Obstarczyk

AP/Govt

Ch.14 Objectives

*After reading the chapter, answer the following prompts using complete sentences.*

1. List and describe the different structures of a campaign.
2. How do the candidates and the campaigns impact voter choice. Compare and contrast the two.
3. What opportunities and challenges does the modern media present to campaigns?
4. Analyze the campaign finance system as it has evolved since 1971.
5. Using independent research, analyze how the campaign finance system has evolved since 2002.
6. Discuss the 2000 presidential campaign and election. Why was it so contentious and controversial?

Identify the following terms.  
1. Voter canvass  
2. Get-out–the-vote   
3. Campaign manager   
4. Campaign consultant   
5. Direct mailer   
6. Communications director   
7. Media consultant   
8. Spot ads

9. Media events   
10. Sound bites   
11. Spin   
12. *McConnell v. FEC* (2003)  
13. Federal Election Campaign Act of 1974 (FECA)  
14. *Buckley v. Valeo* (1976) (s)

15. *Citizens United v. Federal Election Commission* (2010)