pick and choose. If the American people are aware of something the government is more likely to get involved.
SCOREKEEPER	REPORTING SUCCESSES & FAILURES	The media tracks political successes and failures. During campaign season they update their readers and viewers on the success of the competing candidates (AKA: Horse race journalism). Scorekeeping does continue onward after the election is over judging and reporting on opinion polls of sitting presidents.
WATCHDOG	REPORT SCANDALS & CORRUPTION	Reporters look for corruption, scandal, or inefficiency. The media has an obligation to report american abuses and mistakes of its officials.

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MEDIA INFLUENCE

POSSIBLE EFFECTS	DESCRIPTION
IGNORANT PEOPLE	Reporting can sway those who are uncommitted and have not strong opinion in the first place.
EXOTIC TOPICS	The media is likely to have a greater impact on topics far removed from the lives and experiences of readers and viewers.
AGENDA SETTING	News organizations can influence what we think about, even if they cannot determine what we think.
FRAMING	The process by which a news organization defines a political issue and consequently affects opinion on the issue. (Example: A ku klux klan story could be framed as a civil rights story exercising the freedom of speech, or it could be framed as a law and order story in which they were disturbing the peace. Both stories would interpreted very differently by the audience)
INDIRECT	The media has the power to indirectly influence the way the public views politicians and government. (Example: Presidential elections are often related to the voters assessment to the economy. So if the news chose not to highlight the bad economy for a while the sitting president might do better)
Media effects: The influence of news sources on public opinion.	

GOVERNMENT'S RELATIONSHIP WITH THE MEDIA

BRANCH OF GOVERNMENT	DESCRIPTION
PRESIDENTS (EXECUTIVE BRANCH)	<p>-Bully pulpit: a stage from which a president can persuade the public who then would persuade Congress.</p> <p>-Press Secretaries hold (almost daily) press conferences in which they have rehearsed answers to likely questions.</p> <p>-This briefing room has 60 reporters to cover the president daily and another 2,000 have White House press credentials. The president's communication team can alter or revoke press credentials or seating assignments to discipline hostile reporters.</p>
CONGRESS (LEGISLATIVE BRANCH)	<p>-<i>Roll Call</i> and <i>The Hill</i> are two notable papers that cover Congress.</p> <p>-In the late 1970's, C-SPAN (Cable-Satellite Public Affairs Network) which is a privately funded, nonprofit public service. (C-SPAN 2 came in 1986 to cover Senate at same time).</p>
COURTS (JUDICIAL BRANCH)	Cameras are generally not allowed in federal court, which is why we see drawings of people on the stand on the news. There are reporters covering these stories and they do go into court to view the proceedings. They are often seen reporting from outside the courthouse.

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MASS MEDIA

FREEDOM OF PRESS

ITEM	DESCRIPTION
PRIOR RESTRAINT	In <i>New York Times v. United States</i> (1971) the Supreme Court assured that the haty cry of national security does not justify censorship in advance and that the government does not have to power of prior restraint.
ANONYMOUS SOURCES	In <i>Branzburg v. Hayes</i> (1972) the Supreme Court ruled that knowledge a reporter collects is “everyman’s evidence” and cannot be legally withheld. Some States have created shield laws to protect journalists from this, but federally there is not law.
LIBEL & SLANDER	If a publication or broadcast lies about an individual and defames them. That individual has the right to sue the publican or reporter.
REGULATING AIRWAVES	The Federal Communications Commission (FCC) regulates electronic media. It currently commissions licenses to stations, assures equal time to political candidates, balanced coverage of controversial issues, facilitates non commercial public broadcasts, prevented rigged game shows, and assured decency on radio and television.
CORPORATE VS. PUBLIC MEDIA	-In the late 1960’s Congress passed the Corporation for Public Broadcasting Act which created the Corporation for Public Broadcasting (CPB) to develop noncommercial television and radio. It subsidizes a TV Network, Public Broadcasting Service (PBS) and a radio network, National Public Radio (NPR). -In 1996, Telecommunications Act deregulated ownership and allowed large corporations to purchase more media outlets.
The first amendment allows for the freedom of the press. Anyone can print anything, but the government can punish the publishing of “improper, mischievous, or illegal” material.	

MEDIA BIAS

BIAS IN FAVOR OF LIBERALS	BIAS IN FAVOR OR CONSERVATIVES
Network Evening News PBS Newshour CNN MSNBC	Fox News Majority of talk radio shows
There is a lot of data about negative reporting on candidate coverage. There is definitely biases in the media. In the 2008 presidential election only 9% of the stories examined issues positions and candidate qualifications.	