POLI 100DA: Voting, Campaigning, and Elections

Taylor N. Carlson

Candidate Issue Priorities

Due: Monday, July 23, 2:00pm
Submit to Turn it In; 15% of Total Grade

Purpose:
The purpose of this assignment is to develop the issue priorities and policy positions for 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. Apply background research on your candidate and the district to strategically develop issue priorities for a campaign
3. Summarize and concisely communicate information about your candidate’s issue priorities in a way that matches an underlying campaign strategy

Assignment:
Your task is to write the “Issues” or “Priorities” section of your candidate’s campaign website. You should apply the research on your candidate’s background and your district from the previous two assignments to choose at least three political issues as your candidate’s campaign focal points. You will write about one paragraph for each issue, explaining your candidate’s position, proposed legislation, previous accomplishments relevant to this issue, or any other information relevant to the issue. Then, you will include 3-5 bullet points explaining why you chose these as your focus issues and any strategies you employed in communicating your candidate’s position.

Issues:
Select at least three issues to serve as your candidate’s priorities in the campaign. These can be similar to the issues featured on your candidate’s real campaign website, but keep in mind that you will need to explain the justification for choosing these issues in your bullet points on this assignment and in your final justification memo. Simply saying that you chose these issues because they are the candidate’s real world focus areas is not sufficient. Because this serves as a draft of the “Issues” section of your final project website, this assignment should be formatted as such. Consult a variety of real campaign websites for inspiration. Your assignment should include:
- A heading for each issue (e.g. “Support for Israel’s Security” on Diane Harkey’s website or “Accelerating Sustainable Energy and Environmental Protection” on Mike Levin’s website)
- A 100-300 word description of your candidate’s position on or involvement with each issue. To clarify, you will need three different 100-300 word descriptions; one for each issue. This might include:
  o Explaining what the issue is and why it is important to the district or your candidate
  o Explaining your candidate’s position on the issue (e.g. Diane Harkey’s website describes her support for providing security assistance to Israel)
  o Describing your candidate’s past experience with the issue—“credit claiming” (e.g. Mike Levin describes his experience as an attorney and founder and director of a non-profit in the clean-energy industry). If your candidate has previously held public office, you should consider his or her past voting history on relevant bills, particularly any bills that he or she has sponsored
- Writing that is clear, concise, and persuasive. Remember that you are trying to win an election!
**Campaign Strategy**

Include 3-5 bullet points about what information you hope voters learn about your candidate’s issue positions from reading this section of the website and the types of voters to whom you are trying to appeal. Include at least one bullet point for each issue, justifying why you chose it. You should reference at least one reading or class concept. 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 and Candidate Bio assignments in designing and justifying your Issue Priorities section. Simply list these bullet point ideas underneath your paragraph.

**Grading:**

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<thead>
<tr>
<th>Issue Priorities 35%</th>
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<th>D</th>
<th>C</th>
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<th>A</th>
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<tbody>
<tr>
<td>Only one issue is included and described</td>
<td>Two issues are discussed. The issues are not discussed thoroughly, showing no evidence of applying research on the district to the issue selection. Descriptions are very similar to what is included on the candidate’s real campaign website.</td>
<td>Three issues are discussed. The issues are not discussed thoroughly, showing no evidence of applying research on the district to the issue selection. Descriptions are very similar to what is included on the candidate’s real campaign website.</td>
<td>Three issues are discussed. The issues are not discussed thoroughly, showing some evidence of applying research on the district to the issue selection. Descriptions are somewhat similar to what is included on the candidate’s real campaign website.</td>
<td>Three issues are discussed. The issues are discussed thoroughly, showing strong evidence of applying research on the district to the issue selection. Descriptions are different from what is included on the candidate’s real campaign website.</td>
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<th>Writing 30%</th>
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<tr>
<td>Writing does not meet the length requirement; includes severe grammar or spelling errors</td>
<td>Writing is close to the length requirement; includes many grammar or spelling errors</td>
<td>Writing meets the length requirement but includes many grammar or spelling errors</td>
<td>Writing meets the length requirement, may include some grammar or spelling errors, but is generally clear</td>
<td>Writing meets the length requirement, is free of grammar or spelling errors, and is clearly written</td>
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<td>Strategy bullet points are missing</td>
<td>Only 1-2 strategy bullet point are included</td>
<td>3-5 strategy bullet points are included, but they are very similar to one another and do not match the issue priorities presented. The strategy bullet points do not reference class concepts or readings.</td>
<td>3-5 strategy bullet points are included, they match the issue priorities presented, but they lack originality or thoughtfulness. Class concepts or readings are not accurately applied.</td>
<td>3-5 strategy bullet points are included, they match the issue priorities presented, they reflect originality and thoughtfulness, they accurately apply at least one class concept or reading, and they connect to the research from previous assignments</td>
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