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| **TEXAS CTE LESSON PLAN**[www.txcte.org](http://www.txcte.org) |
| **Lesson Identification and TEKS Addressed** |
| **Career Cluster** | Government and Public Administration |
| **Course Name** | Political Science I |
| **Lesson/Unit Title** | Managing a Political Campaign/People and Politics |
| **TEKS Student Expectations** | **130.203 (c) Knowledge and Skills**(9) The student analyzes the election process. The student is expected to:(A) review the process of electing public officials(B) recognize the influence of political parties in elections(C) explore the phenomenon of political image(D) describe the cause-and-effect relationship of communication style in a campaign (E) compare and contrast the effectiveness of telephones, television, print media, focus groups, and online resources in elections |
| **Basic Direct Teach Lesson**(Includes Special Education Modifications/Accommodations and one English Language Proficiency Standards (ELPS) Strategy) |
| **Instructional Objectives** | The students will be able to:1. Identify how political parties organize campaigns
2. Evaluate the importance of political images
3. Identify campaign resources
4. Discuss campaign finance
5. Identify how candidates reach voters
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| **Rationale** | Managing a political campaign and how it affects the electoral process in the US is helpful information for GPA professionals. |
| **Duration of Lesson** | 2 45-minute |
| **Word Wall/Key Vocabulary***(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | Political partiesCampaign resourcesCandidatesVoters |
| **Materials/Specialized Equipment Needed** | Computer with Internet Access ProjectorVideo Camera or mobile devices with video capability and internet access |
| **Anticipatory Set**(May include pre-assessment for prior knowledge) | Show the class the following three campaign ad videos from http://www.livingroomcandidate.org/:* “I Like Ike” from the 1952 presidential campaign of Republican candidate Dwight D. Eisenhower
* “Peace Little Girl” from the 1964 presidential campaign of Democratic candidate Lyndon B. Johnson
* “Yes, We Can” from the 2008 presidential campaign “web ad” of Democratic candidate Barack Obama

After showing the videos, discuss as a class the similarities and differences of each. Use the Discussion Rubric for assessment. |
| **Direct Instruction \*** | 1. How do political parties organize campaigns?
	1. Deciding to Run for Office
		1. Before there is a campaign, the candidate must decide to run for office
		2. Candidates run for office for reasons such as promoting ideologies, pursuing public policies, or because they feel that they can do a better job than the opposing party
		3. When candidates start to campaign, they must be prepared to expose their private lives to the public
			1. The private lives of the candidates’ family are often exposed as well
		4. The goal of the candidate is make himself or herself known to as many voters as possible
			1. Although candidates keep hectic schedules, it is important that they do not respond sharply to criticism or make mistakes during speeches
		5. A campaign staff is important to helping the candidate run a campaign
	2. Hiring a staff
		1. Campaign Manager
			1. Can keep the candidate from getting overwhelmed with logistical details (e.g. organizing meetings, appearances, stops, etc.)
			2. Is usually the person closest to the candidate on the campaign trail?
			3. Is important because he or she sets the overall strategy for the campaign
			4. He or she keeps the campaign’s message on course throughout the entirety of the campaign
			5. Works directly for the campaign and is often considered the only full-time employee on the campaign
			6. Has other duties, which include budget and fund-raising plans
		2. Finance Chair
			1. Coordinates the financial efforts of the campaign, such as
				1. Fund-raising
				2. Keeping financial records
				3. Filing paperwork to the Federal Election Commission
			2. Is a very important position because campaigns cost millions of dollars at the national level
			3. Is often a hired position at the national level but a volunteer position at the state and local levels?
			4. Might work with a fund-raising consultant whose job is to identify likely contributors and arrange fund-raising events with donors
		3. Communications Staff
			1. Are responsible for getting the candidate as much exposure to the public as possible
				1. Exposure to the public includes ad campaigns, television time, bumper stickers, etc.
			2. Supervise media consultants who craft political advertisements
			3. Includes a communications director who

Develops the overall media strategy for the campaignHeads the communications staffStays in touch with newspaper, television, radio, and internet coverage of the candidateWorks closely with the press secretary* + - 1. Includes a press secretary who

Interacts and communicates with journalists dailyIs quoted in news coverage and explains the candidate’s issue positions to journalists when the candidate is unavailableReacts to any opposition brought forth by the opposing party* + - 1. Includes the Internet team, which

Is one of the most important positions on the communications staffManages online communications like blogs, social media, and may even organize web chats* + 1. Campaign Consultants
			1. Are private sector professionals and firms who sell the technologies, strategies, and services that candidates need to get elected
				1. Campaign consultants first appeared in the 1930s but have grown tremendously since then
			2. Are important at the national level but are even more important for candidates at the state and local levels

Candidates at the state and local levels can rarely afford to hire full-time staffs, instead they hire campaign consultants* + - 1. Are typically specialized so that they focus on one or two areas within a campaign

These areas usually include: fund-raising, polling, media relations, and speech writing * + - 1. Work with the Communications Director to craft the campaign’s message and spin key issues
		1. Volunteers
			1. Is the livelihood of every political party at the national, state, and local levels?
			2. Have tasks that include
				1. Answering phone calls
				2. Staffing candidate booths during festivals
				3. Distributing campaign literature
				4. Serving as the public face of the campaign
				5. Voter canvasing

Going door-to-door soliciting votesPhone-banking to target voters* + - * 1. Getting-out-the-vote (GOTV)

Happens closer to Election Day Includes calling and emailing supporters to encourage them to vote and to arrange for their transportation to the polls if necessary Includes utilizing Internet and social networking sites, in recent years especially1. Why is political image important to a candidate?
	1. Political Image
		1. Political parties and candidates
			1. Often have a party image for which they are known
				1. Party image is the voters’ perception of what the Republicans or Democrats stand for, such as conservatism and liberalism
			2. Party image helps shape people’s party identification, the self-proclaimed preference for one party or candidate over another
			3. Candidates often try to create an image that appeals to the most voters
			4. This concept is known as the Rational Choice Theory
				1. Rational Choice Theory explains the actions of voters as well as politicians; it assumes that individuals act in their own best interest, carefully weighing the costs and benefits of possible alternatives
			5. To win office, candidates must create an image that is widely favored or accepted
		2. Popular images created by candidates
			1. Candidates often rally behind their military career as a part of their political image
				1. Voters typically support veterans and are drawn to candidates with a background in the military
				2. These candidates usually support policies that are going to support veterans and current service members
			2. Women candidates often take the political image of gender equality and motherhood
				1. This image appeals to many women voters, which is an important demographic because women are almost half of the electorate
				2. Women typically support candidates whose policies support women’s rights and equality
2. How do candidates obtain resources for campaigns?
	1. Campaign Funding
		1. Individuals
			1. Individual contributions are donations from independent citizens
				1. The maximum contribution from an individual under federal law for congressional and presidential election is $2,400 per candidate, per election
				2. Primary and general elections are considered separate elections
				3. Individuals are also limited to a total of 115,500 in gifts to all candidates, political action committees, and parties combined per two-year election cycle
			2. Most candidates receive most of their funds from individuals
			3. Most gifts are well below the maximum level
			4. In one recent election, researchers found that individual donors accounted for 60 percent of contributions to candidates for the House of Representatives, 75 percent for Senate, and 85 percent to the presidential candidates. (O’Conner, Sabato and Yanus, 2011, p. 460)
			5. In 2008, 90 percent of Barack Obama’s $745 million fund-raising effort came from individuals. This broke any fund-raising records from previous elections (O’Conner, Sabato and Yanus, 2011, p. 462)
		2. Political Parties
			1. Candidates receive substantial donations from the national and state committees of their political parties
			2. Under the current laws, national parties can give up to $5,000 per election to a House candidate and $42,600 to a Senate candidate (O’Conner, Sabato and Yanus, 2011, p. 462)
			3. In 2008, the Republican and Democratic parties raised nearly $2 billion (O’Conner, Sabato and Yanus, 2011, p.462)
			4. In competitive elections, parties typically provide almost 20 percent of their candidates’ funds (O’Conner, Sabato and Yanus, 2011, p. 462)
		3. Political Action Committees (PACs)
			1. When interest groups want to make donations to a campaign, they must do it by establishing a PAC
				1. PACs are an officially registered fund-raising organization that represent interest groups in the political process
				2. Interest groups may include labor unions, corporations, trade unions, issue groups, etc.
			2. PACs are allowed under federal law to participate in federal elections, but they cannot give more than $5,000 per candidate, per election. They also cannot give more than $15,000 per year to each of the national party committees (O’Conner, Sabato and Yanus, 2011, p. 462)
			3. The PAC era began in the 1970s after major campaign finance reform
				1. Today, over 4,000 PACs are registered with the Federal Election Committee (FEC) (O’Conner, Sabato and Yanus, 2011, p. 462)
			4. PACs are one of the most controversial parts of the campaign financing process
				1. Some political scientists argue that PACs are the embodiment of corrupt special interest groups that use donations to buy legislative votes
			5. PACs withhold donations to candidates who do not vote to support their legislation
		4. Personal Savings
			1. Candidates often use their own funds or family resources to finance their campaigns
			2. The US Supreme Court ruled in Buckley v. Valeo (1976) that no limit could be placed on the amount of their own money candidates can spend
			3. In 2008, Republican candidate Mitt Romney spent $42 million of his own money at his failed attempt to win the Republican presidential nomination (O’Conner, Sabato and Yanus, 2011, p. 463)
		5. Public Funds
			1. Public funds are donations from general tax revenues to the campaigns of qualifying presidential candidates
			2. Only presidential candidates can receive public funds
				1. A candidate for president can become eligible to receive public funds during the nomination campaign by raising at least $5,000
				2. They must be individual contributions of $250 or less in each of twenty states
			3. Once the candidate has reached this goal, they are eligible to apply for matching funds
			4. Matching funds are donations to presidential campaigns whereby every dollar raised from individuals in amounts less $251 is matched by the federal treasury

These funds are taken out of the Presidential Election Campaign Fund, which is a part of the Federal TreasuryThese funds are accumulated by taxpayers who designate on their tax return $3 of their taxes for this purpose each year* + - 1. In recent elections, candidates have opted out of matching funds because it allows them to raise more money than the government would have provided
			2. During the general election, major-party presidential candidates can accept an $85 million lump-sum payment from the federal government after the candidate accepts his or her party’s nomination

if the candidates accept, it can be their only source of funding for the campaign.1. How are campaign funds regulated?
	1. Regulation of campaign funds
		1. Federal Laws
			1. One of the first attempts at regulating campaign Funds came in 1907 with the Tillman Act
				1. The Tillman Act prohibited corporations from making direct contributions to candidates for federal office
			2. The Corrupt Practices Act (1910, 1911, and 1925), Hatch Act (1939) and the Taft-Hartley Act (1947) all attempted to regulate the way federal candidates finance their campaigns and to limit, to some extent, the corrupting influence of campaign spending
			3. However, the more serious campaign finance regulation began in the 1970s
				1. This occurred because of the Watergate scandal that was linked to the presidency of Richard Nixon
			4. The Federal Election Campaign Act (FECA) established disclosure requirements, the Presidential Public Funding Program, and the Federal Election Commission (FEC)
				1. The FEC is a federal agency responsible for enforcing the nation’s election laws
			5. In 2002, the FEC was overrun with regulating campaign expenditures, so the US signed into law the Bipartisan Campaign Reform Act (BCRA)
		2. The Bipartisan Campaign Reform Act (BCRA)
			1. Regulates political advertising and funding from individuals, political parties, PACs, members of Congress, and personal savings

Limits the broadcast of issue-advocacy ads within 30 days of the primary election and 60 days of the general electionRegulates campaign contributions from several sourcesIn 2007, the Supreme Court declared that this was unconstitutional (O’Conner, Sabato and Yanus, 2011, p. 459)* + - 1. Campaign contributions that are clearly regulated by the FEC are known as hard money
			2. Campaign funds that come from public sources or from sources that are not regulated or limited by the FEC are known as soft money

Soft money cannot go directly to a candidate, but it may be used for indirect issue advocacy on the candidate’s behalf, if such advocacy does not directly mention the candidate’s name and does not occur in coordination with the campaign* + - 1. Opponents of the BCRA challenge that this law infringes on the rights of free speech

In 2003, the Supreme Court decided that BCRA does not violate the 1st Amendment, stating that the government’s interest in preventing corruption overrides the free speech rights (O’Conner, Sabato and Yanus, 2011, p. 459)1. How do candidates reach voters?
	1. Traditional Media
		1. Presidential Candidate Debates
			1. Did not occur until the election of 1960
				1. This presidential debate included Republican candidate Richard Nixon and Democratic candidate John F. Kennedy
			2. Are now a major part of presidential campaigns
			3. Are intended to reach voters
			4. Are intended to correct misperceptions about the candidates that may have occurred along the campaign trail
			5. Do not alter the results of an election, but rather increase knowledge about candidates and their positions on certain issues
	2. New Media
		1. The Internet
			1. Internet publishing and mass e-mails allow candidates to more quickly and effectively deliver information to voters
				1. Candidates can also produce autodialed pre-recorded messages, video messages, and teleconferencing
			2. This technology has allowed candidates to use rapid response techniques in which they can formulate answers to changing events along the campaign trail
			3. The first use of the Internet in a campaign came in 1992 in Bill Clinton’s presidential campaign
			4. This was a drastic change from the campaigns of the 1970s and 1980s when candidates primarily relied on television and radio to reach voters
		2. Campaign Advertisement
			1. Candidates can choose to buy air time with campaign advertisements
				1. Forms of campaign advertisements include positive, negative, contrast ads, and inoculation ads
			2. Positive ads stress the candidates’ qualifications, family, and issue positions with no direct reference to the opponent
			3. Negative ads attack the opponent’s character or platform

The exception is that the candidate must provide a brief and legally required statement that he/she approved the ad More campaign ads are negative rather than positive* + - 1. Contrast ads compare the records and proposals of the candidates, with a bias toward the candidate sponsoring the ad
			2. The most famous negative TV ad, called Peace Little Girl, came in the 1964 campaign by Democratic candidate Lyndon B. Johnson against Republican Barry Goldwater
			3. Campaign ads remain one of the most controllable aspects of a candidate’s campaign and candidates rely heavily on campaign advertisements
			4. Inoculation ads attempt to counteract an attack from the opposition before the attack is launched

*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **Guided Practice \*** | *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Design a Mock Campaign. Divide the class into groups of five. Assign each student one of the following roles: Candidate, Campaign Manager, Communications Director, Campaign Consultant, and Volunteer. Have the students take responsibility for their roles on their campaign. Each group must create a video campaign ad for their candidate. The video must be a minimum of two minutes and 30 seconds. Present the completed ads to the class. (Optional activity extension: The groups may also create social media pages for their candidates and urge students throughout the school to “join” or “like” their social media pages.) Use the Group Evaluation Rubric and the Peer Evaluation Rubric for assessment.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*For reinforcement, the students will create flashcards. On one side, they will write the titles of individuals who work or volunteer on political campaigns. On the other side of the card, the students will write the responsibilities and expectations of these individuals on the campaign. Use the Individual Work Rubric for assessment. |
| **Lesson Closure** | none |
| **Summative/End of Lesson Assessment \***  | Managing a Political Campaign Quiz and Key*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*The students will create flashcards. On one side they will write the titles of individuals who work or volunteer on political campaigns. On the other side of the card, the students will write the responsibilities and expectations of these individuals on the campaign. Use the Individual Work Rubric for assessment.  |
| **References/Resources/****Teacher Preparation** | * Managing a Political Campaign computer-based presentation
* Managing a Political Campaign Key Terms
* Computer with Internet access and a projector
* Video cameras or mobile devices with video capability and internet access
* Edwards, George, Martin Wattenberg, and Robert Lineberry. Government in America: People, Politics and Policy. 15. New York City: Longman, 2011. Chapter 17 & 21. Print.
* Harrison, Brigid, and Jean Harris. American Democracy Now. 2. New
* York City: McGraw-Hill Company, 2011. Chapter 15 & 18. Print. O'Conner, Karen, Larry Sabato, and Alixandra Yanus. American Government: Roots and Reform. 2011. New York City: Longman, 2011. Chapter 4 & 18. Print.
* Patterson, Thomas. The American Democracy. 9th. New York City: McGraw Hill Higher Education, 2009. Ch. 15 & 18. Print.
* Schmidt, Steffan, Mack Shelley, Barbara Bardes, and Lynne Ford. American Government and Politics Today. 2011-2012. Boston: Wadsworth Cenage Learning, 2012. Chapter 17 &19. Print.
* http://www.livingroomcandidate.org/
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| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** | English/Language Arts StandardsV. ResearchC. Produce and design a document1. Design and present an effective productCross Disciplinary Standards1. Key Cognitive Skills

E. Work habits2. Work collaboratively |
| **Recommended Strategies** |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy****Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies****Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication****90 Second Speech Topics** |  |
| **Other Essential Lesson Components** |
| **Enrichment Activity**(e.g., homework assignment) | For enrichment, the students will write a 2-3-page research paper about the Bipartisan Campaign Reform Act. Use the Research Rubric for assessment. |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | Skills USABPAFBLA |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)