

## **FIRST LADY FOR PRESIDENT! CAMPAIGN PLAN**

In this project, you will work in groups of 3 to devise a media/campaign plan for a presidential candidate, and her family (where appropriate) – but there's a catch: the candidate will be a former First Lady. The goal of the group is to devise a communication strategy for the candidate to run in 2012. You will need to know the history and background of the candidate and her family, but will also use creativity to imagine how she would respond to an play in today's world. The plan will detail the following things. Treat each item as a separate mini-paper & label it with the appropriate heading. This way you, and I, can be sure that nothing was overlooked. Double space all pages.

Political Biography: includes relevant personal information (family, background, interests, scandals, etcetera – as appropriate) and political/public activities and involvement. You should clean-up the original biography, if there were any errors or problems. You may choose to add some additional information, though it's not required. (About 5 pages.)

Strengths & Weaknesses: List and explain the candidate's strengths in dealing with the media & public, as well as any problems she will need to overcome. (1-2 pages)

Media Events: Create a schedule of rallies, stump speeches, ribbon cutting ceremonies, dedications, award- presentations (whatever is appropriate) for the candidate & her family members (they may do some events separately) for one month. Include locations, target audiences, & expected media coverage (i.e., local or national, print or broadcast). You will need to decide at what point in the campaign this month would be – primaries, following the convention, right before the election...

Speeches: provide basic talking points (not full speeches) that the candidate & her spouse would use at a typical rally. This means you should make two lists, one for the candidate and one for the spouse (Jackie Kennedy people can choose either JFK or Aristotle Onassis), of what issues or ideas their speeches would contain. You are not writing full speeches. Also include a copy of the candidate speech you wrote earlier. Check it for grammar and spelling.

Media Appearances & Interviews: List talk shows (TV or radio), morning/late night shows, podcasts, and news programs that the candidate & her spouse should be on. Briefly explain what the benefit of these particular appearances would be. As appropriate you may also decide to mention the risks involved (like not having the right sense of humor for Stephen Colbert or Oprah not being a party supporter.)

Advertisements: Write a statement explaining how the candidate would be advertised, identifying the various media outlets/markets (what timeframes, channels, states would be targeted), and the core messages (issues, tone, etc). (About 2-3 pages)  
Include the full advertisement you developed for presentation. (PowerPoint presentations can be included in handout formats. Videos can be included as transcripts. Other materials – buttons, dolls, stickers – do not need to be included.)

Guest Appearances / Endorsements: A list of names and/or organizations that would support the candidate and garner media attention for the campaign. (Ex. NOW, Hillary Clinton, Barack Obama, Oprah Winfrey, Rosie O'Donnel.) Include a 1-sentence statement with each for why you think this person/group would support the candidate, or why they would be beneficial to the campaign. (List at least 3 people or groups.)

Miscellaneous: If there is anything else you think is essential to the successful campaign of the candidate, by all means, include it.

## Group Project: Creating a Political Ad

Speculation about New York State's 2010 gubernatorial election has already hit Wikipedia. The Wiki entry believes that at this time, current Governor Elliot Spitzer (D) and Senator Joseph Bruno (R) is the viable match-up for the race, and that possibly former New Paltz Mayor Jason West might represent the Green Party. Other possible candidates include Andrew Cuomo (D), Jeanine Pirro (R), and Michael Bloomberg (I). These candidates are looking for good media strategists to ensure their success in 4 years, and your group is one of the firms they're considering. One of the candidates has asked you to pitch some ad ideas to his or her campaign.

Your job is to create an ad strategy for your candidate. Your options are:

- 1 TV spot (as a script or recording)
- 2 radio ads (as a script or recording)
- 3 print ads (on paper)
- or 1 Web page with an outline for a developed Web site (on paper or on the Net)

You will need to assess the needs of the candidate, and the obstacles for the candidate, in order to structure the proper message; this will entail doing research about your candidate and about your target audience. When writing copy and choosing graphics, use what you have learned in the class about messages/images and audience response. Additional materials are being provided to help you with the ad writing process.

In addition to creating the ad(s), you will need to defend the strategic decisions you made - explaining why you made the ad(s) the way you did. You need to prove to the candidate that you know your stuff if you want him or her to choose your firm! Specific questions for you to answer will be given. Remember, as media consultants for this campaign, your job is to get the candidate elected - regardless of your own personal or political views.

At the end of the semester, you will present your advertisements to the class, along with a brief explanation of why your ad is effective. You will turn in your ad, a paper answering the necessary questions, and a self-evaluation of the project.

### Additional Materials that Will Be Provided:

- ✓ Brief candidate biographies
- ✓ E-Reserve reading discussing types/strategies of political ads
- ✓ Chart describing advertising objectives & approaches
- ✓ Questions concerning the rationale of your ad(s)
- ✓ A copy of the grading criteria
- ✓ A self-evaluation form

## **PRESIDENTIAL CAMPAIGN SPEAKING**

For these assignments, you will select one presidential or vice-presidential candidate to represent. It does not have to be a candidate from one of the two major parties, but does need to be a candidate who will show up on the ballot somewhere in November. It does not even need to be a candidate you like. Public speaking is the most fundamental communication practice in any campaign and speeches are the result of careful planning, research, and investments.

### **Nomination Acceptance Speech [5-6 minutes]**

Since Grover Cleveland accepted his nomination for the presidency in 1892 with a speech at Madison Square Gardens, candidates who have attained their party's nomination for office lay claim to the responsibility and offer justification for the nomination through formal acceptance addresses.

Take the role of your chosen candidate and craft and deliver an acceptance speech for their party's nomination.

### **Surrogate Campaign Speech [5-6 minutes]**

Surrogate speakers are used when the candidate simply can't be in two places at once and so an appropriate, well-trained, speaker steps up instead. For this assignment You will be a surrogate speaker for your chosen candidate. Your grade will not be affected by your candidate choice. It is based only on your ability to present the candidate in an audience-appropriate way, as needed for a typical surrogate speech.

### **Concession Speech**

In American politics, losing is not shameful but is, instead, part of the political drama. It is a ritual of combat involving valiant sacrifices by impressive foes, combined with the expressions of raw emotion in the face of humiliation. Assume your candidate has lost, take the role of your chosen candidate and craft and deliver and deliver the concession speech.