Concepts:

* Strategic thinking
* Review of material -- legislative, judicial, executive

OUTCOMES:

MATERIALS:

* CIVICS booklet with “Mock Election Decisions” page (for each student)
* Projector with Powerpoint (provided)
* Writing utensils
* Energy and a good sense of humor
* Board to keep track of score

INTRO/ABSTRACT: Last year in CIVICS, we built campaign platforms and brainstormed the beginnings of a campaign for local government. This year, we will take the lessons that we have learned over the course of this year and apply them to a real-time campaign scenario. You (the students) will be responsible for making a series of choices based on information that we (the teachers) give you in order to best conduct your campaign.

For teachers:

* Put students into 4-5 groups, based on size of classroom and what has worked best over the course of the semester. They should be prepared to develop strategies for the campaign in these groups.
* Each scenario will have a set of choices that they can make, that has a “polling score” associated with it (e.g. decision A is +3%, decision B results in -5%). If the class gets over “50%” of the voting tally by the end (they should), they “win” the election

**SCRIPT:**

*Scenario: You are the campaign team for your candidate, Ms. Northside [[OR INSERT SCHOOL NAME HERE]]. Ms. Northside is running for senator of the fictional state Westland, which has several communities that are quite like your own. Your candidate, Ms. Northside, is a passionate, dedicated community organizer who has spent the past 10 years of her life fighting for the people of Westland. She announced her candidacy for Senate one month ago.*

*Your task, as a class, is to analyze information that comes your way about the election and make critical decisions about how to respond. Remember -- actions have consequences, so your decisions as a campaign team will determine whether or not you win the election. As of yesterday, 40% of people said they supported Ms. Northside for Senator -- get that number over 50% by election day in order to win!*

*Best of luck -- Begin!*

*(Note for teachers: Recommend writing up some measure of 40% on the board and adjusting the number as the “score” changes. Each scenario should not take longer than 5 mins. It’s your call when to call it quits and wrap up.)*

Scenario: It’s time for your first advertisement. Present map of where in Westland people have TVs, Radios, or Computers **[SLIDE 1]**. Using the map, should you send out your advertisement to launch your campaign (1) on the radio, (2) on TV, or (3) online through people’s computers?

1. +1% for Radio -- you reach some people, but not as many as you could have
2. +2% for TV -- you reach some people, but not as many as you could have
3. +5% for Online -- there are more computers than radios or TVs in Westland, so many people see you advertisement

Scenario: Campaigning in swing districts

 Present swing district map of Westland **[SLIDE 2]**. Purple Squares show where people already know that they’re going to vote for you. Yellow Squares are people who are leaning towards your opponent. Green squares are people who are on the fence-- they don’t know a lot about you, but they might be willing to vote for you if they saw you in person.

 You only have time to campaign in 2 districts (2 squares). Where do you go?

* +1% for each Green square
* +/- 0% for each yellow square -- you changed some minds, but some people decided they didn’t like you more
* - 0.5% for 2 purple squares -- people loved seeing you, but you wasted a little bit of time

Scenario: Opponent releases attack advertisement with some false information about you. Do you 1) release an attack ad back 2) point out that the ad is wrong and call for a more civil campaign climate or 3) do nothing?

1. -1% While you won some voters over, you contributed to a negative environment and angered some of your own supporters.
2. +3% Local newspapers take your side
3. -2% Some of your supporters believe the false information and decide not to vote for you

Scenario: Debate time

You are going to have a debate, or a public discussion, with the other candidate who is running against you. This candidate

BScenario: There are several towns in the south west of Westland that strongly support Ms. [[Northside]], your candidate. However, these are poorer areas of the state, and many of the people there who would vote for your candidate if they had time on election day have to work instead. Westland allows early voting, where people can vote before election day. Develop a strategy for how to get more people in southwest Westland to vote early, so that more of them vote.

* Give +3% for any reasonable strategy

Scenario:

*City names:*

* *Westland*
* *Eastland*
* *Turnville*