**Objective**: Simulate the political process by forming your own political party and nominating a candidate to run for our in-class President!!

**Political Party Roles:**

1. *Candidate* - responsible for writing the speech and debating other candidates; assists with other tasks
2. *Campaign Manager* - responsible for gathering the thoughts of your political party; assists with other tasks
3. *Propaganda Specialist(s)* - responsible for creating the campaign poster and other propaganda to pass out or hang around the room; assists with other tasks
4. *Tech Specialist(s)* - responsible for the filming, editing and uploading of your campaign commercial; assists with other tasks
5. *Campaign Website Designers* - any and/or all members of the party should be involved in this process. Directions are below.

**Daily Process**

**Day 1**

1. Create a **name**, **slogan** and **symbol** for your political party.
2. Create a Weebly account or Google Site and add each member as a collaborator. Create a campaign website to promote your candidate. Share your website name with Mr. Rhodes. You must include the following pages on your website:
   * A page about your party and candidate
   * A page that includes your party’s platform. You must include 8 eight planks (issues) under this page. See suggestions below.
     + **Issues to address:** Death Penalty, Healthcare, Taxes, Government Services to Poor/Elderly, Gun Rights, Immigration, and two other issues of your choosing
   * Your Vision for America
   * Your Campaign Video
   * Use of at least 3 propaganda techniques

3.Draw 8 small-scale political spectrums for each plank you listed and identify where your group falls on the spectrum based on the topic and how your group compares to Republicans/Democrats.

4. Draw 1 large-scale political spectrum and label where your political party falls as a whole. Include a 150-word paragraph that explains why your group falls where they do on the spectrum.

1. Identify your candidate and their “Vice President” in case the candidate is absent on the day of the speeches/debates.
2. Fill out the “Work Log” form at the end of this document.

**Days 2-3**

1. Finish any work from above and continue working on website.

2. Your candidate must make a speech explaining why he/she is the right choice for president. Each ***speech*** must include the following:

* + A welcome and opening
  + Your campaign “slogan”
  + Each of your party’s planks, including what you will do once you are elected
  + Visions of the future
  + Encouragement of voters to vote for you
  + Closing statement
  + Must be 3-5 minutes in length
  + Use of at least 2 propaganda techniques

3. Create a campaign **poster**. This must include:

* + 1. Political Party Name
  + 2. Slogan
  + 3. Symbol
  + 4. Where your group stands on at least 4 planks
  + 5. Must be colorful and creative

4. Write at least **10 questions** to ask the other candidates at the debate (You will get information about the other candidates from their websites—these questions should be specific to the candidate—not just “what do you feel about healthcare?”. Only the group members not participating in the debate are responsible for writing questions (10 PER PERSON).

**Days 3-4**

1. Start ***organizing and creating*** all your party’s ***campaign materials*** *(posters, buttons, hand-outs, etc…)*and continue to write your candidate’s speech.
2. Continue working on poster.
3. Make sure all tasks from above are complete.

**Day 5**

1. Start discussions/creating/organizing thoughts for your campaign commercial. Create one ***television commercial*** using at least **two of the propaganda techniques** we have discussed. Your commercial can be 1-2 minutes. You must have this completely finished before the day we have speeches. COMMERCIALS SHOULD BE UPLOADED TO YOUTUBE AND SET TO “PUBLIC.” UPLOAD ON TO WEBSITE
2. Create an outline of your commercial including what I will see in the commercial, an ‘idea’ of what will be said, which techniques will be used, etc… Turn this in to me at the end of the day.

**Days 6-7**

1. Time to work on all tasks listed above.

**Day 8**

1. All of the candidates will answer questions from their rival party members. This is meant to simulate a debate.

**Day 9**

1. Candidates present speeches

2. Watch campaign commercials.

3. ***Vote*** for the candidate they prefer in order to elect the next president.

a. Primary vote first to determine the top 2 candidates

b. General election vote to determine the winner!

**CHECKLIST**

*\*\*\*Make sure you follow the guidelines above for each of the items on the checklist\*\*\**

* Campaign Website
* Speech
* Poster
* Campaign Video
* Extra Campaign Materials
* Completion of Political Spectrums
* 10 Questions to Ask Other Candidates (look at their websites)

**Rubric**

Party: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Platform (40 pts)**

\_\_\_\_ Articulates the party’s stance on the issues in a clear paragraph- 16

\_\_\_\_ List a special interest group you could work with on each plank, how you would work with them and small-scale political spectrum on each plank- 16

\_\_\_\_ Overall political spectrum with explanation- 5

\_\_\_\_ Is free of grammatical and spelling errors- 3

**Poster + Other Propaganda Materials (20 pts)**

\_\_\_\_ Has name, symbol, slogan, and platform- 15

\_\_\_\_ Attractiveness- 5

\_\_\_\_ Other Campaign Materials- 5

**Debate OR Debate Questions (10)**

Questions) \_\_\_\_ Appropriate for each candidate - 5

Questions) \_\_\_\_ Is a good, relevant question - 5

Debate) \_\_\_\_ fully prepared to answer questions and participates in debate - 10

**Speech (25 pts)**

\_\_\_\_ Welcome/Opening- 2

\_\_\_\_ Slogan- 2

\_\_\_\_ Party’s planks- 8

\_\_\_\_ Vision of the future- 2

\_\_\_\_ Encouragement of voters- 2

\_\_\_\_ Use of 2 propaganda techniques- 2

\_\_\_\_ Closing- 2

\_\_\_\_ 3-5 mins.- 5

**Commercial (25 pts)**

\_\_\_\_ Uses two propaganda techniques- 15

\_\_\_\_ Is appropriate, effective, and creative- 10

**Website (25 Points)**

\_\_\_\_Includes all the required information - 10

\_\_\_\_Campaign video uploaded - 5

\_\_\_\_Clean, professional looking - 10

**Total (150 Points)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Actions that will cause you to lose points:**

1. Physically out of your party
2. Talking to another party when you are suppose to be working
3. Non-project related phone use
4. Mudslinging
5. Negative campaigning
6. Not doing your fair share of the work

**Winning Party gets extra credit. I may award another party with extra credit if I feel they went above and beyond.**

**Work Log Who did it?**

**Speech(writer) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Big Poster \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mini-Poster \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Likert Scale \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Platform (writer) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Platform (ideas) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Debate Questions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Debate Participants \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Commercial(creator)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Commercial(actors)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Researcher \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Candidate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Alternate candidate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**