CAMPAIGN PROJECT

You have chosen to run for elected office this 2016 campaign year. For this project, you must choose to run for a position at the state (Texas House, Texas Senate, Governor, etc.) or local level (city, county), and complete a comprehensive campaign plan based on the guidelines described below. For a list of elected officials in Texas to choose from there is a handout titled “State of Texas Elected Officials” that’s available in the “Campaign Project” tab. The overall project involves three components; (1.) a campaign paper, (2.) a campaign newsletter, and (3.) a campaign commercial video describing the complete campaign operation.

Part I: Paper Guidelines

 Write a paper describing the complete campaign operation you will be conducting for this project.  The paper must be completed using one of these file types: MS or PDF

 The paper must be a minimum four pages in length (not including the cover sheet and Works Cited page)  All characters must be typed in Times New Roman using 12 point font.  All lines must be double-spaced and include one inch margins (top-bottom and left-right).  The paper must be written in the following order: 1. Cover sheet a. Your name b. Campaign Paper c. Government 2306 d. Date 2. Introduction Paragraph 3. Content a. What elected position are you running for and why did you choose to run for this position? b. Provide a summary of your political ideology. (conservatism, liberalism, a combination of both or a different ideology). c. Name at least four (4) issues and/or actions you will pursue if elected. Include specific proposals for each. d. How do you intend to raise money for your campaign? What type of advertising or marketing techniques will you use to inform the public of your candidacy? How will you recruit volunteers to assist with the campaign and what types of duties and responsibilities will they be given? e. What was your overall impression of this project? Did it provide you with a better understanding of the process involved in conducting a campaign? Do you have interest in running for office in the future? Why or why not? 4. Conclusion Paragraph 5. Sources/Works Cited Page: The paper must include a minimum of 5 sources and they must be documented within your paper using MLA (Modern Language Association) guidelines. Also, the sources must be fully documented on a “Works Cited Page” and the following sources are prohibited for use in the paper: a. Wikipedia b. The use of the same source more than once c. Class textbook 6. The paper must be submitted in the Blackboard course page through “Turnitin,” a program that detects plagiarism (see class rules below) and grammatical errors. To submit the paper click the “Campaign Paper” tab in the Blackboard course page. Next, click the “view/complete” tab in the assignment and on the next page type in your name and submission title (Campaign Paper). Then click the “browse” tab to select and download the attached document and then click the “upload” tab to submit your paper.

 Paper Grade

Content (covered the main areas in the instructions) Content

summary of the topic and sources)

 70 points Sources (Works Cited page, quality/quantity of sources, MLA formatting) 10 points Format (cover sheet, organization, margins, font, appearance) 10 points Grammar (spelling, punctuation, sentence structure, wording, mechanics) 10 points Part II: Campaign Newsletter Guidelines

 Create a campaign newsletter using Microsoft Word. Review the website https://support.office.com/ensg/article/Create-newsletter-columns-3a00e688-253d-456e-9481-661fdd5b724b for assistance in creating a newsletter. You are also permitted to use other software programs at your discretion and Microsoft Publisher, which is available in the computers at any of the college’s three campuses.  The newsletter must be completed using one of these file types: MS or PDF (Word or Publisher).  The newsletter must be a minimum 2 full pages in length.  The newsletter must include the following: 1. Information about your campaign (candidate’s name, views on issues, campaign events, etc.) 2. Creative graphics  The newsletter must be submitted in the Blackboard course page by following these steps: 1. Click “Campaign Project” 2. Click “Campaign Newsletter” on the next screen

3. Then click the “Browse My Computer” tab to attach the file and finally click “Submit” at the bottom right corner of the screen.

Newsletter Grade

Content (covered the main areas in the written report) 80 points Aesthetics (artistic, creativity, design, graphics) 20 points