

2016 Presidential Campaign Commercial

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Activity Description: Students in Advanced Placement American Government and Politics, Civics, Advanced Placement U.S. History, U.S. History, or current issues elective classes will collaborate and be paired with students in video production classes in order to create a one to two minute persuasive campaign commercial for one of the 2016 Presidential candidates. Collaborative interdisciplinary student groups will utilize various forms of media to research presidential campaign issues and the candidates' position on the issues which will serve as the basis for presidential campaign commercials.

Prior to creating their own presidential campaign commercials, students will view and analyze influential presidential campaign commercials of the past. They will ultimately determine what made them so impactful in order to support students' own presidential campaign commercial creations. Such presidential campaign commercials could include: Johnson's "Daisy Girl," Humphrey's "Laughter," Reagan's "Morning in America," Reagan's "Bear in the Woods," G.H.W. Bush's "Willie Horton," G.H.W.'s "Revolving Door," and Obama's "Yes, We Can." Most presidential campaign commercials can be found at www.livingroomcandidate.org.

Student created presidential campaign commercials must contain a voice/theme true to the candidate's style, a minimum of two platform issues, and interweave the candidate's character. A movie making software program of the students' choice will be utilized to create and edit the presidential campaign commercials. Classroom teachers can select the top student produced campaign commercials to be viewed and voted on by the entire school student body. The top two or three commercial finalists can be broadcast on a district television channel or website to further engage district community members.

Age Level: High School and Middle School

Red, White & Blue Schools Rubric Connections:

- Electoral process taught in social studies classes uses innovative approaches and involves student-centered hands on learning.
- Electoral process is taught through active engagement and participation with school and community partners.
- Electoral process is taught in an interdisciplinary fashion, involving other disciplines beyond social studies, and whole school participation.
- Electoral process is taught by examining the process, candidate's views on issues, and their impact on daily lives.

- Electoral process is taught by utilizing various forms of media and outreach to communicate projects and learning.
- Students personal understanding of and participation in the electoral process grew.