

Candidate Propaganda Assignment

This assignment asks you to develop a campaign advertisement on behalf of a real world congressional candidate. Your ad must be original and it must focus on your candidate (not the opponent). It must be credible (i.e. it must be based on factual information), and it must draw on principles of propaganda. During the New Member's Reception, each team will present and explain the principles behind its ad while other students rate them.



Democratic National Campaign Committee

From: Adrian Saenz, National Field Director
To: AAA Media Consulting
Re: Messaging for the _____ District of _____

As is apparent from recent polling, we are locked in a very close election. A number of House races are rated "too close to call" or leaning only slightly in favor of the Republican or Democratic candidate.

This is a critical election. Voters are unhappy with the direction of the country and with the performance of Congress. We have an historic opportunity to add to our majority in the House and end divided government. The party needs our help in getting every possible Representative to the House to work on an agenda that serves America!

One of our top priorities is the _____ district of _____. We believe the Democratic candidate, _____ represents the values, interests and aspirations of the voters in that district better than his opponent. _____ is the incumbent and the latest polls suggest that the district is leaning to reelection. But we all know that this is not a slam dunk, and the opponent is in many respects a "quality" candidate.

As a first step, we want you review that candidates and evaluate their strengths and weaknesses. Be as tough on _____ as you are on his Republican opponent. Then we want you to spend some time reviewing the district that _____ represents. Are there particular groups or issues that could turn out to be critical factors in the race?

We are not asking you to design a complete campaign. We would like you to decide on a single theme, and develop an advertisement that focuses on that theme. The ad should focus primarily on Jerry. Again, we have hired your team because it has a reputation for innovative approaches that are based on proven principles of advertising. So let's see it!

In addition to the ad itself, please submit a brief describing the goal of the ad, the advertising principles behind it, and (importantly!) why we should not be concerned that it will backfire.