





Campaigning in Modern America:

Advertising, Money, Media Coverage, and the Election Process

Running for Office

- Washington State or local office = must be 18 years old & US citizen; live in the state
- US House of Representatives = 25 years old, US citizen for 7 yrs, and live in the district that you represent
- US Senate = 30 years old, US citizen for 9 years, and live in the state you represent





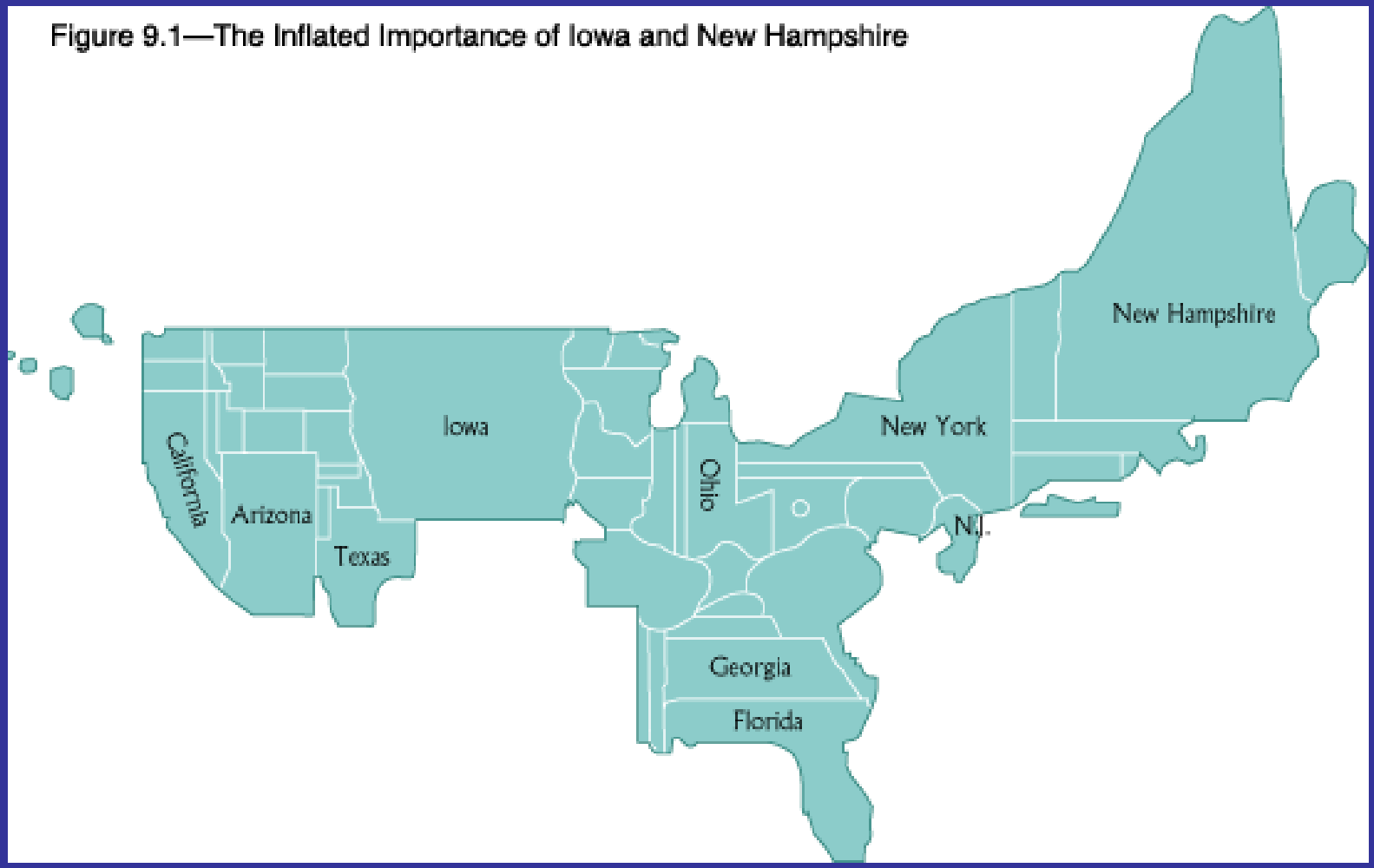


Race to the White House

Announcements are coming earlier & earlier:

- JFK announced Jan.2nd, 1960
- Today, candidates start 2-3 years in advance
- Each party holds presidential primaries & caucuses
- Iowa (first caucus); NH (first primary)
- This is about to change for 2024!
- https://www.nytimes.com/2022/12/04/us/politics/democrats-presidential-primary-calendar.html
- Depending upon how you place; you earn so many delegates

The Big Mo!!!

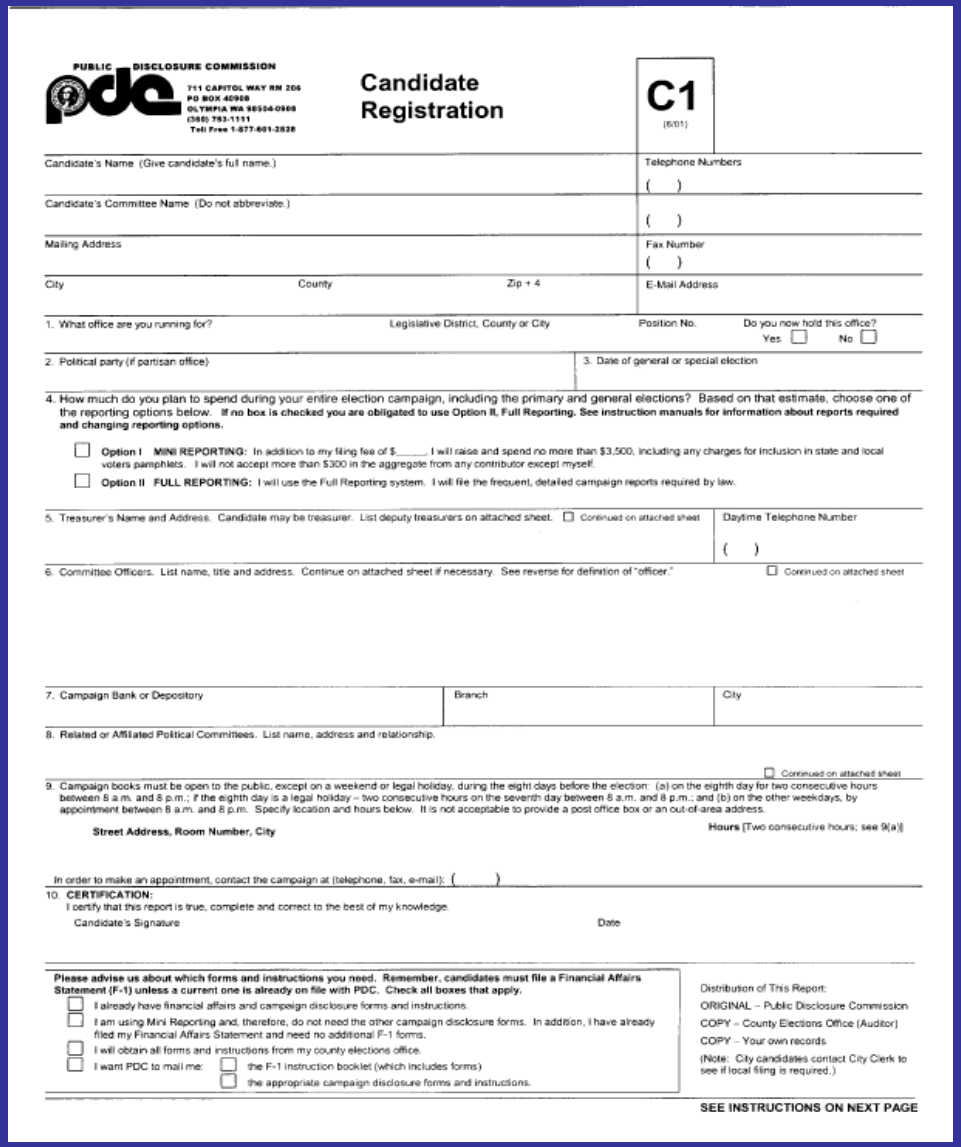

Figure 9.1—The Inflated Importance of Iowa and New Hampshire
New Hampshire
Iowa
New York
California
Ohio
Arizona
N.J.
Texas
Georgia
Florida

Each state determines the rules!

- Some have *presidential primaries* others have *precinct caucuses*
- Closed Primary = only those registered with the party can vote
- Open Primary = pick a party on primary election day
- Blanket Primary = voter receives a ballot with all candidates & can vote for either parties' candidates (Washington State)

Paperwork

- A candidate must file with the County Auditor's Office (elections division) or with the WA Secretary of State's Office
- Must also file with the PDC or FEC
- Public Disclosure Commission (local & state)
- Federal Election Commission (nat'l)



PUBLIC DISCLOSURE COMMISSION
711 CAPITOL WAY RM 206
PO BOX 40908
OLYMPIA WA 98504-0908
(360) 753-1111
Toll Free 1-877-601-2828

Candidate Registration

C1 (6/01)

Candidate's Name (Give candidate's full name.) | Telephone Numbers ( )

Candidate's Committee Name (Do not abbreviate.) ( )

Mailing Address | Fax Number ( )

City | County | Zip + 4 | E-Mail Address

1. What office are you running for? | Legislative District, County or City | Position No. | Do you now hold this office? Yes ☐ No ☐

2. Political party (if partisan office) | 3. Date of general or special election

4. How much do you plan to spend during your entire election campaign, including the primary and general elections? Based on that estimate, choose one of the reporting options below. **If no box is checked you are obligated to use Option II, Full Reporting. See instruction manuals for information about reports required and changing reporting options.**

☐ **Option I MINI REPORTING:** In addition to my filing fee of $_____, I will raise and spend no more than $3,500, including any charges for inclusion in state and local voters pamphlets. I will not accept more than $300 in the aggregate from any contributor except myself.

☐ **Option II FULL REPORTING:** I will use the Full Reporting system. I will file the frequent, detailed campaign reports required by law.

5. Treasurer's Name and Address. Candidate may be treasurer. List deputy treasurers on attached sheet. ☐ Continued on attached sheet | Daytime Telephone Number ( )

6. Committee Officers. List name, title and address. Continue on attached sheet if necessary. See reverse for definition of "officer." ☐ Continued on attached sheet

7. Campaign Bank or Depository | Branch | City

8. Related or Affiliated Political Committees. List name, address and relationship.

☐ Continued on attached sheet

9. Campaign books must be open to the public, except on a weekend or legal holiday, during the eight days before the election: (a) on the eighth day for two consecutive hours between 8 a.m. and 8 p.m.; if the eighth day is a legal holiday – two consecutive hours on the seventh day between 8 a.m. and 8 p.m.; and (b) on the other weekdays, by appointment between 8 a.m. and 8 p.m. Specify location and hours below. It is not acceptable to provide a post office box or an out-of-area address.

Street Address, Room Number, City | **Hours** [Two consecutive hours; see 9(a)]

In order to make an appointment, contact the campaign at (telephone, fax, e-mail): ( )

10. **CERTIFICATION:**
I certify that this report is true, complete and correct to the best of my knowledge.

Candidate's Signature | Date

Please advise us about which forms and instructions you need. Remember, candidates must file a Financial Affairs Statement (F-1) unless a current one is already on file with PDC. Check all boxes that apply.

☐ I already have financial affairs and campaign disclosure forms and instructions.
☐ I am using Mini Reporting and, therefore, do not need the other campaign disclosure forms. In addition, I have already filed my Financial Affairs Statement and need no additional F-1 forms.
☐ I will obtain all forms and instructions from my county elections office.
☐ I want PDC to mail me: ☐ the F-1 instruction booklet (which includes forms) ☐ the appropriate campaign disclosure forms and instructions.

Distribution of This Report:
ORIGINAL – Public Disclosure Commission
COPY – County Elections Office (Auditor)
COPY – Your own records
(Note: City candidates contact City Clerk to see if local filing is required.)

SEE INSTRUCTIONS ON NEXT PAGE

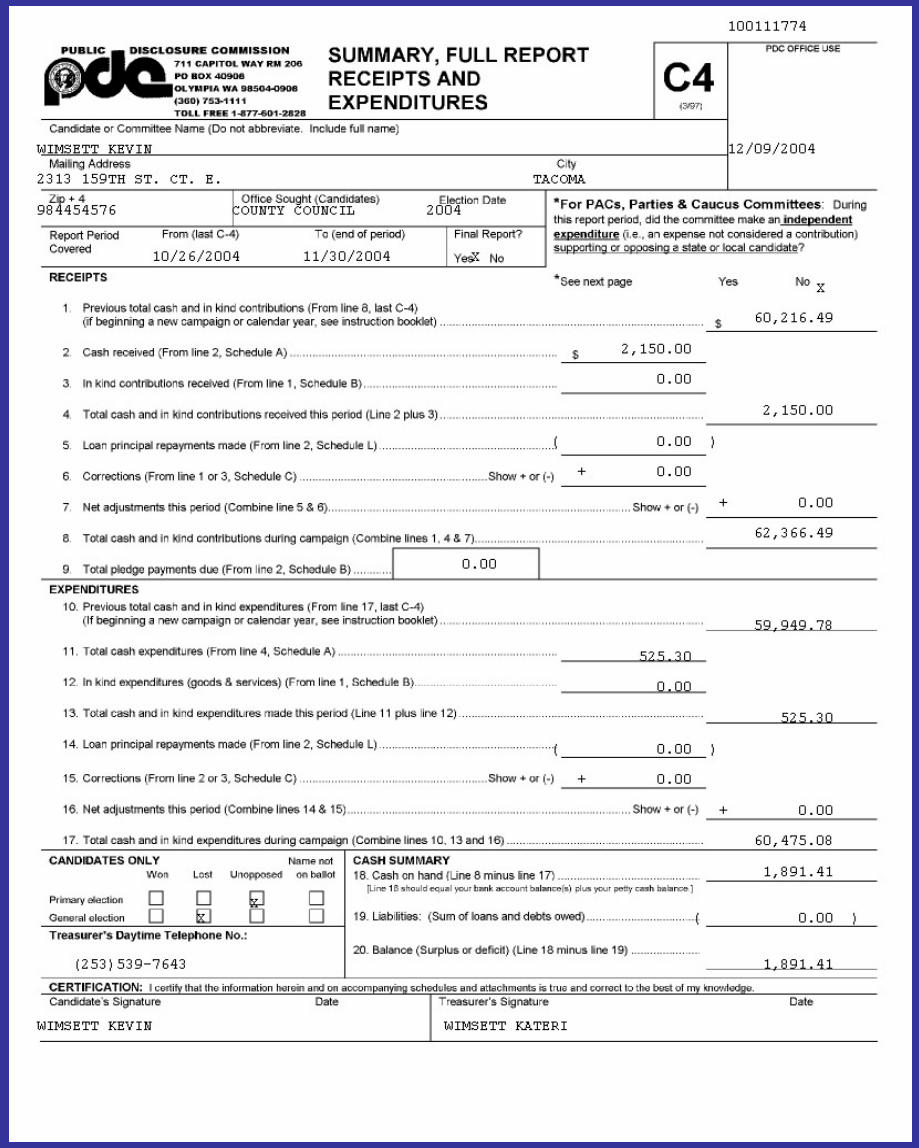
Shaping the Message

- KISS principle
- 30 seconds or less
- Images tell stories
- Political polling
- Do polls accurately reflect the mood of the public?

Raising Money

- Hard Money = $$$ given directly to the candidate
- Soft Money = $$$ given to the political party or outside organization
- Federal limits = $3300 to a candidate (per election)
- https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/contribution-limits/
- State/Local Limits = $1200 to a candidate for the Leg. (per election); $2400 for state-wide office (per election)
- *General Election (Nov.) vs. Primary Election (run-off election in Aug.)*
- State Parties and Political Action Committees (PAC's) play by a different set of rules (*soft money*)
- Monthly reporting requirements

Public's Right to Know



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PUBLIC DISCLOSURE COMMISSION
711 CAPITOL WAY RM 206
PO BOX 40908
OLYMPIA WA 98504-0908
(360) 753-1111
TOLL FREE 1-877-601-2828

SUMMARY, FULL REPORT RECEIPTS AND EXPENDITURES

C4 (3/97)

PDC OFFICE USE

Candidate or Committee Name (Do not abbreviate. Include full name)
WIMSETT KEVIN

12/09/2004

Mailing Address: 2313 159TH ST. CT. E.
City: TACOMA
Zip + 4: 984454576
Office Sought (Candidates): COUNTY COUNCIL
Election Date: 2004

Report Period Covered: From (last C-4) 10/26/2004 To (end of period) 11/30/2004
Final Report? Yes X No

*For PACs, Parties & Caucus Committees: During this report period, did the committee make an **independent expenditure** (i.e., an expense not considered a contribution) supporting or opposing a state or local candidate?
*See next page Yes No X

RECEIPTS

1. Previous total cash and in kind contributions (From line 8, last C-4) (If beginning a new campaign or calendar year, see instruction booklet)		$ 60,216.49
2. Cash received (From line 2, Schedule A)	$ 2,150.00	
3. In kind contributions received (From line 1, Schedule B)	0.00	
4. Total cash and in kind contributions received this period (Line 2 plus 3)		2,150.00
5. Loan principal repayments made (From line 2, Schedule L)	(0.00)	
6. Corrections (From line 1 or 3, Schedule C) Show + or (-)	+ 0.00	
7. Net adjustments this period (Combine line 5 & 6) Show + or (-)		+ 0.00
8. Total cash and in kind contributions during campaign (Combine lines 1, 4 & 7)		62,366.49
9. Total pledge payments due (From line 2, Schedule B)	0.00	

EXPENDITURES

10. Previous total cash and in kind expenditures (From line 17, last C-4) (If beginning a new campaign or calendar year, see instruction booklet)		59,949.78
11. Total cash expenditures (From line 4, Schedule A)	525.30	
12. In kind expenditures (goods & services) (From line 1, Schedule B)	0.00	
13. Total cash and in kind expenditures made this period (Line 11 plus line 12)		525.30
14. Loan principal repayments made (From line 2, Schedule L)	(0.00)	
15. Corrections (From line 2 or 3, Schedule C) Show + or (-)	+ 0.00	
16. Net adjustments this period (Combine lines 14 & 15) Show + or (-)		+ 0.00
17. Total cash and in kind expenditures during campaign (Combine lines 10, 13 and 16)		60,475.08

CANDIDATES ONLY

	Won	Lost	Unopposed	Name not on ballot
Primary election	☐	☐	☒	☐
General election	☐	☒	☐	☐

Treasurer's Daytime Telephone No.: (253) 539-7643

CASH SUMMARY

18. Cash on hand (Line 8 minus line 17) [Line 18 should equal your bank account balance(s) plus your petty cash balance.]	1,891.41
19. Liabilities: (Sum of loans and debts owed)	(0.00)
20. Balance (Surplus or deficit) (Line 18 minus line 19)	1,891.41

CERTIFICATION: I certify that the information herein and on accompanying schedules and attachments is true and correct to the best of my knowledge.

Candidate's Signature	Date	Treasurer's Signature	Date
WIMSETT KEVIN		WIMSETT KATERI	

Types of Campaigning

Local Races: Doorbelling, Sign-waving, Mailers, Ads in the newspaper

* Cost for a local campaign = $2k to $100k

Statewide & Congressional Races (or large metropolitan areas): TV, the internet, mailings, newspaper ads, etc.

- Costs for a statewide or Congressional race = $500k to $30 million

Sample TV Ads

- 2020 Trump Ads:
- https://www.youtube.com/watch?v=glWS3vAVhJU
- https://www.washingtonpost.com/video/politics/campaign-ads-2020/donald-j-trump-for-president-cards--campaign-2020/2020/08/04/62412547-092d-41a7-a48b-9b96fc3a532f_video.html

- 2020 Biden Ads:
- https://www.youtube.com/watch?v=7ef8xufT-KI
- https://www.youtube.com/watch?v=C3UsWMbUpF4

Sample TV Ads

Jason Kander Campaign Ad:
https://www.youtube.com/watch?v=9_S5s16Y1OA

Gerald Daugherty Ad:
https://www.youtube.com/watch?v=wzjRwNUQDRU

LBJ Ad:
https://www.youtube.com/watch?v=2cwqHB6QeUw

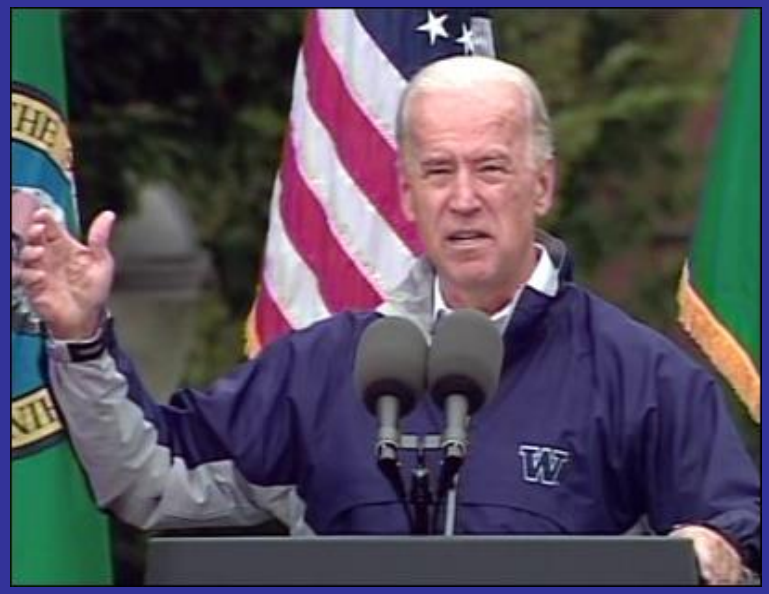
Reagan Ad:
https://www.youtube.com/watch?v=A4M-SkpvomM

Bill Clinton Ad:
https://www.youtube.com/watch?v=Pt-LDpxS5iQ

George W. Bush Ad:
https://www.youtube.com/watch?v=6FxL242-z6I

Media Events

- Staged events to get the attention of the media
- News coverage
- VP Joe Biden visits Tacoma; Pres. Obama and the First Lady
- Campaigns for Patty Murray (2010)





Outside Groups

- P.A.C. ~ Political Action Committee
- Super PAC's
- 501 {C} 4 groups ~ Social Welfare groups that can advocate for issues, but technically aren't supposed to be political
- Federal & state laws prohibit outside groups with coordinating with any individual campaign
- *Citizens United* case
- https://www.opensecrets.org/news/2021/02/2020-cycle-cost-14p4-billion-doubling-16/

Does money corrupt?

- Are people or groups buying access?
- Are average people's voices being heard?
- Do we need campaign spending limits?
- Contribution limits?
- Public funding of campaigns?
- Is money a form of free speech?