$130 million political bet that failed

Talking points
1. Jeb Bush dropped out of the race for president after raising and spending more than any other candidate. What do these cartoons say about Bush’s campaign and big contributors?
2. One analysis found Bush spent $368 for each vote he got compared with $64 per vote spent by Donald Trump. Why?
3. Why do corporations and other big donors contribute to political campaigns? What do they expect in return?
4. Does the failure of the Bush campaign mean big money doesn’t matter in politics or was it just a fluke? Why?

Between the lines
“Advertising works, and negative ads work even better. If Donald Trump wasn’t in the race, advertising would have worked the way it always does.”
- David Merritt, fundraiser.

Additional resources
More by Adam Zyglis
http://editorialcartoonists.com/cartoon/browse.cfm/ZyglisA
More by Rob Rogers
http://editorialcartoonists.com/cartoon/browse.cfm/RogerR
Association of American Editorial Cartoonists
http://editorialcartoonists.com/