1. Strategies and Choices  
in Presidential Nomination Campaigns

Money is perhaps the key resource for running a vigorous campaign. Without it, candidates find it impossible to get their message across to the electorate. Without a sufficient monetary base, the candidate simply cannot compete well.

Financing a campaign is a complex task. Raising money requires the  
expenditure of other resources: time, effort, and money itself. The expenditure of money can increase the candidate’s ability to raise even  
more money — if that expenditure leads to some electoral success. The  
most commonly cited reason for a candidate’s withdrawal is the inability to raise sufficient funds to conduct an adequate campaign. Money, like is spent largely in the states that hold primaries (the largest states). Caucuses are held primarily in the smaller states.

The media exert substantial influence on the campaign in general and  
on the future of the candidates in particular. Influence is a two-way street: the candidates can also influence the news coverage of the campaign.

Citizens faced with the choice of voting or abstaining in primaries  
confront much the same logical problem as those deciding whether or  
not to attend caucuses. These two decisions about participation rest on  
same logic as decisions about general elections. Citizens turn out when  
the benefits outweigh the costs.

The costs of participating in the general election include obtaining information, processing it, and deciding which candidate is preferable. To these decision-making costs must be added the more narrowly physical costs of becoming registered and going to the polls. The total cost is offered as an explanation of why participation rates are as low as they are in the United States. The decision-making costs are substantially higher in primary than in general election campaigns.

Most primaries are complicated electoral mechanisms. Many include  
an election of delegates that is separate from the expression of presidential  
preference. Sometimes voters are required to vote for delegates about  
whose presidential preferences nothing was specified on the ballot.  
Generally turnout is lower for caucuses than primaries and lower for  
primaries than general election.

The bases on which preferences for candidates are formed are the  
candidate as an individual and the candidate as a policy-maker. The first  
include experience, executive ability, trustworthiness, integrity. And also  
how a candidate responds to challenges, reporters’ inquiries and scrutiny,  
and unforeseen events.

Citizens combine their evaluation of the personal qualities of the candidate with their evaluation of the candidate’s positions on policies of concern. As a candidate begins to appear more electable during the preconvention campaign, more party members should be willing to support that candidate. One method by which a candidate appears more electable in the fall is by winning elections in the preconvention campaign.

**2.** **AMENDMENT XII**

Passed by Congress December 9, 1803. Ratified June 15, 1804.

Note: A portion of Article II, section 1 of the Constitution was superseded by the 12th amendment. The Electors shall meet in their respective states and vote by ballot for President and Vice-President, one of whom, at least, shall not be an inhabitant of the same state with themselves; they shall name in their ballots the person voted for as President, and in distinct ballots the person voted for as Vice-President, and they shall make distinct lists of all persons voted for as President, and of all persons voted for as Vice-President, and of the number of votes for each, which lists they shall sign and certify, and transmit sealed to the seat of the government of the United States, directed to the President of the Senate; -- the President of the Senate shall, in the presence of the Senate and House of Representatives, open all the certificates and the votes shall then be counted; -- The person having the greatest number of votes for President, shall be the President, if such number be a majority of the whole number of Electors appointed; and if no person have such majority, then from the persons having the highest numbers not exceeding three on the list of those voted for as President, the House of Representatives shall choose immediately, by ballot, the President. But in choosing the President, the votes shall be taken by states, the representation from each state having one vote; a quorum for this purpose shall consist of a member or members from two-thirds of the states, and a majority of all the states shall be necessary to a choice. [And if the House of Representatives shall not choose a President whenever the right of choice shall devolve upon them, before the fourth day of March next following, then the Vice-President shall act as President, as in case of the death or other constitutional disability of the President. --]\* The person having the greatest number of votes as Vice-President, shall be the Vice-President, if such number be a majority of the whole number of Electors appointed, and if no person have a majority, then from the two highest numbers on the list, the Senate shall choose the Vice-President; a quorum for the purpose shall consist of two-thirds of the whole number of Senators, and a majority of the whole number shall be necessary to a choice. But no person constitutionally ineligible to the office of President shall be eligible to that of Vice-President of the United States.

**3.** Even when there's little choice, we choose,

Lest we lose the habit of our duty.

Ever tempted to the rite refuse,

Come the day, we recognize its beauty.

There is no greater dignity than this:

In each an equal sense of sovereignty,

Ownership not easy to dismiss,

Nothing less than what makes people free.

Do, then, exercise this sovereign right

As though it could be lost, as well it might,

Yielding in small steps that few can see.

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**4.** What won’t a politician do to get votes

He’ll sell his soul and even distribute currency notes

He cares not a fig for the admonitions

Of the sometimes overzealous electoral commissions

He always manages to find the right excuses

To condone his Election Code abuses

The educated class remain passive spectators

To the unacceptable behaviour of these traitors

Then absolve themselves by claiming

That there is no candidate worth pursuing

They do not exercise their franchise

Since all the candidates proclaim is a pack of lies

I dream of the times when an Election

Will become a time for reflection

When the educated electorate will open their eyes wide

Exercise their franchise using their intellect to decide

Whether the candidate has the right stature

To merit being part of the government or legislature

Only then can the country hope for good governance

And with it the happiness and progress of its citizens

*Sandra Martyres*