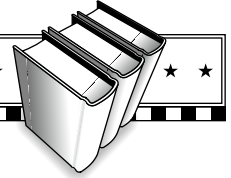


# Guided Reading Activity 17-1



## Election Campaigns

**★ DIRECTIONS** Use the information in your textbook to match these items dealing with election campaigns. Write the letter of the correct answer in the space provided.

### Column A

- \_\_\_\_\_ 1. popular ways in which presidential candidates contact voters
- \_\_\_\_\_ 2. the number of electoral votes needed to win a presidential election
- \_\_\_\_\_ 3. two types of campaign strategies from which presidential candidates may choose
- \_\_\_\_\_ 4. what a candidate's national office does during the election campaign
- \_\_\_\_\_ 5. what state and local campaign workers do
- \_\_\_\_\_ 6. why the mass media are important to a candidate's campaign
- \_\_\_\_\_ 7. what a campaign organization does to "package" a candidate
- \_\_\_\_\_ 8. why it is important for candidates to appear on TV news programs
- \_\_\_\_\_ 9. an important way in which candidates can affect voters who are undecided
- \_\_\_\_\_ 10. what the federal election laws demand from candidates and political parties
- \_\_\_\_\_ 11. why money is important to a political campaign
- \_\_\_\_\_ 12. principles on which Federal Election Campaign Acts provided for a new system of campaign financing
- \_\_\_\_\_ 13. an organization designed to support political candidates with campaign funds
- \_\_\_\_\_ 14. two loopholes in FECA regulations
- \_\_\_\_\_ 15. legislation which eliminated "soft money" and put time limits on issue advocacy advertising

### Column B

- A.** they can create both positive and negative images for the candidates
- B.** handle relations with television, radio, the print media, finances, advertising, opinion polls, and campaign material
- C.** the Bipartisan Campaign Reform Act
- D.** makes political commercials to create the candidate's presidential image
- E.** 270 out of 538, which is the number of representatives and senators from all the states
- F.** candidates need money for office space, staff salaries, consultants, posters, travel, campaign literature, and advertising
- G.** taping TV messages, shaking hands, making speeches, giving interviews, and traveling
- H.** political action committee
- I.** an aggressive all-out attack on the opponent or a low-key campaign
- J.** participating in TV debates
- K.** ring doorbells, canvass voters, make sure voters turn out to vote
- L.** soft-money donations and issue-advocacy advertising
- M.** keep records of contributions and report to the FEC all contributions over \$100.00
- N.** TV is now the single most important source of news for most citizens
- O.** public funding of presidential elections, limitations on the amounts presidential candidates could spend on their campaigns, and public disclosure of how much candidates spend to get elected