Campaigning in Modern America:
Advertising, Money, Media Coverage, and the Election Process
Running for Office

- Washington State or local office = must be 18 years old & US citizen; live in the state
- US House of Representatives = 25 years old, US citizen for 7 yrs, and live in the district that you represent
- US Senate = 30 years old, US citizen for 9 years, and live in the state you represent
Race to the White House

Announcements are coming earlier & earlier:

• JFK announced Jan.2\textsuperscript{nd}, 1960
• Today, candidates start 2-3 years in advance
• Each party holds presidential primaries & caucuses
• Iowa (first caucus); NH (first primary)
• Depending upon how you place; you earn so many delegates
The Big Mo!!!
Each state determines the rules!

- Some have presidential primaries others have precinct caucuses
- **Closed Primary** = only those registered with the party can vote
- **Open Primary** = pick a party on primary election day
- **Blanket Primary** = voter receives a ballot with all candidates & can vote for either parties’ candidates (Washington State)
• A candidate must file with the County Auditor’s Office (elections division) or with the WA Secretary of State’s Office
• Must also file with the PDC or FEC
• Public Disclosure Commission
• Federal Election Commission
Shaping the Message

• KISS principle
• 30 seconds or less
• Images tell stories
• Political polling
• Do polls accurately reflect the mood of the public?
Raising Money

- Hard Money = $$$ given directly to the candidate
- Soft Money = $$$ given to the political party or outside organization
- Federal limits = $2700 to a candidate (per election)
- State/Local Limits = $1000 to a candidate for the Leg. (per election); $2000 for state-wide office (per election)
- *General Election (Nov.) vs. Primary Election (run-off election in Aug.)*
- State Parties and Political Action Committees (PAC’s) play by a different set of rules (*soft money*)
- Monthly reporting requirements
## Public’s Right to Know

### SUMMARY, FULL REPORT

**RECEIPTS AND EXPENDITURES**

<table>
<thead>
<tr>
<th>Name</th>
<th>12/09/2004</th>
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#### RECEIPTS

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Previous total cash and in-kind contributions</td>
<td>$5,215.00</td>
</tr>
<tr>
<td>2</td>
<td>Cash received from individual contributors</td>
<td>$2,150.00</td>
</tr>
<tr>
<td>3</td>
<td>In-kind contributions received</td>
<td>$0.00</td>
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<tr>
<td>4</td>
<td>Total cash and in-kind contributions received</td>
<td>$2,150.00</td>
</tr>
<tr>
<td>5</td>
<td>Loan principal repayment made</td>
<td>$0.00</td>
</tr>
<tr>
<td>6</td>
<td>Net adjustments this period</td>
<td>$0.00</td>
</tr>
<tr>
<td>7</td>
<td>Total cash and in-kind contributions during campaign</td>
<td>$62,266.99</td>
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</table>

#### EXPENDITURES

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>10</td>
<td>Previous total cash and in-kind expenditures</td>
<td>$59,940.78</td>
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<tr>
<td>11</td>
<td>Total cash expenditures</td>
<td>$525.30</td>
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<tr>
<td>12</td>
<td>In-kind expenditures (stocks &amp; services)</td>
<td>$0.00</td>
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<tr>
<td>13</td>
<td>Total cash and in-kind expenditures made during this period</td>
<td>$525.30</td>
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<tr>
<td>14</td>
<td>Loan principal repayment made</td>
<td>$0.00</td>
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<tr>
<td>15</td>
<td>Net adjustments this period</td>
<td>$0.00</td>
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<tr>
<td>16</td>
<td>Total cash and in-kind expenditures during campaign</td>
<td>$60,475.08</td>
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</table>

### CANDIDATES ONLY

- **Candidate Name**: AIMEE KATERI
- **Occupation**: Financial Services
- **Treasurer's Daytime Telephone No.**: (231) 319-7654

### CASH SUMMARY

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on hand</td>
<td>$1,091.41</td>
</tr>
<tr>
<td>Balance (surplus or deficit)</td>
<td>$1,091.41</td>
</tr>
</tbody>
</table>

### CERTIFICATION

**Candidate's Signature**: AIMEE KATERI

**Date**: [Insert Date]

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(Additional details and explanations may be provided as needed for clarity and context.)
Types of Campaigning

Local Races: Doorbelling, Sign-waving, Mailers, Ads in the newspaper
* Cost for a local campaign = $2k to $100k

Statewide & Congressional Races (or large metropolitan areas): TV, the internet, mailings, newspaper ads, etc.
• Costs for a statewide or Congressional race = $500k to $30 million
Sample TV Ads

• 2016 Trump Ad:
  • https://www.youtube.com/watch?v=jI7ke3a7wOM

• 2016 Clinton Ad:
  • https://www.youtube.com/watch?v=vHGPbl-werw
Sample TV Ads

Jason Kander Campaign Ad:
https://www.youtube.com/watch?v=9_S5s16Y1OA

Gerald Daugherty Ad:
https://www.youtube.com/watch?v=wzjRwNUQDRU
Media Events

• Staged events to get the attention of the media
• News coverage
• VP Joe Biden visits Tacoma; Pres. Obama and the First Lady
• Campaigns for Patty Murray (2010)
Outside Groups

• P.A.C. ~ Political Action Committee
• Super PAC’s
• 501 {C} 4 groups ~ Social Welfare groups that can advocate for issues, but technically aren’t supposed to be political
• Federal & state laws prohibit outside groups with coordinating with any individual campaign
• Citizens United case
Does money corrupt?

- Are people or groups buying access?
- Are average people’s voices being heard?
- Do we need campaign spending limits?
- Contribution limits?
- Public funding of campaigns?
- Is money a form of free speech?