

# 37-Election

## Winning Office

Elections have two important parts

Nomination Process

Campaigning

## Nominating Process

**Caucus**-a meeting of party leaders to name candidates

**Convention**  
-meeting of party representatives (delegates) to name candidates

**Primary Election**-special election held by party members to determine candidates

## Primary Elections

Open primary  
-primary where any voter can help select candidates

Closed primary  
-primary where only party members are allowed to vote

NC has semi-open primaries (independents and registered party members can vote)

## Presidential candidates

Selected by a combination of all three nominating processes

-caucuses  
-primaries  
-National convention

## Endorsements

-where a famous celebrity or politician openly supports a candidate

## Advertising

-using the media to campaign

-this is the primary method of campaigning

### Negative advertising or mud-slinging

-Using advertisements that focus on the faults and shortcomings of your opponents

## Other methods

Symbolism-

Glittering generalities-

Bandwagon-

## Canvassing

Person to person campaigning

Ex. knocking on doors, making phone calls, sending text messages

Campaign trail

## Public Funding

Presidential candidates get government funding for their campaigns

Equal for the two parties

Parties can spend extra on behalf of the candidates

## Private Funding

Individuals can give \$2,700

PACs can give \$5,000

PAC-political action committee, a group formed to raise money for candidates running for office

This is hard to regulate fairly.

Ex.