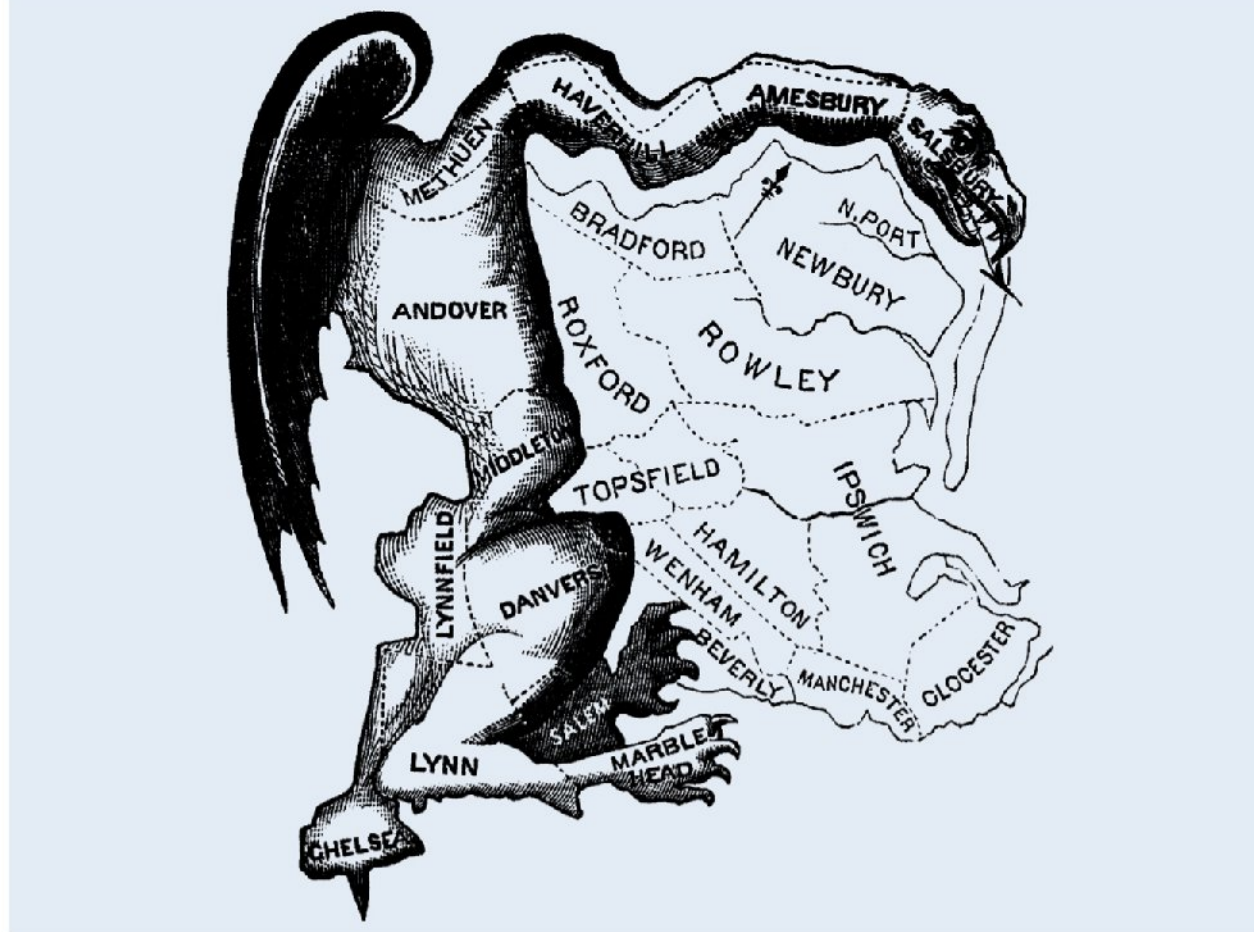


Congress-II

Congressional Apportionment

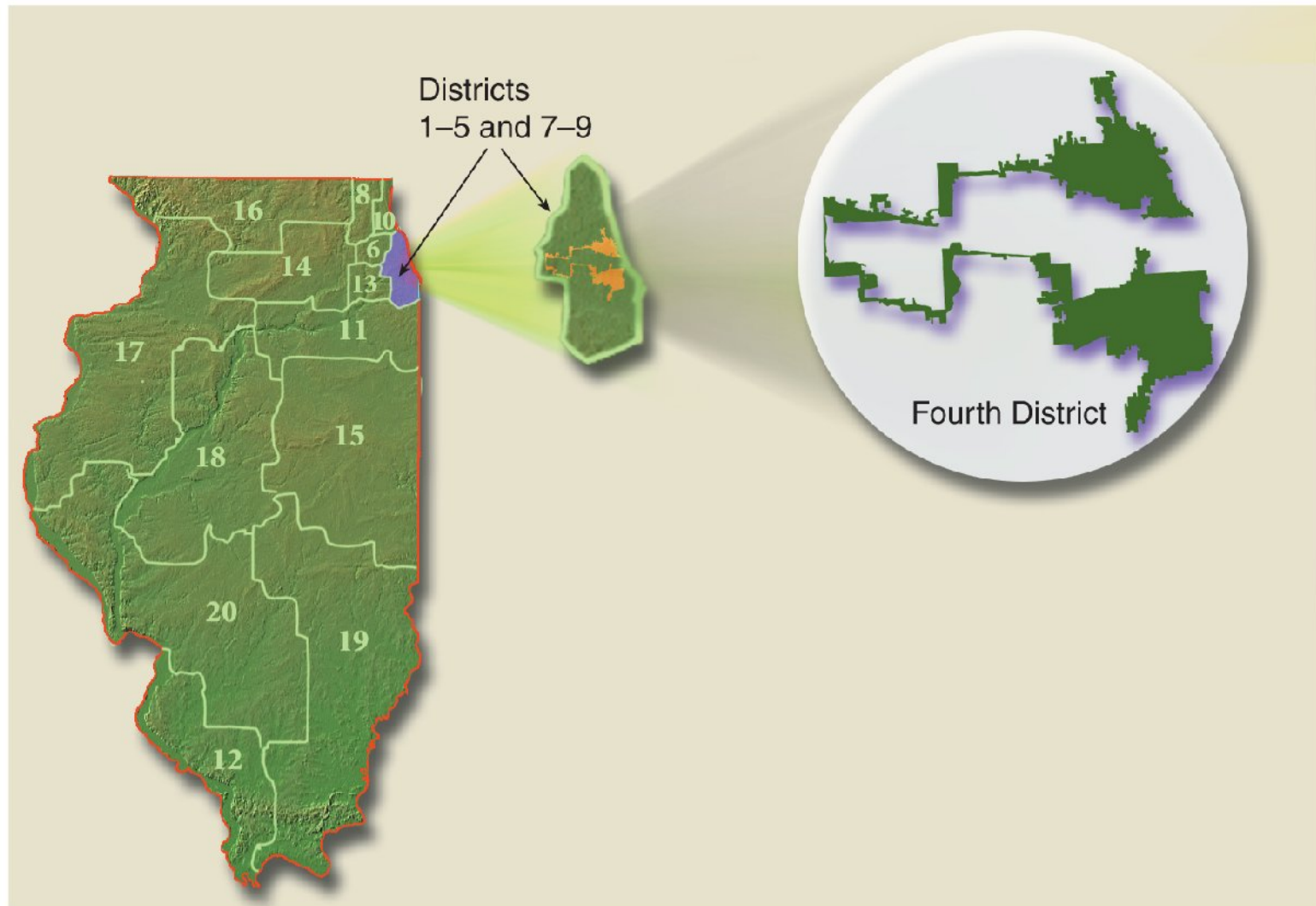
- House seats are apportioned among the states every ten years, following the census.
 - *Reapportionment*—the allocation of seats in the House of Representatives to each state after each census
 - *Redistricting*—The redrawing of the boundaries of the congressional districts within each state

The Original Gerrymander



SOURCE: *Congressional Quarterly's Guide to Congress*, 3d ed. (Washington, D.C.: Congressional Quarterly Press, 1982), p. 695.

The Fourth Congressional District of Illinois



SOURCE: *The New York Times*, July 15, 2001, p. 16.

Congressional Elections

- Candidates for Congressional Elections
 - Candidates for congressional seats can be self-selected or recruited by the local political party. Usually the party attempts to select a candidate that has many of the social characteristics of the population in the district.
- Congressional campaigns and elections
 - Campaign funding
 - Effects of Presidential elections
- The Power of Incumbency

POWER-AMBITION

THE DRIVING FORCES BEHIND POLITICS

- **POLITICS OFFERS A MIX OF POWER AND CELEBRITY FOR THE PEOPLE ATTRACTED TO IT**
- **PERSONAL TRAITS**
 - **POLITICAL ENTREPRENEURSHIP**
 - **ABILITY TO SELL ONESELF**
 - **POLITICAL TEMPERAMENT**
 - **IT'S A LIFESTYLE, NOT JUST A JOB**
 - **COMMUNICATION SKILLS**
 - **IN VARIOUS FORMS AND SETTINGS**
 - **PROFESSIONALISM**
 - **IT HAS BECOME A CAREER AT THE TOP**
 - **CAREERISM**
 - **PEOPLE BEGIN AT A VERY YOUNG AGE**
 - **BACKGROUND**
 - **THE PREVALENCE OF LAWYERS**

ADVANTAGE GOES TO THE INCUMBENTS

- **INCUMBENTS ARE THOSE CANDIDATES ALREADY HOLDING OFFICE AND SEEKING REELECTION**
- **ADVANTAGES:**
 - **NAME RECOGNITION**
 - **MEDIA COVERAGE**
 - **CAMPAIGN FINANCES**
 - **PACs INFLUENCE BY NORMALLY FAVORING THE INCUMBENTS**
 - **OFFICE RESOURCES**
 - **FRANKING PRIVILEGE REFERS TO THE FREE USE OF THE U.S. MAILS GRANTED TO MEMBERS OF CONGRESS TO PROMOTE COMMUNICATION WITH CONSTITUENTS**

TABLE 11-3 | MIDTERM GAINS AND LOSSES BY THE PARTY OF THE PRESIDENT, 1942 TO 2006

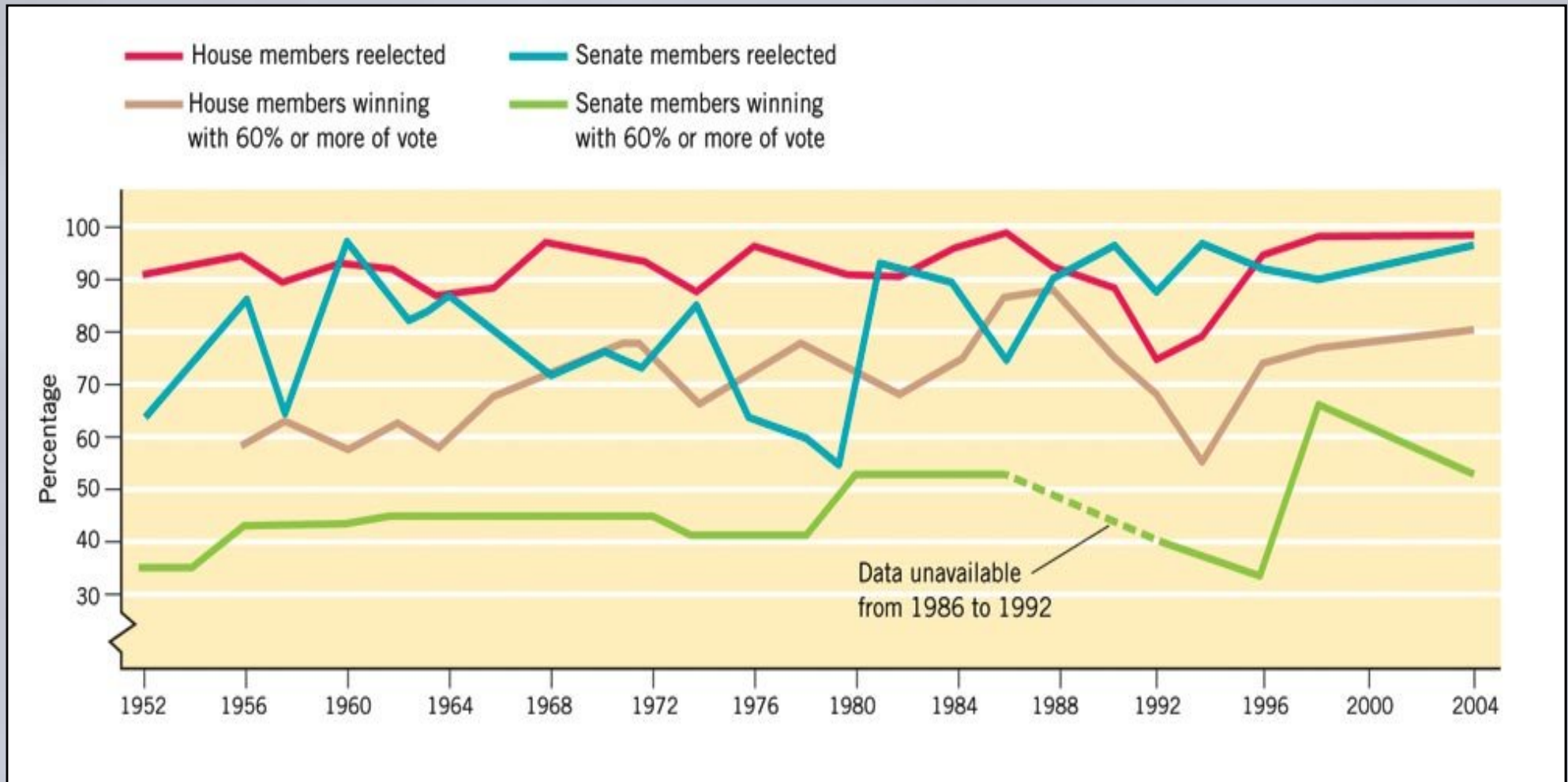
SEATS GAINED OR LOST BY THE PARTY OF THE PRESIDENT IN THE HOUSE OF REPRESENTATIVES

1942	-45 (D.)
1946	-55 (D.)
1950	-29 (D.)
1954	-18 (R.)
1958	-47 (R.)
1962	-4 (D.)
1966	-47 (D.)
1970	-12 (R.)
1974	-48 (R.)
1978	-15 (D.)
1982	-26 (R.)
1986	-5 (R.)
1990	-8 (R.)
1994	-52 (D.)
1998	+5 (D.)
2002	+5 (R.)
2006	XXX

The Incumbency Advantage

- Media coverage is higher for incumbents
- Incumbents have greater name recognition due to franking, travel to the district, news coverage
- Members secure policies and programs for voters

Percentage of Incumbents Reelected to Congress



Harold W. Stanley and Richard G. Niemi, *Vital Statistics on American Politics*, 1999-2000 (Washington, D.C.: Congressional Quarterly Press, 2000), table 1-18; 2004 updated by Marc Siegal.

Incumbents in Congress Reelected by 60 Percent or More

Table 11.2 Incumbents in Congress Reelected by 60 Percent or More

Year	House, 1956–2002		Election Period	Senate, 1944–2002	
	Number of Incumbents Running in General Election	Percentage of Incumbents Reelected with at Least 60 Percent of the Vote		Number of Incumbents Running in General Election	Percentage of Incumbents Reelected with at Least 60 Percent of the Vote
1956	403	59.1%	1944–1948	61	39.3%
1958	390	63.1	1950–1954	76	35.5
1960	400	58.9	1956–1960	84	42.9
1962	376	63.6	1962–1966	86	44.2
1964	388	58.5	1968–1972	74	44.6
1966	401	67.7	1974–1978	70	41.4
1968	397	72.2	1980–1984	84	54.1
1970	389	77.3	1986–1990	87	57.5
1972	373	77.8	1992–1994	53	43.4
1974	383	66.4	1996–1998	49	57.1
1976	381	71.9	1998–2000	29	65.5
1978	377	78.0	2000–2002	29	69.0
1980	392	72.9	2002–2004	27	55.6
1982	383	68.9			
1984	406	74.6			
1986	391	86.4			
1988	407	88.5			
1990	406	76.4			
1992	349	65.6			
1994	383	64.5			
1996	383	73.6			
1998	400	77.2			
2000	403	81.1			
2002	394	83.5			

Source: Harold W. Stanley and Richard G. Niemi, *Vital Statistics on American Politics, 2001–2002* (Washington, D.C.: Congressional Quarterly Press, 2001), table 1-18.

CAMPAIGN STRATEGIES

- **HAVING A PLAN FOR A CAMPAIGN NORMALLY INVOLVES THE FOLLOWING:**
 - **SELECTING A THEME**
 - **A THEME THAT CHARACTERIZES CANDIDATE**
 - **DEFINING THE OPPONENT**
 - **ONSLAUGHT OF NEGATIVE CAMPAIGNING**
 - **USING FOCUS GROUPS AND POLLING**
 - **FOCUS GROUPS ARE SMALL GATHERINGS THAT REVIEW AND RESPOND TO VARIOUS ISSUES AND INFORMATION**
 - **INCUMENT VS. CHALLENGER STRATEGIES**
 - **A GOOD OFFENSE VS. A GOOD DEFENSE**
 - **NEWS MANAGEMENT**
 - **PROVIDING GOOD PHOTO OPPORTUNITIES AND SHORT SOUND BITES**
 - **PAID ADVERTISING**
 - **A LOT OF MONEY GOES INTO THIS EFFORT**
 - **FREE AIRTIME**
 - **USE OF NEWS AND TALK SHOWS TO GET MESSAGE OUT TO PUBLIC, INCLUDING DEBATES**

Sources of Campaign Funds

- The Federal Election Commission monitors campaign fundraising
- Sources of funds include:
 - Direct Mail
 - Political Action Committees
 - The Candidates
 - Parties and Soft Money
 - Public Funding

Campaign Finance Reform

- Both parties have argued that reforms should be made to the campaign finance system
- Incumbents are reluctant to give up the financial advantage
- Each party fears that reform would benefit the other side

Implications for Democracy

- Campaign contributions affect the balance of power among contending social groups
- Limits on contributions would undermine free speech and political participation

THE

VOTE

- **PARTY IDENTIFICATION**
 - REMAINS A STRONG INFLUENCE
- **GROUP VOTING**
 - COURTING SPECIFIC GROUPS WITH LARGE NUMBERS OF VOTES CAN PAY OFF WITH GROUP ENDORSEMENTS
- **CANDIDATE IMAGE**
 - TRAITS SUCH AS INTELLIGENCE, ATTRACTIVENESS, AND PROFESSIONALISM CAN BE IMPORTANT
- **THE ECONOMY**
 - A SOUND ECONOMY CAN MAKE THINGS VERY TOUGH FOR A CHALLENGER
- **ISSUE VOTING**
 - SOME PERSONS CAST THEIR VOTE BASED ON THE POSITION A CANDIDATE HAS EXPRESSED

Member Behavior

- **Representational view:** members vote to please their constituents, in order to secure re-election
- **Organizational view:** where constituency interests are not vitally at stake, members primarily respond to cues from colleagues
- **Attitudinal view:** the member's ideology determines her/his vote

Discussion Questions

- Which of the theories listed above do you believe is practiced by most members of Congress during campaign season? Would you expect the longer term of Senators (6 years) compared to Representatives (2 years) to result in their practicing a different theory of representation?
- Which of the three theories listed above do you endorse as a citizen? Which would you endorse as a member of Congress? Explain why your perspective did or did not change, depending on your political role.
- Suppose you want your representative in Congress to vote for the policies you prefer—the representational theory of congressional voting. How could you make this happen?