

This assignment assumes that students have been paired solely for the purposes of this assignment. Each student critically reviews their own legislative record and the record of another designated student.

Final Report on Legislative Accomplishments

This assignment has two parts. Each part has two assignment components. Be sure that you complete all 4 parts!

Part 1. You review your own legislative record, develop a reelection theme, and create a piece of reelection campaign propaganda.

Part 2. You review the legislative record of your designated opponent, and create a piece of opposition campaign propaganda.

The essay responses to parts 1 and 2 should be about 10-12 pages total (double spaced, not including bibliography).

Got it? If you aren't sure, please ask!

Part I. Two more years! Our Reelection Strategy

From: Anthony Gardez,
To: Palomino Strategic Consulting Partners
Re: Preparing for the Reelection Campaign

Dear _____:

The legislative session is wrapping up and it is time to start plotting strategy for the upcoming election. Your firm has a reputation for presenting the unvarnished truth about candidates and that is why we have contacted you. We believe that the incumbent has been an effective representative. However, we have hired you to review that record with a fine toothed comb.

What your Report should cover:

1. Begin by discussing the factors that have the greatest impact on whether congressional incumbents in general get reelected. To what extent does an incumbent need to be concerned about her actions or the actions of the legislature when running for reelection? Which types of actions are most likely to matter to voters? Which voters should an incumbent be most concerned about?
2. In light of these facts, what legislative accomplishments stand out as the things this particular incumbent's campaign should highlight in the forthcoming campaign?
3. What legislative actions stand out as key areas of vulnerability for the incumbent? Which do you anticipate are most likely to provide valuable ammunition for a political challenger?

Your strategy recommendations

4. Develop a single campaign theme based on one of the incumbent's most notable accomplishments.

Describe this theme in words and create a campaign advertisement (using propaganda techniques) that reflects it.

Part II. No more years! Let's Throw the Bum Out

From: Annette Chaques
To: The Lancet Group
Re: Unseating the Incumbent

Dear _____:

It is time to plot our strategy for unseating the incumbent. Your firm has a stellar reputation where opposition research is concerned. We would like you to help us identify the incumbent's primary areas of vulnerability for the forthcoming campaign. Your assessment should be limited to events that transpired in the legislature, and it should demonstrate an appreciation of the constituency the incumbent represents.

Your Strategy Recommendations

1. What legislative actions or statements by the incumbent stand out as key areas of vulnerability? By this we mean actions that will raise questions about her/his representativeness or competence within the constituency.

2. Develop a campaign theme around the incumbent's single greatest vulnerability.

Describe this theme in words and create a campaign advertisement (using propaganda techniques) that reflects it.