

## **Election Radio Promo Ad**

You have been asked to write a 30 second promotional advertisement for the presidential candidate of your choice. Your manager has told you to select one international issue to use to support your reasoning. You may also use personal background to lend support for your candidate.

Before deciding who you will support, you need to do some research on the issues and the candidates positions. There are numerous web sites that will give you the information you are looking for including:

<http://www.barackobama.com/>

<http://www.mittromney.com/>

<http://www.cnn.com/election/2012/campaign-issues.html>

### **to meet standard**

clearly states who you are supporting

identifies international issue and importance to the US and world

articulates the candidates position

articulates why this position is the best

uses persuasive and convincing language

word processed; handed in on time with rubric attached

### **to exceed the standard**

more extensive articulation of position

shows unique observations and comments

creative presentation (may tape)

especially persuasive