

POLI 100DA: Voting, Campaigning, and Elections

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Candidate Bio

Due: Wednesday, July 11, 2:00pm
Submit to Turn it In; 5% of Total Grade

Purpose:

The purpose of this assignment is to gain an understanding of the background characteristics of your candidate for your final project. This assignment, thus, serves the following primary goals:

1. Provide an opportunity to make progress toward your final project
2. Conduct the background research necessary to develop a successful campaign strategy
3. Learn how to conduct background research on a candidate, useful for careers in campaigns, journalism, etc.
4. Summarize and concisely communicate information about a candidate in a way that matches an underlying campaign strategy

Assignment:

Your task is to research your assigned congressional candidate and write a 1-paragraph “About Me” section for the candidate’s website, alongside 2-3 bullet points about what information you hope voters learn about your candidate from reading this bio and the types of voters to whom you are trying to appeal.

Research:

You should conduct research about your candidate using reliable sources, such as his or her official campaign website, .gov website if your candidate is currently holding office, and local and national news outlets. If your candidate has held public office before, you should research his or her voting history (e.g. <https://www.govtrack.us/congress/members/CA#representatives> or <https://www.congress.gov/roll-call-votes> for national office or similar sites for other offices).

About Me:

Write a draft of the “About Me” section of your candidate’s campaign website. Note that this should differ from the content on the candidate’s actual website, but should be similar in length, about 100-200 words. You should consult several example “About Me” sections on several candidate websites. This section may include information on your candidate’s education, previous experience in elected office, previous experience outside of politics, military history (if applicable), family, personal life, etc. You should think about which details are most important to communicate to potential voters.

Campaign Strategy

Include 2-3 bullet points about what information you hope voters learn about your candidate from reading this bio and the types of voters to whom you are trying to appeal. This is designed to be brainstorming for the justification memo for your final project and will help get you thinking about how to strategically design your website to ensure victory for your candidate. You should consider the research from your Getting to Know the District assignment in designing and justifying your About Me section. Simply list these bullet point ideas underneath your paragraph.

Grading:

	F	D	C	B	A
Research 25%	About Me section does not show evidence of research on the district.	About Me section shows some evidence of research, but it is substantially incomplete. For example, it is very vague and only includes 1-2 pieces of information about the candidate. Alternatively, the section is too similar to the actual About Me section on the official website.	About Me section shows evidence of some research, but it is incomplete. For example, it is somewhat vague and only includes a few pieces of information about the candidate. The section is different from the About Me section on the official website.	About Me section shows evidence of research, but it does not include any new information that is not present in the official About Me section on the candidate's real website. The research appears to come from only one source.	About Me section shows evidence of research and is complete. The section contains at least one piece of information that is not contained in the official About Me section on the candidate's real website. The research appears to come from a variety of reliable sources.
About Me 50%	Writing does not meet the length requirement; includes severe grammar or spelling errors	Writing is close to the length requirement; includes many grammar or spelling errors	Writing meets the length requirement but includes many grammar or spelling errors	Writing meets the length requirement, may include some grammar or spelling errors, but is generally clear	Writing meets the length requirement, is free of grammar or spelling errors, and is clearly written
Strategy 25%	Strategy bullet points are missing	Only one strategy bullet point is included	2-3 strategy bullet points are included, but they are very similar to one another and do not match the research presented	2-3 strategy bullet points are included, they match the research presented, but they lack originality or thoughtfulness	2-3 strategy bullet points are included, they match the research presented, they reflect originality and thoughtfulness, and they connect to the research from the Getting to Know Your District assignment