

COJO 1000 – Intro. to Mass Media
Content Interaction 2 (100 pts)
Due: Wed. 10/19 by 11:59 p.m. in e-Companion Dropbox

OPTION 1

NEW MEDIA & STRATEGIC COMMUNICATIONS

Overview

For the third content interaction, you have a choice between two options. This is the explanation for Option 1.

You will watch a 15-minute clip from CSPAN about the 2008 presidential campaign. Then, you'll discuss how social media has influenced politics and citizens' involvement with politics. Finally, you'll imagine yourself as the media director of a 2012 presidential candidate and write a proposal for how your campaign will establish itself through public relations, advertising, social media, and the internet.

Instructions

1. Go to the link: <http://www.c-spanvideo.org/program/282756-1>
2. Scroll the video to 12:10 (12 minutes, 10 seconds into the video).
3. Watch the video until 27:23 (35 minutes, 55 seconds into the video).
4. You'll see Jose Antonio Vargas, the *Washington Post* Politics and Internet Reporter, Joe Rospars, the New Media Director for the 2008 Obama Campaign, and Mindy Finn, a Republican Internet Strategist, speak about their experiences with modern political campaigning.
5. How has social media allowed citizens to become a part of the political process? How have campaigns lost some control over their own political message with the advent of social media?
6. Have ever you used social media for political reasons (e.g., talking about politics, posting a political article, contacting or friending politicians, following politicians on Twitter)?
7. Now, imagine that you're a media director for **either President Obama or the Republican challenger in 2012.**
8. What did your party do well and poorly in the 2008 presidential election? So, if you're the media director for the 2012 Republican challenger, what did the John McCain campaign do well and poorly in its 2008 campaigning? If you're the media director for President Obama, what did he do well and poorly in his 2008 campaigning?

9. Now that you've considered what your party did well and poorly in the 2008 election, what strategies from the 2008 campaign do you want to change, alter, add, or cut? That is, what strategies will your 2012 campaign use?
- What new media and internet outlets will you use? Why? How can you use texting, email, websites, multimedia, YouTube, Facebook, and other social networking sites to mobilize your current supporters and reach out to potential supporters?
 - What traditional media outlets and traditional communication tools will you use? Why?
 - What kinds of voters will you target in your campaign? Why? How will you reach them?
 - What are some slogans or catch phrases that your campaign can use?
10. What kinds of public relations, advertising, and strategic communications principles are you using in your design and execution of your presidential campaign?

Guidelines

This paper should be 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and use 1-inch margins. Submit your paper to the dropbox on e-Companion labeled "CI 3".

Grading Rubric

Grade	Characteristics
A	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. No spelling and grammar errors. Displays excellent organization of ideas and opinions.
B	Follows all of the requirements. Is between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Answers all of the required questions. Well-written, interesting, and engaging to read. One to three spelling and grammar errors. Displays adequate organization of ideas and opinions.
C	Does not follow some of the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer some of the required questions. Poorly written at times and not engaging to read. More than four spelling and grammar errors. Displays inadequate organization of ideas and opinions.
D	Does not follow the requirements. Is not between 700-1,200 words, 2-4 pages, double-spaced, 12-pt font, and 1-inch margins. Does not answer most of the required questions. Poorly written and not engaging to read. More than seven spelling and grammar errors. Displays poor organization of ideas and opinions.
F	Incomplete work that is missing nearly all of the required information. More than ten spelling and grammar errors. Displays no organization of ideas and opinions.