

US Government
Spring Semester Project

Presidential Campaign Commercial

PURPOSE: Students will learn

1. how candidates today use media exposure and polling to influence voters and get elected.
2. why voting is one of the main responsibilities of U.S. citizenship.
3. how being part of the voting process gives Americans a voice in their government.
4. their candidate of choice's view on issues important to Christians and the government process

METHOD: This campaign advertisement is to be digital video in form. Students are to write, design, produce, and/or act a 3 – 5 minute video message that urges voters to vote for their candidate of choice.

PROCESS: In their chosen groups, students will select a candidate who is running for the Office of the President of the United State of America in 2012. They may choose any of the Republican Party candidates or the Democratic Party Candidate, Barack Obama.

Each student is to participate in the commercial in some form.

Students must research where their candidate stands on the issues that are important to them. They may also research opposing candidates to strengthen their argument.

Information obtained in research must be presented in a 2 page typed, 12 pt font ½" margins, analysis by each student. Include a bibliography for sources. Wikipedia is NOT allowed as a source.

COMMERCIAL REQUIREMENTS:

1. Video Format: 3 – 5 minutes long uploaded to a verified YouTube account.
2. Commercial may not be "negative". You may discuss voting record, verified statements and other matters of public record. You MAY NOT make accusations in order to instill fear or hate mongering. You MAY NOT make up issues, standpoints or quotations.
3. Commercial must include at least 3 issue standpoints and 2 personality qualifications. You may also include background qualifications.
4. Do NOT include the words "I am *whoever your candidate is* and I approve this message." unless you have legal release from the candidate saying they approve of your commercial!!! You may

include "paid for by the *name of your group* for *name of your candidate* for president 2012". If you have questions about this requirement BE SURE to contact me.

5. You are allowed to use video clips of your candidate speaking, walking, talking, presenting, debating, etc. Citations for video must be included in quick scroll at the end of the commercial and on your typed report's bibliography page.
6. Do not add "The End" to the end of the commercial unless you have permission from me!

If you have any questions about the requirements for the commercial LET ME KNOW!