

# APGOVPOL

## Chapter 9: Nominations and Campaigns

### Key Words and Terms, Defined

1. campaign strategy: the way candidates use scarce resources to achieve the nomination or win office.
2. caucus: a meeting to determine which candidate delegates from a state party will support.
3. direct mail: the use of targeted mailings to prospective supporters, usually compiled from lists of those who have contributed to candidates and parties in the past.
4. Federal Election Campaign Act: 1974 legislation designed to regulate campaign contributions and limit campaign expenditures.
5. Federal Election Commission: A bipartisan body charged with administering campaign finance laws.
6. frontloading: states' decisions to move their presidential primaries and caucuses to earlier in the nomination season in order to capitalize on media attention.
7. McGovern-Fraser Commission: a committee in the Democratic party charged with recommending changes in party rules to promote more representation of women and minorities in the delegate selection process.
8. national party convention: a meeting of the delegates from each state to determine the party's nominee for president.
9. national primary: a proposal by critics of the caucuses and presidential primaries systems who would replace these electoral methods with a nationwide primary held early in the election year.
10. nomination: a party's official endorsement of a candidate for office.
11. party platform: the party's statement of its goals and policies for the next four years.
12. political action committees: a legal entity formed expressly for the purpose of contributing money to candidates and influencing electoral outcomes.
13. presidential primaries: a state-level election to determine which candidate the state's delegates will support.