NAME ____________________________________________

STEP ONE: (20 points) DUE THURSDAY, APRIL 6

BACKGROUND INFORMATION ON CANDIDATE:

1) NAME AND PARTY _________________________________________________________

2) EDUCATIONAL BACKGROUND _____________________________________________

3) FAMILY __________________________________________________________________

4) POLITICAL EXPERIENCE __________________________________________________________________

BRIEFLY SUMMARIZE THE CANDIDATE’S STAND ON THE FOLLOWING ISSUES:

IRAQ/TERRORISM:

FOREIGN CONTROL OF U.S. PORTS:

GATHER THE FOLLOWING INFORMATION ABOUT YOUR SENATOR’S STATE:

1) Name and population of largest city _________________________________

2) State population _________________________________

3) Median personal income _________________________________

4) Percent college graduates or other measure of education __________________

5) Demographics - % racial minorities, _________% over 65 ______________

6) Major industries __________________________________________________________

POL 010 ADVERTISING PROJECT
DUE DATE: THURSDAY, APRIL 27

USING THE INFORMATION YOU OBTAINED ON YOUR CANDIDATE, DESIGN A CAMPAIGN AD OR CAMPAIGN STRATEGY FOR YOUR CHOSEN PRESIDENTIAL CANDIDATE. YOUR AD WILL REFLECT THE CANDIDATE’S STAND ON ONE OR BOTH OF THE ISSUES YOU RESEARCHED:

- IRAQ/TERRORISM
- FOREIGN CONTROL OF U.S. PORTS

RELY UPON OUR CLASS DISCUSSIONS AND NOTES TO DESIGN YOUR PROJECT.

YOU MAY PROMOTE YOUR CANDIDATE OR ATTACK YOUR OPPONENT
ADVERTISE YOUR CANDIDATE USING ONE OF THE FOLLOWING FORMATS:

1) Campaign brochure or poster
2) TV or radio ad (script only)
3) TV or radio ad (script and audio or video cassette)
4) Campaign speech
5) BRIEF paper on campaign strategy (2-3 pages)

IN ORDER TO RECEIVE AN “A” GRADE:

1) YOU MUST MAKE REFERENCE TO THE ISSUES.

NOTE: While you may take quotes from the candidate, you may NOT simply cut out or use his/her website information without rewriting it. THIS IS PLAGIARISM AND WILL RESULT IN AN F FOR THE PROJECT.

2) YOUR PROJECT WILL BE NEATLY PRESENTED, WITH NO SPELLING, GRAMMATICAL OR TYPOGRAPHICAL ERRORS (5 point deduction).

3) YOU WILL INCORPORATE THE ADVERTISING TECHNIQUES AND STYLES PRESENTED IN CLASS LECTURES/FILMS.

CLEAR ANY GROUP PROJECTS WITH ME BEFOREHAND.
NO ASSIGNMENTS WILL BE ACCEPTED AFTER THE DUE DATE