

**Lecture #14: Elections, Voters, Candidates and Campaigns**

I. Types of Elections and the Election Cycle

A. Primary Elections

1. open vs. closed
2. California's "Top Two" system (2012)

B. Political Conventions

1. planks and platforms

C. General Elections

1. presidential
2. mid-term
3. "off year"

II. From "Top Down"

- A. "Mothers Milk" of Politics" and what it's for
- B. Parties and PACs
- C. Incumbency Advantage
- D. "Soft" vs. "Hard" \$

III. Why Run? Why Serve?

- A. Motivations of a Candidate

IV. The "Brave New World" of Citizens United"

- A. Super PACS
- B. No Limits
- C. Big \$ w/ anonymity