



SELLING THE CANDIDATE
2016 PRESIDENTIAL PRIMARIES
CAMPAIGN PROJECT
ALTERNATIVE ASSIGNMENT
AP Gov/Ms. STRONG



OVERVIEW

This alternative assignment is intended for students who missed all or a significant portion of the Campaign Project work days and presentation. Beginning with the Iowa caucus and New Hampshire primary, the formal 2016 presidential election process begins. Since no incumbent is running in either party, we will simulate the wide-open Democratic and Republican primary campaigns. You are members of a professional team for one of the candidates below. Choose one of the 2016 presidential candidates below. You will be to research your chosen candidate's positions on key issues, create a written *Issue Brief*, and produce a create tool to introduce your candidate to voters. To assist you in your project, go to Ms. Strong's Campaign Project Webpage:

<http://jstrongapgov.weebly.com/campaign-project-2015.html>

PRESIDENTIAL PRIMARY CANDIDATES 2016

Democratic Party Candidates	Republican Party Candidates
Former Secretary of State Hillary Clinton (NY)	Businessman Donald Trump (NY)
U.S. Senator Bernie Sanders (VT)	U.S. Senator Ted Cruz (TX)
	U.S. Senator Marco Rubio (FL)

PART I: CANDIDATE RESEARCH/ISSUE BRIEF – Choose ONE candidate above and research her/his stands on the issues below and write a Candidate Issue Brief that addresses the issues.

Political Ideology/Issues -- Identify the political ideology of your candidate AND outline her/his stance on key issues such as:

- a) **Civil Rights:** Affirmative Action, Gay Rights including Same-sex Marriage, Women's Rights
- b) **Economic Issues:** Tax Cuts/Reform, Budget Deficits, Job Creation, "Fixing" the Economy
- c) **Education:** No Child Left Behind, Common Core, Pre-K education, State vs. Local Funding, Student Loans
- d) **Environment:** Global Warming, Energy Policy, Agriculture, Alternative Fuels, Air and Water Pollution
- e) **Health Care:** Cost, Lack of Coverage, Drug Costs, Medicare, Medicaid, Affordable Care Act ("Obamacare")
- f) **Homeland Security:** Public Safety, Combating Domestic Terrorism, Wiretapping, Immigration
- g) **Social Issues:** Abortion, Death Penalty, Gun Control, Poverty, Crime, Housing, Public Safety, Women's Issues

NOTE: You should cover each topic, but you do not have to address every issue within that topic.

PART II: CAMPAIGN PROJECT CREATIVE OPTIONS – After you complete your research and the written candidate issue brief, choose ONE of the options below to help showcase your candidate to voters. You should take on the role as the campaign manager or media consultant.

- A. *Video Commercial* – Create one longer or two short TV commercials for your candidate. Commercials can be done using PowerPoint, iMovie or some other format and uploaded to YouTube or Google Drive. Live action film of actors is not required; photographs and clips can be edited to create the ad(s).
- B. *Issues Brochure* – Create a professional brochure or some other type of written advertisement for your candidate highlighting her/his stance on several key issues.
- C. *Candidate Website* – Create a website that details candidate's biography and addresses her/his stance of key issues.
- D. *Skype or Video Presentation* – Film yourself role playing the campaign manager or media specialist who passionately outlines your candidate's stands on the issues or set up a time to Skype with Ms. Strong to do the presentation.

NOTE: You are only required to do ONE of the above. However, for extra points, you may do more than one. If you have an idea that is not included on the list above, email Ms. Strong and propose another option.

CAMPAIGN PROJECT 2015

Alternative Assessment Rubric

Candidate	Student Name	Period:
		Overall Grade =

5 = far exceeds expectations
4 = exceeds expectations

3 = meets expectations
2 = approaching expectations

1 = does not meet expectations
0 = not provided

PART I: CANDIDATE RESEARCH AND ISSUE BRIEF

GRADE =

- A. **Candidate Issue Brief:** The written Issue Brief provides a very sophisticated, detailed and well-reasoned stances on a number on key issues consistent with the political type

5 4 3 2 1 0

PART II: CAMPAIGN PROJECT CREATIVE OPTIONS (Circle ONE of the following Options)

GRADE =

- A. **Option 1 - Video TV Commercials:** Innovative and highly creative 30 second campaign commercials that effectively uses ad techniques

5 4 3 2 1 0

- B. **Option 2 - Issue Brochure:** Informative, detailed and appropriate brochure/handout for student audience; candidate website above and beyond

5 4 3 2 1 0

- C. **Option 3 - Candidate Website:** Very detailed and creative website that effective visuals and thoroughly describes the candidate's biography and addresses her/his stance of key issues.

5 4 3 2 1 0

- D. **Option 4 - Skype or Video Presentation:** Realistically role plays the campaign manager or media specialist and effectively outlines the candidate's stands on the issues

5 4 3 2 1 0

- E. **Option 5 – Other Approved By Ms. Strong:** _____

5 4 3 2 1 0