

**Assignment: Team Ballot Measure/Initiative Campaign Presentation**

The team project assignment will be completed by **groups of four or five students** serving as campaign consultants (**either paid or volunteers or both**) to client(s) seeking ballot placement and subsequent passage of a statewide ballot initiative. Each team will be responsible for mapping out a campaign strategy that could result in the successful passage of their initiative. The basic requirements for the project include:

**\*\*\*\*a preliminary 3-4 page paper/outline that will discuss the teams strategy for getting their initiative on the ballot and subsequently getting it passed**

**\*\*\*\* a 7-9 page paper that will outline the team's overall rationale and strategy, emphasizing realistic components of achieving success**

**\*\*\*\*bumper stickers (catch-phrases) and a brochures**

**\*\*\*\*a television and/or radio commercial**

**\*\*\*\*a press conference (last day of class) during which the team will explain their position to the mass media (the class and instructor) and display their commercial(s), bumper sticker slogan(s) and brochure(s).**

The strategy paper should first present the initiative as it will appear on the ballot. The paper should then explain your client's (or clients') motivation (which could be self-interested, altruistic, or pragmatic; or a some combination thereof) for spending money and working to first place this initiative on the ballot and then seek voter approval to make their initiative a part of California Constitution. The paper should present a good coherent argument to convince voters that the measure is worthy of their approval, and explain who will benefit from its passage into law. The group's strategy – specifically how the group will garner the minimum number of signatures on a petition for ballot placement, and how it will subsequently launch a campaign to convince voters, and what that campaign will entail – should be explicated. **THIS MUST INCLUDE A SERIOUS CONSIDERATION OF HOW THE CAMPAIGN WILL RAISE AND SPEND MONEY FOR EACH STEP OF THE INTIATIVE PROCESS.** A reasonable budget (reflecting the assets of those groups or organizations behind the initiative) should also be included.

The bumper sticker should sum up the thrust of your campaign in a single glib phrase.

The brochures (the type utilized by direct-mail campaigns) and television or radio ad should be directed at either the “typical California voter” and/or a specific demographic group (or groups) that your team hopes to turn out to the polls in quite significant numbers.

The press conference should explain the ballot initiative and its rationale, as well as presenting the bumper sticker, brochure and commercial; the team should be prepared to handle tough questions from the press (including the instructor).

**The ballot initiative must be approved by the instructor. The preliminary outline/paper is due by 11/5; the strategy paper will be turned in to the instructor on the final day of class at the time of the press conference.**