**25 Things You Need To Know**

1. Explain the difference between initiative, referendum, and recall.

2. Give three reasons why ballot measures (initiative, referendum) are controversial. How do supporters of ballot measures defend them?

3. What are runoff primaries, and when are they used?

4. Describe the difference between a winner-take-all primary and a proportional-representation primary.

5. Why do most states prefer primaries to caucuses?

6. Describe reapportionment. When and why is it done?

7. How did the 12th Amendment fix a flaw in the Electoral College?

8. Explain the three causes of the “incumbency advantage?”

9. Describe the four main reasons incumbents lose.

10. What often happens in midterm elections?

11. Describe some of the most important members of a campaign staff. (at least five)

12. How do volunteers help political campaigns? Make sure to discuss “voter canvassing” and GOTV drives.

13. What does research show about the importance and impact of debates?

14. When it comes to the media, what can candidates control, and what can they not control?

15. Explain what is meant by “horse-race” politics, and why is it sometimes detrimental to candidates.

16. How has the rise of digital media influenced campaigns?

17. What are contrast and inoculation ads? Explain the statement: “An attack unanswered is an attack agreed to.”

18. What regulations were part of the BCRA? What parts of the BCRA has the Supreme Court ruled constitutional/unconstitutional? What has been the cumulative effect of these decisions?

19. Why are PAC’s controversial?

20. How are 527 political committees different from PAC’s? How are FEC regulations different for the two groups?

21. How are super PAC’s similar to and different from traditional PAC’s?

22. What are the qualifications/requirements for receiving federal matching funds? Why do some presidential candidates turn down matching funds?

23. Give examples of conventional/unconventional political participation.

24. Why are voter-ID laws controversial?

25. What are the advantages and disadvantages of early voting? Voting by mail? Internet voting?