

ELECTING THE PRESIDENT:

Six Steps to the Summit

Teacher's Guide

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Educational Video Group 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 should 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, therefore, they have long since learned how to disregard or "tune out" audiovisual 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.**

Note that little attention is given to constitutional requirements (age, etc.) to be president.

Consideration of the importance of formal v. informal requirements might be in order.

Teacher Material for Chapter 1 (Primaries and 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 preprimary candidates, advantages of the incumbent and loss of party control over one of their most important responsibilities—nomination.

REVIEW

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?
16. What western state with very large numbers of convention delegates once did not hold it’s primary until June?

TERMS

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

THINGS TO CONSIDER

1. Why are political parties organized as they are in the U.S.?
2. What happened to the conventions (in the States) which caused them to fall from favor?
3. Why might party leaders prefer the *closed primary*?
4. What form of primary does your State use?
5. What sort of controls can there be over people switching parties and voting for weak candidates of the other party?
6. Which is the more democratic system for the selection of delegates, the primary or the caucus?
7. Is the most democratic system always the best?
8. What are the chances today of having an “open” convention? Why?

FOR DISCUSSION OR ESSAY

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? Is there a possibility that better candidates result from low voter turn out? What is and should be the role of the political party in all this? Wouldn't 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? Should we keep or scrap the primary system? What change in the current prenomination process would be most beneficial? Why?

Teacher Material for Chapter 2 (Conventions)

REVIEW

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?

TERMS

1. Deliberation
2. Ratification
3. Platform
4. Plank

5. Bandwagon Effect

THINGS TO CONSIDER

1. What three issues do you think are the most important for the major parties to debate at the next election?
2. To what extent do you believe they have?
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?
4. What do you believe would be the best set of criteria?
5. Is there a better way to select the vice presidential candidate?
6. If Congress passed a law to provide campaign funding for presidential elections, why did it resist well into the 1990's all attempts to consider the same for senators and representatives?
7. Much of the law regarding campaign spending limits what can be given by whom.
8. Generally a candidate may spend as much of his/her own money as wished. Is this fair?
9. What do TV, radio and billboard spots cost in your community?

FOR DISCUSSION OR ESSAY

RESOLVED: That the political party nominating convention system be abolished and that candidates be selected by the direct primary method.

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?

What method(s) for controlling spending and, thus, reliance on those who have money do you think might work? What effect on campaign financing and organization have political action committees had? Should this method of financing be eliminated?

Teacher Material for Chapter 3 (The Campaign)

REVIEW

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? **
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 each election since?
8. What is the most effective method of campaigning? Why is it effective?
9. Is negative campaigning new since TV?

TERMS

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

THINGS TO CONSIDER

1. In what ways do *citizens committees* replace the political party as a tool for democratic change?
2. Which of the negative ads you viewed do you consider most fair? Why?
3. If a candidate today refused to reply to negative ads and only presented constructive material how successful would he be? Why?
4. Do you think we can really tell what a person is like if we pay close attention to a campaign today?
5. What organizations outside party control have recently impacted elections?

FOR DISCUSSION OR ESSAY

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

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

** Bush supporters claimed he used the bus in 1988. Our clip shows the “Humphrey Bus” in 1960.

Teacher Material for Chapters 4 through 6 (General Election, Electoral College, Congressional Action)

REVIEW

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.

TERMS

1. Presidential Elector
2. Polling Place
3. Clerk

4. Party Challenge
5. Judge
6. Plurality
7. Majority
8. Amendments 17, 19, 22, 23, 24, 26

THINGS TO CONSIDER

1. If electors don't have to vote as their states instruct them, why don't more vote differently?
2. Should networks be allowed to broadcast the results of the election in the east while voters are still voting in the west?
3. Forty-nine states require voter registration of some sort. Is this necessary?
4. Should registration be made easier? For instance, could we call in a request or mail in a form rather than appearing before a registrar?
5. In cases of deadlocked elections should the constitutional remedy be changed? How?

FOR DISCUSSION OR ESSAY

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?

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.

This video considered the selection process for the president, our chief executive. Students might be encouraged to independently study the process for other executives—ie. state, local, business, religious, etc.

ANSWERS TO QUESTIONS

Chapter 1

REVIEW

1. There are none. Parties are not mentioned.
2. It took a two-thirds majority vote to nominate the Democratic candidate.
3. Neither was favored prior to the convention. Both were compromises.
4. In the 1830's.
5. Direct primary election.
6. Open and closed.
7. The delegate convention is made up of representatives selected geographically. Primaries are elections with registered voters making selections. Parallel—representative democracy and direct democracy.
8. 1952.
9. (D) Adlai Stevenson and (R) Dwight Eisenhower.
10. Any registered voter.
11. Preferential—because they were only indicators of support.
12. Presidential primaries determined who convention delegates must vote for, on the

- first ballot.
13. Iowa. No.
 14. Iowa is the first to hold a contest; New Hampshire is the first primary state.
 15. Some states select large numbers of delegates. Others have regionalized their primary date for emphasis.
 16. California.

TERMS

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

THINGS TO CONSIDER

1. Because most elections and most officials are state not national.
2. Money and special interests corrupted some of them.
3. Because there is at least **some** party control over the selection process.
4. Answers will vary.
5. The closed primary is the principal method.
6. The primary.
7. Answers will vary.
8. Slim unless there are three or more strong candidates going in.

FOR DISCUSSION OR ESSAY

Answers will vary.

Chapter 2

REVIEW

1. Exposure (advertising), platform adoption, selection of vice presidential candidate, selection of presidential candidate.
2. Four.
3. Recently the four days are becoming four evenings to be during prime time.

4. Day 1: Older party leaders highlighted; Day 2: Keynote speech and presentation of platform; Day 3: Nomination of presidential candidate; Day 4: Selection VP candidate and both nominees speak.
5. Answers will vary.
6. Geraldine Ferraro.
7. It increases his popularity in the polls.
8. Federal financing.
9. Delegates pay their own expenses.
10. Labor Day.
11. As much as a year before.
12. Campaign finance.
13. In the 1970's.
14. Must have raised \$5,000 in each of 20 states in contributions of \$250 or less.
15. A check-off system on each person's income tax form allows one dollar of tax to be set aside for this purpose.
16. Tsongas, Humphrey—answers will vary.

TERMS

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

THINGS TO CONSIDER

1. Answers will vary. Education, health care, economy.
2. Answers will vary. Students may or may not be aware that these are debated in Congress as partisan measures.
3. 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 but did help on the issue of foreign policy and the environment.
4. Answers will vary. Formal (constitutional) requirements are not so important as informal.
5. Answers will vary. But it must be such as to get a person who can work with but not overshadow the president.
6. It must be done by those in power. They are in power through the workings of the current system and are, therefore, reticent to change it.
7. Answers will vary. There are some limits if a presidential candidate accepts federal funds.
8. Answers will vary. Have a student call for that information.
9. Answers will require local research.

DISCUSSION OR ESSAY

Answers will vary.

Chapter 3

REVIEW

1. 1948—Dewey v. Truman.
2. Air—first prop then jet.
3. Bus
4. Eisenhower (though President Truman had used it some earlier). Eisenhower.
5. TV, TelePrompTers, citizens committee, sound bites candidate packaging.
6. Makes candidate/viewer contact so much easier.
7. No, more than 10 years lapsed.
8. Physical contact. It is very difficult for the candidate and especially time consuming.
9. Not at all. Adams, Jackson, Lincoln, Cleveland, Roosevelt and Truman all had their share.

TERMS

1. Technique which attempts to make one feel alone if he doesn't go along.
2. Sounds good, says nothing.
3. Attempt to connect with the "grass roots." Ordinary.
4. Use of someone respected to speak well of idea or product (candidate).
5. To build a case with only favorable evidence—part truths.
6. Attempt to associate a positive symbol with a candidate.
7. To label one with something negative.
8. Group outside the regular party organization which works for a candidate to get money, supporters, votes.
9. 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. To stress the faults and failures of the opposition rather than one's own strengths.

THINGS TO CONSIDER

1. 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. Answers will vary. Students **should** pick the one most informative if more or less flattering.
3. Answers will vary. There are probably examples one could find on both sides. Reagan was adept at surmounting negative attacks, Clinton also, not so Carter and Dukakis.
4. Answers will vary. Length of campaign would seem to make it possible. Recent attempts by candidates to "come out of the TV" and meet voters are also encouraging.
5. Independent *Political Action Committees* (501C3's)

DISCUSSION OR ESSAY

Answers will vary.

Chapters 4 through 6

REVIEW

1. First Tuesday after first Monday in November of even numbered years.
2. Same as the combined number of senators and representatives.
3. 270.

4. Party caucus, convention, primary. Popular vote in the state—plurality wins.
5. 1.
6. Yes.
7. 14 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, 1894), Woodrow Wilson (1912), Harry Truman (1948), John F. Kennedy (1960), Richard Nixon (1968), William Jefferson Clinton (1992).
8. Monday after second Wednesday in November. They are signed, sealed and sent to Washington, D.C. to Congress.
9. T. Roosevelt, George Wallace, Strom Thurmond, John Anderson, Ross Perot.
10. 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. Pre-convention (caucuses and primaries), convention, campaign, (pop) general election, electoral college vote, congressional action.

TERMS

1. One named by the U.S. Constitution, chosen by the state to vote for president.
2. Place where one goes to vote.
3. Part of the election day committee who checks registration and gets voter to sign in to vote.
4. Party person who checks to see if potential voter is truly a resident at the place indicated and is whose credentials say he/she is.
5. Person in charge of the voting mechanism—aids voter in voting.
6. One more than the other.
7. One more than half.
8. See Constitution.

THINGS TO CONSIDER

1. These are strong supporters of the party in the first place or they would not have been nominated.
2. Answers will vary. Some networks have adopted policies against the practice.
3. Answers will vary. Party leaders often say so because of the chance of voter fraud. Others say in the state without registration no serious evidence points to this.
4. 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. 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.

DISCUSSION OR ESSAY

Answers will vary.

RUNNING TIMES:

Introduction- 2:40

Chapter 1-	9:49
Chapter 2-	7:56
Chapter 3-	19:21
Chapter 4-	4:27
Chapter 5-	5:00
Chapter 6-	4:50

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