

Weekly Current Events: Posted: 10.24.22

[Mershon, "Midterm Elections for Statewide Election Officials Could Spell Trouble for 2024," \*Democratic Erosion\*, 2.14.2022.](#)

1. Which public office is the author concerned about? Why?
2. How would you describe the secretary of state's office/job? Why is it relevant here?
3. In which secretary of state races has former President Trump gotten involved?
4. What concern does the author have if these Trump-backed candidates win?
5. To what degree does the public fear that democracy is at threat?
6. Do you think it good the author is bringing attention to these races? Why or why not?

[Levitt, "We asked 2 Political strategists to Review mid-term ads," NPR, 10.22.22.](#)

1. How much money is being spent on campaign ads this year?
2. For the first ad, what is the race and candidate?
3. What is the theme or strategy of the ad?
4. What did the expert say about it?
5. What candidate is the second ad for?
6. How would you characterize its strategy? Why?
7. What did the expert say about it?
8. What are some symbols, or thoughtful lines from either ad? Why?
9. What seems to be at issue in this overall Senate election?
10. Why is this election important?
11. How have ads changed or evolved?

[Shepard, "Republicans Gain Steam in Senate Battle," \*Politico\*, 10.22.22.](#)

1. Watching the video, what is the relevance of money in these races?
2. Pick one state race he emphasized and what did he say about it?
3. After reading the summary and the polling data, what races are the closest?
4. Which race has seen the greatest change since the last measure?
5. What do you think has made changes in these races?

(see next page for lesson/activity to follow the above article)

## Develop a Strategy and Message for Candidates

In groups of 4, students pick 1 Senate race, and then flip a coin to determine if the group will act as Democratic or Republican campaign strategists, and then do the following:

- Select, read, and discuss one full poll report from one of the [RealClear Politics Senate polls](#) for demographic data and detailed information.
- Summarize the polling situation for your candidate.
- What is unique politically about this state? What issues are important there? What's the political dynamic, etc.?
- What voting bloc will you target?
- What issues are important to these voters?
- What kind of mailer/ad/message will you devise for your candidate in that state?
- What key words or images will be useful in conveying or shaping a message?
  
- Create a strategy, message, and medium (storyboard, rough draft of mailer, a radio ad script, a website, etc.). This can be a rough depiction or a polished project, depending on the class time you'd devote to it.