



## **JIM C'S QUIZ OF THE WEEK MONDAY - 03/17/08**

**Regulated - Hard Money Ad: I am Candidate A; please vote for me.**

**Unregulated - Soft Money Ad: Candidate B is no good, kicks dogs and has done many other terrible things; please get out to vote.**

**HOW DID THE TERM “*SOFT MONEY*” ORIGINATE?**

***American Heritage:* Political donations made in such a way as to avoid federal regulations or limits, as by donating to a party organization rather than to a particular candidate or campaign.**

***Origin:* The concept of “*soft money*” originated many decades before the Federal Election Campaign Act (FECA) of 1971.**

**1907 - Congress banned corporate contributions to federal elections, required disclosure in 1910, imposed expenditure limits in 1911, and required more corporate disclosures in 1925.**

**1943 - War Labor Disputes Act prohibited union contributions.**

**1971 - Federal Election Campaign Act increased disclosure; in 1974 created the Federal Election Commission and added legal limits.**

**1978 – Federal Election Commission issued an administrative ruling that the funding rules only applied to political campaigns.**

**1979 – Political parties are allowed to use unregulated or "soft" money for non-federal administrative and party building activities.**

**Conventional Wisdom: *Soft Money* = Unregulated Contributions**

**Moment of Zen: *Money* talks, and politicians listen to money**