

PSCI 3110: The Legislative Process
Fall 2019

Specifications for Re-Election Campaign Strategy Assignment

Design your reelection strategy and campaign slogan. This assignment includes two components—an overview of your campaign strategy and a campaign advertisement.

To earn credit, your campaign strategy overview must:

- Be submitted as a Word or PDF document in Canvas by the start of class on Thursday, December 5.
- Be a minimum of 375 words.
- Be written clearly (in either paragraph or memo form) with no more than 3 grammatical or spelling errors per 250 words.
- Be sensitive to the state you represent. (Your arguments should be based on appropriate evidence about your state.)
- Explain whether you anticipate the primary or general election will present a bigger challenge to your reelection.

The Primary

- Describe the aspects of your legislative record that will help you win a contested primary election.
- Anticipate and describe how you will respond to the issues an opponent is likely to raise against you during a contested primary campaign.

The General Election

- Describe the aspects of your legislative record that will help you win the general election for your seat.
- Anticipate and describe how you will respond to the issues an opponent is likely to raise against you during the general election for your seat.

This assignment also requires that you create a campaign poster or advertisement. These will be displayed in class on Thursday, December 5 class meeting.

- Posters can be brought to class; electronic media should be submitted to blackstone@unt.edu, preferably by 9:00 am on Thursday, December 5 and no later than the start of class on Thursday, December 5.
- You must be in class to present your campaign advertisement on Thursday, December 5 to earn credit for this assignment.