

## 5.10 Modern Campaigns

**Explain how campaign organizations and strategies affect the election process.**

1. All of the following would be true about the modern presidential campaign EXCEPT
  - a. More expensive
  - b. More democratic
  - c. Candidate centered
  - d. More moderate candidates
  
2. Historically political campaigns in America were characterized by all of the following EXCEPT
  - a. Candidate centered campaigns
  - b. Run by party bosses
  - c. Funded by political parties
  - d. Less democratic
  
3. All of the following are considered critical elements to running a successful political campaign EXCEPT
  - a. Raising money
  - b. Paying your party the necessary candidate fees
  - c. Create a campaign organization
  - d. Create a ground game - strategy
  
4. To win a general election candidates worry about “getting out the vote” (GOTV). All of the following are important strategies to getting out the vote EXCEPT
  - a. Likeable branding of the candidate
  - b. Money to pay for peoples’ votes
  - c. Use of social media
  - d. Sophisticated micro targeting of potential voters
  
5. WANTED: “...a professional who is engaged primarily in the provision of advice and services, such as polling, media, creation and production, and direct mail fundraising, to candidates, their campaigns and other political committees.”

This sounds like a job description for a

- a. Political campaign consultant
- b. Candidate for president
- c. Investigative journalist
- d. Political scientist with an interest in campaign theory

6. "Handlers" are responsible for all of the following EXCEPT

- a. Advance work
- b. Counting official votes
- c. Scheduling
- d. Speech writing

7. Technology has changed the modern political campaign in all of the following ways EXCEPT

- a. Gamified volunteer activities
- b. Big data analytics used to find voters
- c. Majorities now vote online
- d. On-line coordination of national strategies

8. The modern political campaign has grown more expensive. This can be explained by all of the following EXCEPT

- a. More and more media use including TV ads
- b. Candidate centered campaigns
- c. National organizations in all 50 states
- d. Candidate salaries are now competitive with corporate salaries

9. Political scientists talk about "the permanent campaign." All of the following help to explain why campaign season is every season EXCEPT

- a. Time needed to recruit candidates
- b. Time needed to raise large sums of campaign money
- c. Time needed to develop name recognition
- d. Time needed to build the proper campaign staff

10. The modern campaign can be characterized in all of the following ways EXCEPT

- a. Longer
- b. More expensive
- c. Higher voter turnout
- d. More democratic