

YOU ARE THE CAMPAIGN MANAGER

Groups of 4

You will study a Congressional District, review the last campaign, and develop a campaign strategy for your candidate for the 2010 elections. Incorporated in this assignment will be two commercials

1 20 sec commercial- Thematic based (Valence) - ie, values

1 20 sec commercial- Position based- Make a commercial that you think will raise an issue from your party's platform (look it up) and will resonate with the voters in your district (you will need to explain how and why this will do so- which entails research)

For each commercial you will have to create a storyboard. The storyboard must be written out and explained and is a major part of this project. I will also try to have Mr. Crowther come in to help explain storyboards.

You will be running against a current congressperson in Connecticut for the 2010. You can choose who you are running against from the attached list (one to a group)

The District-To look up information about the district you can do a google search. An example of search words for the VA-11; 11th Congressional district Virginia. You can use Wikipedia to find out demographic information but will have to find the link from Wikipedia to a "valid" website. You will also need to use Census Data. Moreover you will need to review prior elections for congress in the district (just the last couple).

Demographics-Summarize what the demographics (studies of populations (Age groups %, race/ethnicity/religion/income etc...) are and how that might effect your likelihood of winning the campaign. This is a major part of the project. Provide a map of the district, including the two largest towns/cities, if it encompasses more than one town/city. Also include what are the 3 largest industries in the district and how this might effect the election.

Your opponent and past elections-Find out information about the current incumbent. What are their strengths and weaknesses. Go to Opensecrets.org and find out how much they and their rival spent in the last election cycle and what sectors the incumbent got their money from (one of the choices on Opensecrets.org). Analyze and summarize the above information, try to infer from where the money came from, what might be a major issue in this district.

Describe the strategy you will use in your commercial to gain votes. Specifically what are you going to do to try to ensure the loyal base of your party comes out to vote on election day, and in this close district how you are going to get independents and maybe even crossover voters to come your way.

Explain how you selected your candidate (from your group). What attributes does s/he have that will connect with voters.

- What platform issues of your party will you push, how will you try to ensure that your loyal party members come to the polls but that you also get independents and some crossover votes.

You will get oodles of library time for this project.

Due: June 1st

Check list

1. 2 Commercials- to be shown in class
2. Storyboard- which will explain your strategy
3. Background and analysis of district and past elections
4. Information on current incumbent including primary contributors.
5. Your candidate