



ELECTING THE PRESIDENT

•SIX STEPS TO THE SUMMIT•

TEACHER'S GUIDE

Educational Video Group, Inc. presents **ELECTING THE PRESIDENT—Six Steps To The Summit**. This fifty-six minute program has been constructed for use as a single presentation within one class period, **or it can be used in parts over a few days or even a few weeks**, if that seems to fit the curriculum or course guide better. In addition this guide will fit the instructor's needs in either a unit on nominations and elections or on the presidency.

Today's students have grown up with television and the internet and, therefore, have long since learned how to disregard or "tune out" audio-visual programming rather than internalizing the material. Directed learning is the necessary order of the day. Even if they complain that they can better understand if "they just watch and listen," many will not know what to look for without help, and more will not remember what they have seen without "mind joggers" which the instructor can provide. **EVG has developed the following aids particularly for those who wish to divide up the material and present a portion followed by a chance for review and class discussion. The instructor will find appropriate pauses throughout the video at which time these materials may be useful.**

Chapter 1

Primaries & Caucuses



There is no question that the direct primary is the most democratic of party nomination methods. (The others have been self-announcement, caucus, convention and petition.) The long-range question that could be pursued is “Does it work?” A recent proposal suggested the need for pre-primary conventions to sort out the serious candidates before the people vote. Does this augment or defeat the purpose? Some problems to discuss with the students include: voter ignorance of pre-primary candidates, advantages of the incumbent and loss of party control over one of their most important responsibilities—nomination.

Chapter 1

Primaries & Caucuses

THINGS TO CONSIDER

1. Why are political parties organized as they are in the U.S.?
Because most elections and most officials are state not national.
2. What happened to the conventions (in the States) which caused them to fall from favor?
Money and special interests corrupted some of them and its not as democratic.
3. Why might party leaders prefer the closed primary?
Because there is at least SOME party control over the selection process and it limits sabotage from the other party..
4. What form of primary does your State use?
Answers will vary.
5. What sort of controls can there be over people switching parties and voting for weak candidates of the other party?
The closed primary is the principal method.
6. Which is the more democratic system for the selection of delegates, the primary or the caucus?
The primary.
7. Is the most democratic system always the best?
Answers will vary.
8. What are the chances today of having an “open” convention? Why?
Slim unless there are three or more strong candidates going in.



Chapter 1

Primaries & Caucuses Worksheet

REVIEW QUESTIONS

1. What are the constitutional provisions regarding political parties?
2. In 1932 what percent was required to nominate?
3. In what sense were Harding and Willkie “surprise” candidates in 1920 and 1940?
4. About when did the use of the convention system begin in the United States?
5. What new system for nominations replaced it in the 20th Century?
6. What are the two forms of this latter system?
7. Exactly how does a primary differ from a convention?
8. What date marks the time of significant change in the convention system?
9. Who were the candidates for each party that year?
10. Who is legally able to participate in primary elections?
11. What were original presidential primaries called and why?
12. How were the primaries changed in the states as the years passed?
13. Which state has the earliest presidential contest? Does it have a presidential primary?
14. Why is so much media attention focused on Iowa and New Hampshire?
15. Why are some state primaries and caucuses so much more important than others?

Chapter 1

Primaries & Caucuses Worksheet

VOCABULARY

1. Ballot
2. Grass Roots
3. Draft
4. Dark Horse
5. Confederation
6. Federation
7. Challenge Table
8. Election Day Clerk
9. Party Raiding
10. Instructed Delegates
11. Caucus
12. Super Tuesday
13. Direct Primary
14. "Open" Convention
15. Majority
16. "Locking in" Delegates

Chapter 1

Primaries & Caucuses Worksheet

ESSAY QUESTIONS

1. The primary was supposed to and does make the process of the selection of candidates more democratic. Still, traditionally less than half of the potential voters participate. Why? Are there reasons why this might be good?

2. Would it be fairer if all states had their presidential primaries on the same day? When would be the best time? What would be the effect on the nomination process?

3. Should we keep or scrap the primary system? What change in the current pre-nomination process would be most beneficial? Why?



Chapter 1

Primaries & Caucuses Answer Key

REVIEW QUESTIONS

1. What are the constitutional provisions regarding political parties?
There are none. Parties are not mentioned.
2. In 1932 what percent was required to nominate?
It took a two-thirds majority vote to nominate the Democratic candidate.
3. In what sense were Harding and Willkie “surprise” candidates in 1920 and 1940?
Neither was favored prior to the convention. Both were compromises.
4. About when did the use of the convention system begin in the United States?
In the 1830’s.
5. What new system for nominations replaced it in the 20th Century?
Direct primary election.
6. What are the two forms of this latter system?
Open and closed.
7. Exactly how does a primary differ from a convention?
The delegate convention is made up of representatives selected geographically. Primaries are elections with registered voters making selections.
8. What date marks the time of significant change in the convention system?
1952.
9. Who were the candidates for each party that year?
(D) Adlai Stevenson and (R) Dwight Eisenhower.
10. Who is legally able to participate in primary elections?
Any registered voter.
11. What were original presidential primaries called and why?
Preferential—because they were only indicators of support.
12. How were the primaries changed in the states as the years passed?
Presidential primaries determined who convention delegates must vote for, on the first ballot.
13. Which state has the earliest presidential contest? Does it have a presidential primary?
Iowa. No.
14. Why is so much media attention focused on Iowa and New Hampshire?
Iowa is the first to hold a contest; New Hampshire is the first primary state.
15. Why are some state primaries and caucuses so much more important than others?
Some states select large numbers of delegates. Others have regionalized their primary date for emphasis.



Chapter 1

Primaries & Caucuses Answer Key

VOCABULARY

1. Ballot - *A round of voting.*
2. Grass Roots - *Ordinary citizens.*
3. Draft - *To be pulled or drawn into candidacy as opposed to seeking it.*
4. Dark Horse - *A relatively unknown or unexpected winner.*
5. Confederation - *Organization with rule-making power at the local rather than the national (central) level.*
6. Federation - *Organization with rule-making power shared by local and national (central) levels.*
7. Challenge Table - *Place outside the actual polls where party volunteers check each voter to make sure they are from the address they claim.*
8. Election Day Clerk - *One from each party who records each voter as that person appears.*
9. Party Raiding - *When members of one party participate in the other party's primary election and vote for the perceived weakest candidate.*
10. Instructed Delegates - *Delegates who have been chosen from the state and are required to vote a particular way at the convention.*
11. Caucus - *A meeting of party leaders.*
12. Super Tuesday - *Media-dubbed day when a number of southern states hold their primaries.*
13. Direct Primary - *Nominating election.*
14. "Open" Convention - *One in which the delegates are free to vote for whomever they wish.*
15. Majority - *More than one-half.*
16. "Locking in" Delegates - *Requiring delegates to vote a particular way.*

ESSAY QUESTIONS

1. The primary was supposed to and does make the process of the selection of candidates more democratic. Still, traditionally less than half of the potential voters participate. Why? Are there reasons why this might be good?
2. Would it be fairer if all states had their presidential primaries on the same day? When would be the best time? What would be the effect on the nomination process?
3. Should we keep or scrap the primary system? What change in the current prenomination process would be most beneficial? Why?

Answers to Essay Questions will vary.

Chapter 2

Conventions



President George W. Bush at the 2004 Republican National Convention



Senator Barack Obama at the 2008 Democratic National Convention

Chapter 2

Conventions

THINGS TO CONSIDER

1. What three issues do you think are the most important for the major parties to debate at the next election?
Answers will vary. Education, health care, economy, etc.
2. To what extent do you believe they have?
Answers will vary. Students may or may not be aware that these are debated in Congress as partisan measures.
3. What are the formal and informal requirements to be selected as a vice-presidential candidate? Did the 1992 election change this in any way?
The vice president must meet the same constitutional requirements as the president. Traditionally a vice president was thought to be a balancer by age, region, party wing, etc. In 1992 Bill Clinton chose someone who generally didn't fit that criteria, but did help on the issue of foreign policy and the environment.
4. What do you believe would be the best set of criteria?
Answers will vary. Formal (constitutional) requirements are not so important as informal.
5. Is there a better way to select the vice presidential candidate?
Answers will vary. But it must address choosing a person who can work with but not overshadow the president.
6. How does the law regarding campaign spending limits affect the campaigns?
Answers will vary. There are some limits if a presidential candidate accepts federal funds.
7. Generally a candidate may spend as much of his/her own money as wished. Is this fair?
Answers will vary.
8. What do TV, radio and billboard spots cost in your community?
Answers will require local research.



Chapter 2

Conventions Worksheet

REVIEW QUESTIONS

1. What are the four purposes for a presidential nominating convention?
2. How many days does a convention generally last?
3. How has television affected the time?
4. What will likely be the major event on each day?

5. What are some issues traditionally handled by the convention's platform committee?
6. Name the first female vice-presidential nominee in two-party history.
7. What effect does the convention generally have on the campaign for president?
8. Besides the parties how are the conventions financed?
9. Who pays a delegate's expenses to go to a convention?
10. When was the traditional start of a presidential campaign?
11. When do campaigns begin now?
12. What problem has become acute partly because of this?
13. When did Congress establish partial public financing of presidential campaigns?
14. What according to election law constitutes a "serious" candidate?
15. From where does the public money come?
16. Name one candidate who failed for lack of sufficient funding?

Chapter 2

Conventions Worksheet

VOCABULARY

1. Deliberation
2. Ratification
3. Platform
4. Plank
5. Bandwagon Effect

ESSAY QUESTIONS:

1. Should the political party nominating convention system be abolished and candidates be selected by the direct primary method? Why or Why not?
2. Would limiting the length of a campaign be more beneficial than limiting spending amounts? Which candidate, incumbent or challenger, would be more likely to be aided?
3. What method(s) for controlling spending and, thus, reliance on those who have money do you think might work?
4. What effect on campaign financing and organization have political action committees had? Should this method of financing be eliminated?



Chapter 2

Conventions Answer Key

REVIEW QUESTIONS

1. What are the four purposes for a presidential nominating convention?
Exposure (advertising), platform adoption, selection of vice-presidential candidate, selection of presidential candidate.
2. How many days does a convention generally last?
Four.
3. How has television affected the time?
The four days have become four evenings with limited prime time coverage.
4. What will likely be the major event on each day?
*Day 1: Older party leaders highlighted;
Day 2: Keynote speech and presentation of platform;
Day 3: Nomination of presidential candidate;
Day 4: Selection of VP candidate and both nominees speak.*
5. What are some issues traditionally handled by the convention's platform committee?
Answers will vary.
6. Name the first female vice-presidential nominee in two-party history.
Geraldine Ferraro (D - 1984).
7. What effect does the convention generally have on the campaign for president?
It increases his popularity in the polls.
8. Besides the parties how are the conventions financed?
Federal financing.
9. Who pays a delegate's expenses to go to a convention?
Delegates pay their own expenses.
10. When was the traditional start of a presidential campaign?
Labor Day.
11. When do campaigns begin now?
More than a year before.
12. What problem has become acute partly because of this?
Campaign finance.
13. When did Congress establish partial public financing of presidential campaigns?
In the 1970's.
14. What according to election law constitutes a "serious" candidate?
Must have raised \$5,000 in each of 20 states in contributions of \$250 or less.
15. From where does the public money come?
A check-off system on each person's income tax form allows one dollar of tax to be set aside for this purpose.
16. Name one candidate who failed for lack of sufficient funding?
Tsongas, Humphrey—answers will vary.



Chapter 2

Conventions Answer Key

VOCABULARY

1. Deliberation - *To think carefully or weigh in the mind.*
2. Ratification - *To confirm or consent.*
3. Platform - *Statement of beliefs and plans of the party.*
4. Plank - *One part of a platform—one issue or topic dealt with.*
5. Bandwagon Effect - *To make one believe that everyone else is supportive or in agreement so as to pressure agreement by another.*

ESSAY QUESTION:

1. Should the political party nominating convention system be abolished and candidates be selected by the direct primary method?
2. Would limiting the length of a campaign be more beneficial than limiting spending amounts? Which candidate, incumbent or challenger, would be more likely to be aided?
3. What method(s) for controlling spending and, thus, reliance on those who have money do you think might work?
4. What effect on campaign financing and organization have political action committees had? Should this method of financing be eliminated?

Answers to Essay Question will vary.



Chapter 3

The Campaign



THINGS TO CONSIDER

1. In what ways do citizens committees replace the political party as a tool for democratic change?
Actually they may do the same thing as parties for a particular candidate or election and help to destigmatize candidates from an unpopular party label. They do not last as a general rule. Therefore, new people are recruited rather than as in party organizations limiting somewhat ordinary person's participation.
2. Which of the negative ads you viewed do you consider most fair? Why?
Answers will vary.
3. If a candidate today refused to reply to negative ads and only present constructive material how successful would he be? Why?
Answers will vary. There are examples one could find on both sides. Ronald Reagan, Bill Clinton and Barack Obama were adept at surmounting negative attacks. Jimmy Carter, Michael Dukakis and John Kerry were not.
4. Do you think we can really tell what a person is like if we pay close attention to a campaign today?
Answers will vary. The length of modern campaigns would seem to make it possible. Recent attempts by candidates to "come out of the TV" and meet voters coupled with the advancement of social media are also encouraging.
5. What organizations outside party control have recently impacted elections?
*Independent Political Action Committees (501C3's)
Cable News organizations, e.g. CNN, Fox News, MSNBC*

Chapter 3

The Campaign Worksheet

REVIEW QUESTIONS

1. What presidential election had the Whistlestop Campaign?
2. By 1952 what form of transportation had begun to replace the rail?
3. What additional form did the Clinton-Gore ticket use to start its campaign in 1992 (This mode has been utilized heavily in times since)?
4. Which candidate first used air travel extensively? TV ads?
5. List four other campaign methods or techniques developed since the 1940's.
6. How has the TelePrompter™ changed the speech-making process?
7. 1960 marked the beginning of modern presidential debates. Have there been debates in each election since?
8. What is the most effective method of campaigning? Why is it effective?
9. Is negative campaigning new since TV?

Chapter 3

The Campaign Worksheet

VOCABULARY

1. Bandwagon
2. Glittering Generality
3. Plain Folks
4. Testimonial
5. Card Stacking
6. Transfer
7. Name Calling
8. Citizens Committee
9. Packaging a Candidate
10. Negative Campaigning

ESSAY QUESTIONS

1. Some feel that presidential debates are traps or mine fields rather than occasions for serious consideration of issues. Explain.

2. What changes would you make in the presidential campaign process if you had it in your power? To what extent do you believe that these changes are possible/probable?



Chapter 3

The Campaign Answer Key

REVIEW QUESTIONS

1. What presidential election had the Whistlestop Campaign?
1948—Dewey v. Truman.
2. By 1952 what form of transportation had begun to replace the rail?*
3. What additional form did the Clinton-Gore ticket use to start its campaign in 1992 (This mode has been utilized heavily since)?**
Bus.
4. Which candidate first used air travel extensively? TV ads?
Eisenhower (though President Truman had used it some earlier).
5. List four other campaign methods or techniques developed since the 1940's.
Television (sound bites, 24 hour news cycle)
TelePrompters™
Citizens Committee
The Internet
(There are other acceptable answers as well.)
6. How did the TelePrompter™ change the speech-making process?
Makes candidate/viewer contact much easier.
7. 1960 marked the beginning of modern presidential debates. Have there been debates in each election since?
No, 12 years lapsed.
8. What is the most effective method of campaigning?
Physical contact, although it is very difficult for the candidate and especially time consuming.
9. Is negative campaigning new since TV?
Not at all. Adams, Jackson, Lincoln, Cleveland, Roosevelt and Truman all suffered their share.

* Franklin Roosevelt was the first to fly to a convention. Wendell Wilkie used the plane in 1940.

**George H.W. Bush supporters claimed he used the bus in 1988. Our clip shows the "Humphrey Bus" in 1960.



Chapter 3

The Campaign Answer Key

VOCABULARY

1. Bandwagon – *Technique which attempts to make one feel alone if he doesn't go along.*
2. Glittering Generality – *Sounds good, says nothing.*
3. Plain Folks – *Attempt to connect with the “grass roots.” Ordinary.*
4. Testimonial – *Use of someone respected to speak well of idea or product (candidate).*
5. Card Stacking – *To build a case with only favorable evidence—part truths.*
6. Transfer – *Attempt to associate a positive symbol with a candidate.*
7. Name Calling – *To label one with something negative.*
8. Citizens Committee – *Group outside the regular party organization which works for a candidate to get money, supporters, votes.*
9. Packaging a Candidate – *To put together through use of advertising methods a winning combination of looks, action, manner, speech, issues and attitudes to apply to a candidate.*
10. Negative Campaigning – *To stress the faults and failures of the opposition rather than one's own strengths.*

ESSAY QUESTIONS

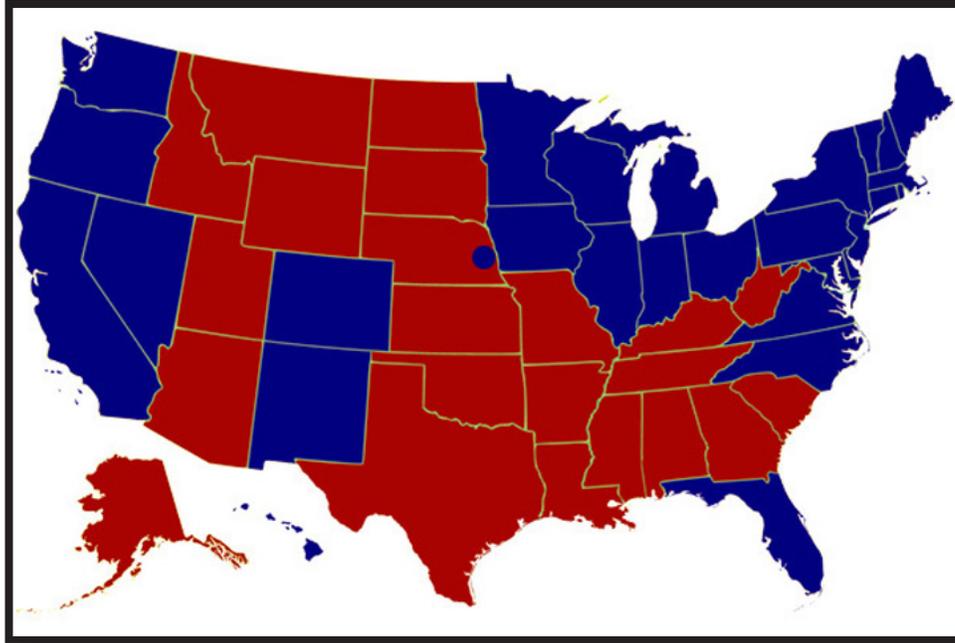
1. Some feel that presidential debates are traps or mine fields rather than occasions for serious consideration of issues. Explain.
2. What changes would you make in the presidential campaign process if you had it in your power? To what extent do you believe that these changes are possible/probable?

Answers to Essay Question will vary.

Chapters 4-6

General Election • Electoral College

Congressional Action



THINGS TO CONSIDER

1. If electors don't have to vote as their states instruct them, why don't more vote differently?
These are strong supporters of the party in the first place or they would not have been nominated.
2. Should networks be allowed to broadcast the results of the election in the east while voters are still voting in the west?
Answers will vary. Some networks have adopted policies against the practice.
3. Forty-nine states require voter registration of some sort. Is this necessary?
Answers will vary. Party leaders often say so because of the chance of voter fraud. Others say that states with liberal registration find little evidence of fraud.
4. Should registration be made easier? For instance, increased and more accessible locations or same-day registration.
Most would agree the process should not be made difficult. On the other hand, if there is to be a system, it must have some requirements.
5. In cases of deadlocked elections should the constitutional remedy be changed? How?
Baker v. Carr (1962) and Wesberry v. Sanders (1964) were about reapportionment and redistricting for fairness in representation. Dunn v. Blumstein (1974) overruled lengthy residence requirements.

Chapters 4-6

General Election • Electoral College

Congressional Action Worksheet

REVIEW QUESTIONS

1. When are presidential elections held in the United States?
2. How many electors does the constitution allow each state?
3. What is the necessary number of electors nationally to win election?
4. How do electors get nominated? Elected?
5. By how many votes does a candidate need to win most states and to get all of its electors' votes?
6. Is it possible to get a majority of popular votes nationally and still lose an election?
7. How many presidents have been elected without a majority of the popular vote?
8. What currently is the day when electors vote for president? What happens to the ballots?
9. List three men who ran as third party or independent candidates for president.
10. According to the constitution if no candidate receives a majority of the votes of the electors, who or what selects the president? The vice president? How did the Hayes/Tilden election differ? Bush/Gore?
11. List the six steps to the presidency outlined by the video.

Chapters 4-6

General Election • Electoral College

Congressional Action Worksheet

VOCABULARY

1. Presidential Elector
2. Polling Place
3. Clerk
4. Party Challenge
5. Judge
6. Plurality
7. Majority
8. 17th Amendment
9. 19th Amendment
10. 22nd Amendment
11. 23rd Amendment
12. 24th Amendment
13. 26th Amendment

Chapters 4-6

General Election • Electoral College

Congressional Action Worksheet

ESSAY QUESTIONS

1. Citizen participation in the voting process seems to have been in decline for many years. Some see this as an indication that citizens are turned off by the process and the political leaders. Others think it means people are basically satisfied. What do you think is the reason? Should there be attempts to increase participation? What might be done?

2. For many years there have been suggestions, proposals and sometimes movements to scrap or overhaul the system of indirect election through the electoral college. Why do you think there have been no significant changes since 1804? What, if any, changes are needed? What alternatives might there be? Be somewhat specific about how the change would work.



Chapters 4-6

General Election • Electoral College

Congressional Action Answer Key

REVIEW QUESTIONS

1. When are presidential elections held in the United States?
First Tuesday after first Monday in November of leap years.
2. How many electors does the constitution allow each state?
Same as the combined number of senators and representatives.
3. What is the necessary number of electors nationally to win election?
270.
4. How do electors get nominated? Elected?
Party caucus, convention, primary. Popular vote in the state—plurality wins.
5. By how many votes does a candidate need to win most states and to get all of its electors' votes?
1 more than the next leading vote getter.
6. Is it possible to get a majority of popular votes nationally and still lose an election?
Yes.
7. How many presidents have been elected without a majority of the popular vote.
15 Minority presidents—John Quincy Adams (1824), James K. Polk (1844), Zachary Taylor (1848), James Buchanan (1856), Abraham Lincoln (1860), Rutherford B. Hayes (1876), James Garfield (1880), Benjamin Harrison (1888), Grover Cleveland (1884, 1892), Woodrow Wilson (1912), Harry Truman (1948), John F. Kennedy (1960), Richard Nixon (1968), William Jefferson Clinton (1992), George W. Bush (2000).)
8. What currently is the day when electors vote for president? What happens to the ballots?
Monday after second Wednesday in November. They are signed, sealed and sent to Washington, D.C. to Congress.
9. List three men who ran as third party or independent candidates for president.
Theodore Roosevelt, George Wallace, Strom Thurmond, John Anderson, Ross Perot, Ralph Nader among others..
10. According to the constitution if no candidate receives a majority of the votes of the electors, who or what selects the president? The vice president? How did the Hayes/Tilden election differ? Bush/Gore?
*The House of Representatives chooses from among the top three candidates. The Senate chooses the vice president from among the top two candidates.
Hayes/Tilden decided by appointed committee, Bush/Gore by the courts.*
11. List the six steps to the presidency outlined by the video.
Pre-convention (caucuses and primaries), convention, campaign, (popular) general election, electoral college vote, congressional action.



VOCABULARY

1. Presidential Elector – *One named by the U.S. Constitution, chosen by the state to vote for president.*
2. Polling Place – *Place where one goes to vote.*
3. Clerk – *Part of the election day committee who checks registration and gets voter to sign in to vote.*
4. Party Challenge – *Party person who checks to see if potential voter is truly a resident at the place indicated and is who credentials say he/she is.*
5. Judge – *Person in charge of the voting mechanism—aids voter in voting.*
6. Plurality – *One more than the other candidate.*
7. Majority — *One more than half.*
8. 17th Amendment – *Establishes the direct election of United States Senators by popular vote*
9. 19th Amendment – *Establishes women’s suffrage*
10. 22nd Amendment – *Limits the president to two terms, or a maximum of 10 years (i.e., if a Vice President serves not more than one half of a President’s term, he or she can be elected to a further two terms)*
11. 23rd Amendment – *Provides for representation of Washington, D.C. in the Electoral College*
12. 24th Amendment – *Prohibits the revocation of voting rights due to the non-payment of poll taxes*
13. 26th Amendment – *Establishes the official voting age to be 18 years old*

ESSAY QUESTIONS

1. Citizen participation in the voting process seems to have been in decline for many years. Some see this as an indication that citizens are turned off by the process and the political leaders. Others think it means people are basically satisfied. What do you think is the reason? Should there be attempts to increase participation? What might be done?
2. For many years there have been suggestions, proposals and sometimes movements to scrap or overhaul the system of indirect election through the electoral college. Why do you think there have been no significant changes since 1804? What, if any, changes are needed? What alternatives might there be? Be somewhat specific about how the change would work.

Answers to Essay Question will vary.