

## Legislative Final Report



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### Overview.

We have studied two arenas of legislative politics, elections and lawmaking. This assignment asks you to connect these two arenas by relating what you have studied about elections and representation to what has happened in your legislative simulation.

You are a campaign consultant who has been hired to review the incumbent's legislative record and develop a campaign strategy based on that record. In the first part, you are a consultant to the incumbent (the role you played in the simulation). In the second part, you are a consultant to a candidate challenging the other incumbent you have been monitoring over the session.

Your assessments and strategies should demonstrate a strong grasp of existing research on congressional elections. Each consultant report should therefore include relevant citations where applicable.

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### Part I. Two more years! Our Victory Strategy

From: Anthony Gardez,  
To: Palomino Strategic Consulting Partners

Re: Preparing for the Reelection Campaign

Dear \_\_\_\_\_:

The legislative session is wrapping up and it is time to start plotting strategy for the upcoming election. Your firm has a reputation for presenting the unvarnished truth about candidates and that is why we have contacted you. We would like you to help us identify the incumbent's areas of strength and vulnerability where the forthcoming campaign is concerned.

We believe that the incumbent has been an effective representative. However, we have hired you to review that record with a fine toothed comb. We are only interested in those actions that may impact the incumbent's reelection prospects. Your report should demonstrate an awareness of the constituency s/he represents, and how her/his actions may be received by that constituency.

#### The Context

1. What factors have the greatest impact on whether congressional incumbents get reelected? To what extent does an incumbent need to be concerned about her actions or the actions of the legislature when running for reelection? Which types of actions are most likely to matter to voters? Which voters should an incumbent be most concerned about?
2. In light of these facts, what legislative accomplishments stand out as the things this particular incumbent's campaign should highlight in the forthcoming campaign?
3. What legislative actions stand out as key areas of vulnerability? Which are most likely to provide valuable ammunition for a political challenger.

#### The Strategy

4. Develop a single campaign theme around the incumbent's most notable accomplishment.
5. Identify and develop a response to the single issue or action that you consider to be the incumbent's greatest vulnerability.

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## **Part II. How will we take down the Incumbent?**

From: Annette Chaques  
To: *The Lancet Group*  
Re: Unseating the Incumbent

Dear \_\_\_\_\_:

It is time to plot our strategy for unseating the incumbent. Your firm has a stellar reputation where opposition research is concerned. We would like you to help us identify the incumbent's primary areas of vulnerability for the forthcoming campaign.

We believe that the incumbent should not be reelected for many reasons. However, we would like your independent assessment of his/her vulnerabilities. Your assessment should be limited to legislative events, and it should demonstrate an appreciation of the constituency the incumbent represents.

1. What legislative actions or statements by the incumbent stand out as key areas of vulnerability? By this we mean actions that will raise questions about her/his representativeness or competence within the constituency.
2. Develop a campaign theme around the incumbent's single greatest vulnerability.