**Know and Be Able To (KBAT)**

Chapter 9 - Campaigns/Elections

**ESSENTIAL QUESTION:** How do U.S. citizens choose their elected officials in a free and fair society?

**KNOW**

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| 527 Groups  Australian Ballot  Caucus  Citizens United v. FEC (2010)  Closed Primary  Coattail Effect  Elector  Federal Election Commission (FEC)  Federal Election Reform Act (1974) | Focus Group  Front-Loading  General Election  Hard Money  Independent Expenditures  Issue Advocacy Advertising  McCain-Feingold Act (2002)  Open Primary  Political Action Committee (PAC) | Political Consultant  Political Efficacy  Presidential Primary  Soft Money  Superdelegate  SuperPAC  Super Tuesday  Swing State  Tracking Poll |

**BE ABLE TO**

1. Evaluate the fairness of our current system of presidential primaries and caucuses.
2. Explain the key objectives of any political campaign.
3. Outline how the financing of federal campaigns is regulated by campaign finance laws.
4. Determine why campaigns have an important yet limited impact on election outcomes.
5. Identify the factors that influence whether people vote.
6. Asses the impact of party identification, candidate evaluations, and policy opinions on voting behavior.
7. Evaluate the fairness of the Electoral College system for choosing the president.

**CASE STUDIES**

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