

## THE PRESIDENTIAL NOMINATING PROCESS, PRE- AND POST-1968

PRE-1968	POST-1968
<p><u>Party Dominated</u></p> <ul style="list-style-type: none"> <li>• Nomination decision largely in the hands of party leaders; candidates win by enlisting support of state and local party machines.</li> </ul>	<p><u>Candidate-dominated</u></p> <ul style="list-style-type: none"> <li>• Campaigns independent of party establishments;</li> <li>• Endorsements by party leaders have little effect on nomination choice.</li> </ul>
<p><u>Few Primaries</u></p> <ul style="list-style-type: none"> <li>• Most delegates chosen by state party establishments with little or no public participation;</li> <li>• Some primaries held, but results did not necessarily determine nominee;</li> <li>• Primaries used to determine candidate's electability.</li> </ul>	<p><u>Many Primaries</u></p> <ul style="list-style-type: none"> <li>• Most delegates selected by popular primaries and caucuses;</li> <li>• Nominations largely (solely) determined by voters' decisions in these contests.</li> </ul>
<p><u>Short Campaigns</u></p> <ul style="list-style-type: none"> <li>• Candidates usually begin early in the election year.</li> </ul>	<p><u>Long Campaigns</u></p> <ul style="list-style-type: none"> <li>• Candidates begin laying groundwork 3-4 years before election;</li> <li>• Those who are not well organized at least 18 months before election have little (no) chance of securing nomination.</li> </ul>
<p><u>Easy Money</u></p> <ul style="list-style-type: none"> <li>• Candidates often raise large amounts of money by tapping a few big contributors;</li> <li>• No federal limits on spending.</li> </ul>	<p><u>Difficult Fund-raising</u></p> <ul style="list-style-type: none"> <li>• Contribution limited to \$10k, so candidate must work to solicit many of these;</li> <li>• PAC contributions important in primaries;</li> <li>• Spending limited by law, both federally and in states.</li> </ul>
<p><u>Limited Media Coverage</u></p> <ul style="list-style-type: none"> <li>• Campaign followed by print journalists (later by TV), but coverage is not intensive and generally does not play a major role in the process.</li> </ul>	<p><u>Media-focused</u></p> <ul style="list-style-type: none"> <li>• Intense coverage;</li> <li>• Media treatment plays crucial role in determining nominee.</li> </ul>
<p><u>Late Decisions</u></p> <ul style="list-style-type: none"> <li>• Early events (e.g., NH), not decisive; states that pick delegates late (CA) are often important in picking nominee;</li> <li>• Many states enter convention without having made final decision about nominee.</li> </ul>	<p><u>'Front-loaded'</u></p> <ul style="list-style-type: none"> <li>• Early events (IA, NH) important;</li> <li>• Nomination may be decided before big states vote;</li> <li>• Early victories give winners free publicity and greater fund-raising ability (and attractiveness?).</li> </ul>
<p><u>Open Conventions</u></p> <ul style="list-style-type: none"> <li>• National conventions sometimes begin with nomination still undecided;</li> <li>• Outcome determined by maneuvering and negotiation among party factions, often stretching over multiple ballots.</li> </ul>	<p><u>Closed Conventions</u></p> <ul style="list-style-type: none"> <li>• Nominee decided before convention;</li> <li>• Convention ratifies candidate, focused on creating favorable media image of candidate.</li> </ul>

Adapted from Congressional Quarterly, *Presidential Elections*