Local Election Scrapbook

Over the next weeks you will compile a scrapbook of local election coverage and analysis. Your scrapbook is going to focus on local elections and how they are portrayed in the media and in campaign materials.

Include the following in a scrapbook:

Find as many different local election races as you can.
- What office is being contested?
- Who are the candidates?
- Visit their web sites. What seems to be the major issues?
- What techniques do they use to communicate their message?

Find issues on the ballot dealing with local government.
- What is the issue? Does it involve taxes?
- Who is promoting the issue?
- Find campaign materials concerning the issues.

A feature story about the election from different news sources
- Must come from newspapers or other independent news source
- Put both stories in your scrapbook
- Write the date and source of both articles
- Summarize the facts of the story

An editorial from the (local newspaper)
- Remember, an editorial does not have an author attached to it. It is the opinion of the publication
- This must from the newspaper
- Write the date of the editorial
- Read and summarize

Campaign Materials
- Find campaign materials – yard signs, mailings, newspaper ads, internet pages, etc.
- What techniques do you recognize?
- What issues seem to be the most important?
- What are the most common images used?

Letters to the Editor
- Find letters that support candidates or issues.
- They can be found in a newspaper or on the web.
- Paste the letters into your scrapbook.