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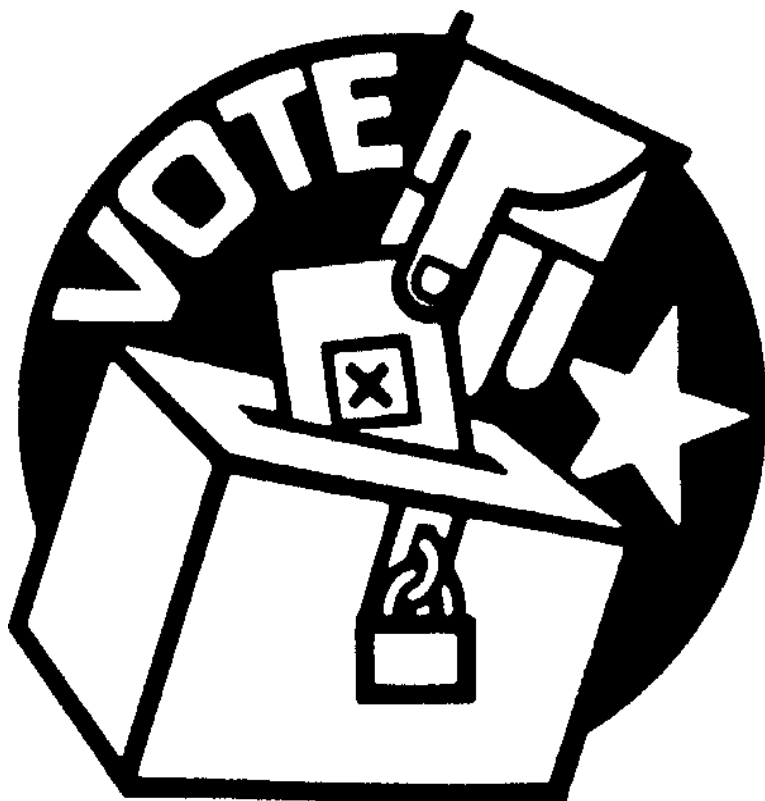
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Citizenship & Basic Skills



**Activities for Teaching
Effective Citizenship**

**Practical
Politics**
•
**Campaign
Simulation**
•
**Public
Speaking
Skills**
•
**Letter
Writing
Skills**
•
**Telephone
Skills**

Stevens & Shea Publishers

Introduction

This kit emphasizes the development of skills that are important in influencing government decisions. It is comprised of four parts: telephone skills, letter writing skills, speaking skills and campaigning skills.

Materials

- Telephone Skills
- Letter Writing Skills
- Public Speaking Skills
- The Campaign Game
- Practical Politics (text and exercises)

Directions

The public speaking, letter writing and telephone skills are presented in a political context. Students must make presentations to government agencies, write letters to office holders, and in a role-playing situation deal with government bureaucrats on the telephone. The role-play situations stress practical, everyday situations.

The materials can be used to supplement traditional units in Civics or American Problems or they can be used as a separate unit on political effectiveness for the average citizen.

The letter writing and campaign skills units can be used for individual instruction. The public speaking and telephone activity and the campaign simulation require student involvement. All of the materials may be reproduced in copies sufficient for classroom use.

Telephone Skills

Telephone Skills is a role-play activity. There is a Guidelines Sheet which gives the rules for making effective calls. The Sample Call Sheet gives a sample of a poor phone call and a good phone call. There is also a Rating Sheet, and three pages of role-play situations. There are four role-play situations.

All of the sheets are to be duplicated and distributed to the students. Each student should receive more than one rating sheet. On the rating sheet there is room for rating 10 students. They should receive enough sheets to rate all of the students in the class.

The teacher reviews the criteria for making a phone call. The role-playing situations are then divided up among the students. The students role-play their call with the teacher or another student. All of the other students rate the call.

Public Speaking Skills

The procedures in this role-play activity are similar to the telephone role-play. Copies of the guidelines for how to give a good speech, the samples of a good and a bad speech, and copies of the rating sheet should be distributed. The rating sheet has space for rating 16 students.

There are 33 role-play situations. The situations require the students to appear before the planning commission, public regulatory commissions, community organizations, school board, a legislative hearing, county government, small claims court and a city council.

The students evaluate each speaker.

Letter Writing Skills

The letter writing activity can be used either as a class or individual activity. There are four pages which give the students directions on how to write good letters, and samples of good and bad letters.

There are 28 situations for students to use in writing letters. The situations cover the four basic types of letters: requests for action, information, complaints and announcements.

Practical Politics

This is a short text that is a political guide for citizen involvement. The text is 10 pages long and there are 10 pages of exercises to illustrate points made.

The Campaign Game

In this game the class is divided into campaign teams to support a particular issue or candidate. Each member of the team must perform a campaign task. One person must make a speech, another must produce a campaign flyer, another must produce a 30 second radio commercial, yet another must write a letter requesting donations to the campaign, and another must write a press release. One must also give a door-knocking spiel about the issue.

The game contains student directions, the campaign issues, a scoring sheet, and two pages describing the tasks that must be performed.

The students evaluate the efforts of each team and give points. The team with the most points is the winner.

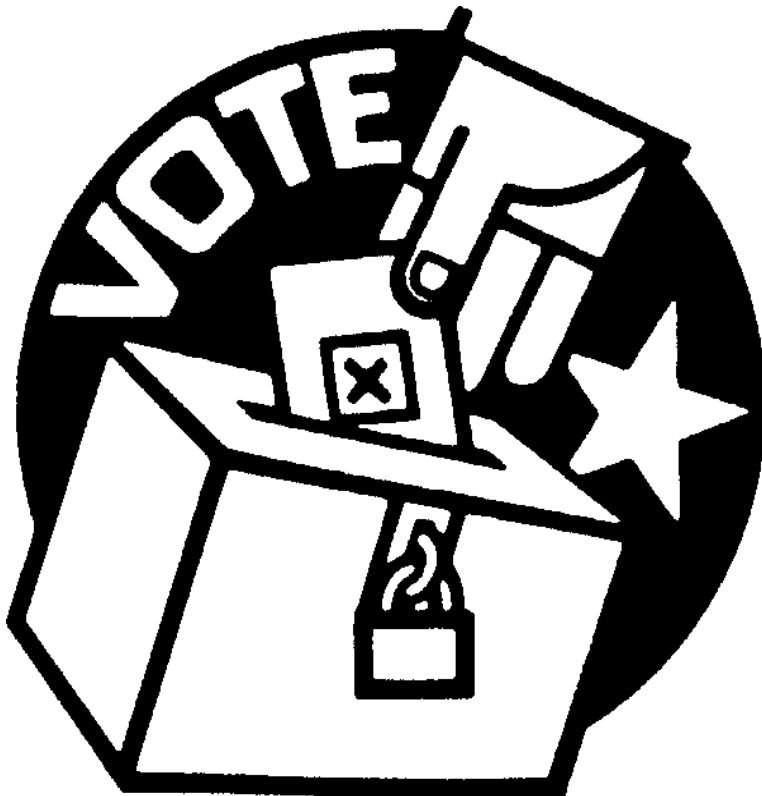
The purpose of the game is to provide students with practical experience in campaign skills.

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Telephone Skills



**Citizenship
and
Basic Skills**

Role Playing Exercises

Stevens & Shea Publishers, Inc.

TELEPHONE ROLE PLAY ACTIVITY

PURPOSE

The purpose of this activity is to provide students with practical training in how to use the phone.

MATERIALS

Guidelines Sheet

This sheet, which should be reproduced and given to the students, provides guidelines for making effective phone calls.

Sample Call Sheet

This reproducible sheet is a sample phone conversation which the students can evaluate applying the guidelines.

Student Evaluation Sheet

This score sheet is used by the other students in the class to evaluate the phone conversations. These can be reproduced.

Role Play Sheets

There are 40 role play situations which can be used by the students for practice. These should be reproduced for the class.

PROCEDURES

The teacher should distribute the guidelines sheet and the sample call sheet. The guidelines should be explained to the students and applied to the sample call sheet. The scoring system should also be explained. Students can be assigned roles to read from the sample call sheet.

The teacher should select several students at a time to participate and assign the situations (which are numbered). This will give the students time to mentally prepare what they will say. No more than four or five students should engage in the role playing during one period.

The role playing sheets and the student scoring sheets should be distributed. While one

student is role playing the phone call the other students will evaluate. The participating student should also evaluate himself. At the end of the exercise, if the teacher wishes, the student evaluation sheets can be cut up and the rating for each individual can be returned to that person.

It is best for the teacher to be the other end of the role playing situation so the responses can be varied and made more realistic. For the more articulate, aggressive student, the teacher can play the reluctant, buck-passing bureaucrat. The student who needs confidence can encounter a more cooperative, helpful functionary.



USING THE TELEPHONE

Probably the quickest way to deal with problems is to use the telephone. Making a business call is different from making a social call. In a business call you want some sort of action.

In this exercise you can practice some techniques for the effective use of the telephone in business matters.

You will be asked to rate others on the use of the phone, and you will be rated as well. You will be given the rating forms so that you will know how well you did.

The purpose of this exercise is to help you communicate more effectively. Listed below are the types of business calls that you should be able to handle:

- * Seeking a job
- * Handling a complaint about a product or service
- * Persuading a politician to your point of view
- * Getting the government to provide a service
- * Obtaining information

GUIDELINES FOR MAKING EFFECTIVE CALLS

1. Be sure to introduce yourself.

2. Speak clearly.

Do not mumble. Speak up. Speak with confidence. If you are uncertain, practice before you make the call.

3. Be precise and brief.

Give full and exact details of what your problem is. To make sure that you have all the points covered, you may have to write them down beforehand and check them off as you cover them.

4. Be polite.

Never get angry or swear. Be firm if you have to; never threaten violence. If you don't get satisfaction say you are not satisfied; tell them what else you might do. Do not raise your voice but be firm. Always thank them for their time and for satisfactory results.

5. Talk to the appropriate person.

Sometimes you won't know whom you should speak to. You will have to find out. Ask. If you get a run-around, ask to speak to someone in charge.

6. Ask for specific action.

No one can read your mind. Tell people what you want — exactly what you want. You may not get it but at least they will know what it is.

7. Do not be put off.

It is always easier to put something off. Don't let people do that to you. If they can't handle your problem or complaint now ask them exactly when they can. Do not settle for vague answers.

A HELPFUL HINT

Before you make your call, write down the points you want to cover in the call. A few words will do. As you are talking on the phone, check off the points as you cover them in your conversation. It is a common mistake to remember something you wanted to say after you completed the call. Save yourself the time and embarrassment. Make notes before you phone.

Directions

Read and evaluate the citizen's phone call below. Use the rating system and apply the guidelines in making the evaluation. Compare your results with the other evaluators.

1. **Introduction**
2. **Clarity**
3. **Precision and Brevity** 3= Excellent
4. **Politeness** 2= Good
5. **Contact** 1= Poor
6. **Action** 0= A Washout
7. **Persistence**

Operator: Good morning, Garcia Motors.

Citizen: Yes. I brought my car in yesterday to be serviced and it won't start this morning. I want something done about it.

Operator: Let me transfer you to our towing department.

Citizen: O.K.

Mechanic: Towing Department. May I help you?

Citizen: I brought my car in yesterday to have it worked on and it won't start this morning.

Mechanic: Do you want a tow?

Citizen: I want it to start.

Mechanic: This is the towing department. We only give tows. Do you want it towed in?

Citizen: I want to know why it won't start.

Mechanic: Maybe you should talk to the service department.

Citizen: O.K. Can you transfer the call?

Mechanic: Hang on.

Service Manager: Service Department.

Citizen: I brought my car in yesterday and now it won't work. You guys screwed it all up, damn it.

Manager: What is your name?

Citizen: I want to know if you're going to do a decent job or not. I'm about ready to complain to the Better Business Bureau. Your prices are too damn high for what you get. You lamebrains can't do anything right.

Manager: What is your name and what did you have done to the car?

Citizen: My name is Ricks and I had it serviced.

Manager: Do you mean a lube and oil change?

Citizen: Yeah. You were supposed to check it.

Manager: Let me get the file. Let's see . . . we couldn't find any major problems. Did it drive all right going home last night?

Citizen: Yeah. But it's dead now. You people were supposed to check everything.

Manager: Sometimes it happens. Did you check your battery and your gas?

Citizen: My what?

Manager: Your gas. Is the tank full?

Citizen: I don't know. Should I try it?

Manager: Why don't you do that and phone back. Also check to see if the starter turns over. If it still doesn't start we can send a tow truck.

Citizen: O.K.

Telephone

Evaluation Sheet

Directions

Evaluate the students on their telephone presentations. Use the following code. Use a 3 if the speaker is very good on a point, and a 1 if the speaker is poor. Use 2 if the speaker is satisfactory.

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

Student: _____

Role Play: _____

Introduction	_____
Clear	_____
Polite	_____
Appropriate	_____
Precise	_____
Action	_____
Persistent	_____
Total	_____

1. You are phoning the local IRS Office. You filed your income tax return in February. It is now July. You figure you have \$345 coming back and you need the money very badly. Other people you know filed later than you but have already received their refunds.
2. The neighbor's dog runs loose. It goes to the bathroom on your front lawn. You would like the city dog catcher to do something about it. That is the party you are phoning. The neighbor lets his dog out at night. During the day it is locked up.
3. Your daughter just graduated from high school and you discovered that she could not read the menu at McDaniel's Hamburgers. You are upset and want to do what you can about it. Phone the school district main office.
4. It is 3:00 a.m. on Sunday morning. Your neighbors are having a loud party. It has been going on since about 10:00. You want the police to do something about it so that you can get some peace and quiet.
5. Two months ago your car was struck in the rear by another car. The other driver was given a ticket and you were given the name of that driver's insurance agent. You assumed that the other driver's insurance would pay for the damage to your car because the other driver was at fault. Two months later there is still no payment. It cost you \$785.00 to fix your car. Call the insurance agent.
6. You bought a part for your car from Ace Auto. You were told that it would fit your car. It does not. You would like to return it and get a refund. The part is a Z-87 camshaft and cost \$237. You do not remember the name of the clerk who assured you that it would fit.
7. You have just received a bill from a local department store. You are overcharged by \$100 for a pair of pants that you bought on your charge account. The pants were \$17 and your bill is \$117. You would like the problem taken care of. The name of the department store is the Ace Department Store.
8. You paid \$2.45 for Magic CO-2 Zit Remover. The carton it came in said that it was guaranteed to work or you would get your money back. It not only hasn't worked, but you returned the carton two months ago and asked for a refund and you still haven't received it. Fortunately, the plant is right in your home town. Phone the company and find out where your money is.
9. You live about 3 miles on the downwind side from the sewer plant, which is operated by the city. On hot nights a terrible odor settles right over your neighborhood. It smells like a combination of rotten eggs and decayed dog meat. Your neighbors all think it comes from the sewer. You want it stopped.
10. You own Teddy's Taco Stand. When you arrive one morning you find that the local utility company, which is privately owned, has torn up the street in front of your stand. You asked the crew what they were doing and how long it would take. They responded that it is none of your business. You also have no business. No one can drive up to your taco stand. Phone the utility company.
11. Your child came home with an upset stomach for the second day in a row. You suspect that it is the school lunch. Your child says that they had spaghetti for the last two days at school.

12. You have heard that the state legislature is considering a law which will allow anyone – school official or policeman – to search anyone under 18 at anytime. The purpose of the law is to attack the use of marijuana. You are opposed. You contact your local legislator to find out what his opinion is and persuade him to oppose the law.

13. You want to make a reservation in a National Park for camping. Your class – all thirty of them – would like to camp in the park for two nights and three days. You would like to do this in about thirty days.

14. You received your telephone bill from the phone company and you noticed several long distance calls which you did not make. The calls cost \$5.47. You would like the phone company to make the correction.

15. You are phoning the garbage company. For the second week in a row the garbage crew has spilled garbage all over your sidewalk. You would like them to stop this.

16. You applied for a job at Jiffy Giant Food Store a month ago. Since that time you have not heard anything from them, but friends of yours, whom you consider less qualified, have gone to work there even though they applied after you. You are a high school graduate with a B average and a very strong recommendation from your principal.

17. You bought a Hotcha Hair Dryer for \$17.95 from LAMCO Department Store. It is defective. It does not work at high speed. You would like to return it for a new one.

18. You left a package – a new pair of jeans – on the 3A bus. You were riding the bus about 6:30 last evening. The package is grey with a Maxy's label. You were sitting third seat from the driver. You would like to know if anyone

found it. You were the last person to get off the bus at 17th Avenue and Broad Street. Phone the bus company.

19. You have a credit account with a local department store. You assumed the interest charges were 1.5% a month. However, your bill is running higher than that. You also notice that there are several items you are billed for which you never bought. They total \$37.00. You figure the interest to be 2.5% a month. You want your bill corrected.

20. A package sent to you by your old aunt has never been delivered by the post office. Your aunt says that it was sent a month ago. You phone the local post office.

21. You find the wallet of S.B. DuBrow. You wish to return it to him. You phone him to tell him you have the wallet.

22. You like a car that you see advertised in the paper for \$850. You would like to pay only \$750. You have driven by and looked at the car. It is in fine shape. It would be a good deal at \$850. Try to buy the car for less.

23. You hear that a local factory is hiring new workers at the minimum wage. You want to find out more about the job and where to apply.

24. You live near a park. Every Friday and Saturday afternoon a group of young people gather at the edge of the park and set up a stereo system and play music at ear-splitting, at least to you, levels. They also use nasty language and scatter beer cans around. You would like something done about this.

25. You have a young child who is accosted by older children on the way home from school. They threaten to beat him up if your child doesn't give them money. The school is ten blocks from home.

Telephone

Role Plays

26. You notice three calls on your telephone bill that you did not make. They are expensive long distance calls to a number in San Juan, Puerto Rico. They cost \$25.73. You want them removed from your bill.

27. You lost your wallet in the fifth row of the State Theatre during the last show. You have just now discovered that it is missing. Phone the theatre.

28. You have just turned 18 and you want to find out where to register to vote.

29. You have just bought a blouse at Klemm's Discount Department Store. You find that the first time you put it on the seams split. You would like to return it. Phone the store to find out what their policy on returns is.

30. You have just bought a whole set of Free-stone tires for \$240. Now you find that they are coming apart. The tread is separating from the rest of the tire on three of the four tires. The warranty states that they are guaranteed for six months and it is now six months and one week since you bought them. The store won't honor the warranty. You think the tires are defective. Phone the tire company.

31. You have heard that the U.S. Congress is thinking about reinstituting the draft. You want to find out what the status of the bill is and express your opinion about it. Phone your local Congressman.

32. You live near an airport and sometimes the jets fly over your house so low that the dishes rattle in the cupboards. You want to find out whether that is legal and whether or not something can be done to correct it.

33. There is an abandoned building next door. It is a safety and health hazard. There are tall weeds around it. There have been several fires in the building. Derelicts hang out in the building. You would like something done about it.

34. A big chuckhole has developed in the street right in front of your apartment. You have asked the city street department to fix it. They said they will when your street comes up for repairs in five years. Phone your city councilman.

35. You have just returned from the auto repair shop and discovered that your bill is \$40 more than the estimate and you question some of the work that has been done.

36. Your employer has not yet sent you your W-2 form which you need to file your taxes. It is one week past the date you should have received it.

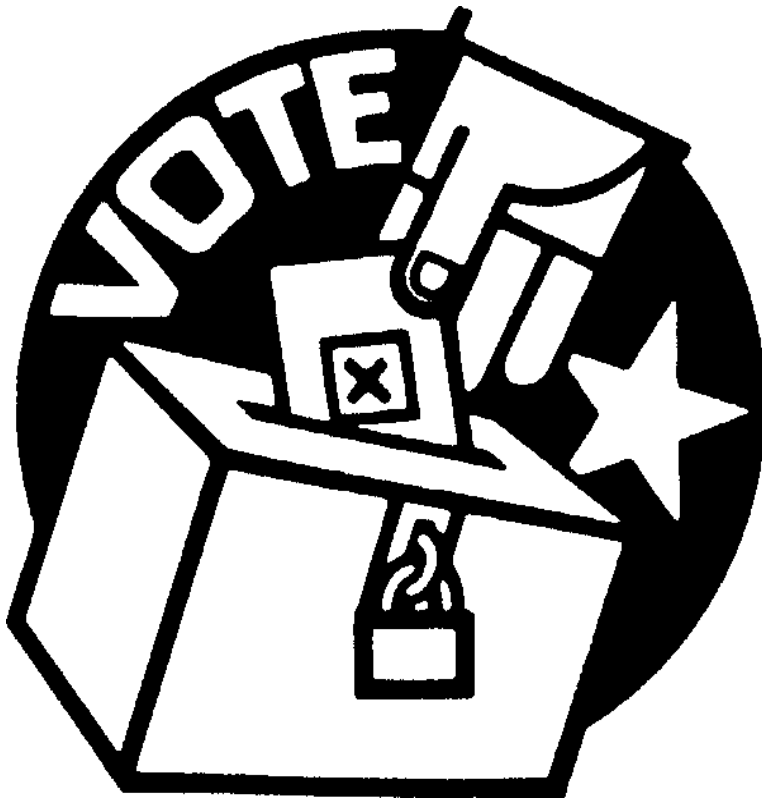
37. The vacant lot next to your house is full of weeds and is a potential fire hazard. You would like something done about it.

38. Your gasoline credit card has been lost. Phone the oil company to cancel it and get a new one.

39. The post office just delivered a package of china. It has been broken. You want to find out if it has been insured and for how much.

40. Your next-door neighbor's child has been pulling up your flowers. She is unsupervised because the mother works. You are phoning the mother because you have just caught the child destroying your daffodils.

Public Speaking Skills



**Citizenship
and
Basic Skills**

Role Playing Exercises

Stevens & Shea Publishers

Student Directions

Read the **Helpful Hints** page on how to make a short talk. Also read the examples on this page.

Select one of the situations on pages 4 through 7 for a short talk. There is an **Evaluation sheet** (page 3) to help you evaluate the speeches.

Contents

Page 1	Student directions & examples.
Page 2	Helpful Hints
Page 3	Evaluation sheet
Pages 4-7	Situations

Example: Good Speech

Mayor Sousa, Members of the City Council. My name is Jose Redondo and I live at 375 Valencia. My house is located across the street from Gleason Park which, I am sure, some of you will recall was one of the most beautiful in the city. Each day you could see children playing, young lovers walking, teenagers playing ball and old folks enjoying the sun.

Now, I am sad to say, the park is not even safe in the daylight, let alone at night. Not for children, not for young people, not for the old.

The park has been taken over by the filth of our city: dope addicts, muggers, and rapists.

Last year there were 73 muggings, 28 assaults, 2 rapes, and 143 arrests for narcotics, 92 arrests for fighting, 3 arrests for public indecency and 52 arrests for drunkenness. That is more than one arrest or crime committed in the park each day.

Under these conditions would any law abiding citizen enter the park? Not many. The conditions in the park have contributed to the decline in the neighborhood. Property values have fallen by 10% in the last five years while they have increased by 30% in other parts of the city. This has resulted in a loss not only to the

homeowners living around the park, but to the city as well. Not only has the city lost a fine park, but it has lost tax revenues as well. I estimate that the city loses about \$113,000 a year in taxes because of the lowered property values.

We believe that the situation can be reversed. We ask the City Council to implement the following program:

1. Station a policeman in the park full-time.
2. Provide better lighting.
3. Provide recreation programs for teenagers.

We know this will cost money. We believe the program will make the park safe again and property values will go up. The city will recover its investment with increased tax revenues.

We, the 793 members of the Valencia Avenue improvement Association, hope that you will approve our recommendations. Thank you for giving me the time to present our program.

Example: Bad Speech

My name is Jose Redondo and I live by Gleason Park. Now, the park used to be a high class place. Now it is a slime pit.

You people wouldn't even dare to go into the park. You people who got a little money moved out and left us little guys to put up with a bunch of hoodlums. Now you're too cheap to provide any police protection down there.

You got it out on your side of town. You got plenty of police. The hoods, the dopers, they won't go over on your side of town. You're protected. Well, we want some police on our side of town.

We're sick and tired of drunks puking in the park and kids using dirty language, and we ain't going to put up with it anymore.

If you don't put some police over there in that park, we're going to start putting some of you guys out of office.

How to give a short talk

Giving a short talk is not as difficult as it may seem. The hardest thing is getting up the nerve to speak before a group. One way to overcome this anxiety is to be well organized.

Below is a list of **Do's** that will help you give an effective talk.

Do's

1. **Introduce yourself and give some sort of greeting.**

Also give your address, or the town you are from if you are talking to a government body. This is often required.

"Members of the Council, Mayor, my name is Joe Peabody and I live at 77 East 9th Street."

2. **Be brief and to the point.**

Busy people do not like to have their time wasted. Say exactly what your point is.

"I came here tonight to ask you to put a light on our street."

3. **List the arguments or reasons that support your position.**

Back up your arguments with evidence, examples, illustrations.

"Councilmen, we need a street light on that street. It is a proven fact that lighted areas deter criminals. Just last week in the darkness of that street, Miss Irma Steen had her arm broken by a mugger."

4. **Appeal to the interests of the group to whom you are speaking.**

Play upon their emotions as well as to their reason.

"Miss Steen is 89 years old. She lives on a small pension. The robber who broke her arm got 35 cents. That was all that was left of her pension check."

5. **Be specific.**

Notice the exact details above: "87 years old," "37 cents."

You could also add a more general statement that is still specific. Instead of saying that there are a lot of crimes committed on the street, you could say that in the last three months there have been 87 assaults, muggings and rapes. You can break that down into further specifics; "That is one crime a day."

6. **Put some emotion in your voice.**

Do not speak in a flat monotone. Do not, however, rant and rave and become angry. Always be polite.

7. **Ask for specific action.**

"We would like a light installed at each intersection between D Street and G Street."

8. **Have a closing of some sort.**

Always know how you are going to wind up your talk.

"Thank you for allowing me the time to speak. If you have any questions I'll be glad to answer them."

9. **Bring friends and supporters.**

Legislative groups are always impressed by numbers – the more the better.

10. **Try to be relaxed and confident.**

You can help achieve these states by being well prepared. Practice your talk several times beforehand. Make notes of the points you want to make. For immediate relaxation, take several deep breaths.

11. **Try to avoid cliches.**

"You know what I mean," and noises like "uh." People use these things to fill up time while they are trying to think of something to say. It is better to just pause and glance at your notes. One more note: When you make your notes, print key words in big letters so that you can easily read them.

Directions

Rate the speaker on the following criteria. Use a 3 if the speaker is very good on a point, and a 1 if the speaker is poor. Use 2 if the speaker is average.

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Student: _____

Situation: _____

A. Reasoned arguments

B. Well organized

C. Precise

D. Confident

E. Articulate

Total:

Community Organizations

1. You have been asked to speak to the local women's club about conditions in the local animal pound and the treatment of animals generally. You do not believe that animals are treated humanely in the pound. The pound is overcrowded. The animal cages are not cleaned often enough. The city does not spend enough money to maintain the pound.

The root of the problem is that people allow their pets to breed too freely and to run loose. Often pets are abandoned.

You want to convince them that the treatment of animals should be improved.

2. You have been asked to talk to the neighborhood improvement association about a neighborhood watch program. Your neighborhood has had a lot of house burglaries lately.

The neighborhood watch program is a way of neighbors helping neighbors keep down the burglaries. All strange cars and people in the area are noted. Empty houses are carefully watched. Belongings are identified.

You learned about this program from the police department when your house was broken into. You want to convince them that the area needs such a program.

3. You are speaking to the downtown Kiwanis Club on the importance of learning CPR or Cardiac Pulmonary Resuscitation.

This technique helps get the heart started again when it stops. It is particularly useful in the case of heart attack.

Seattle conducted a city-wide training program and the number of deaths due to heart attack decreased. The program requires several hours of training which can be conducted by the Red Cross. You want to persuade them that your town needs such a program.

School Board

1. You are a head of the teachers' union and you must ask the School Board for more money. The cost of living has gone up 7% each of the last two years, and you have received no salary increase.

2. You would like to see the School Board ban corporal punishment. You believe that it is unnecessary and physically harmful.

3. You are the head of the Young People's organization and you wish to present awards to several students for being heroes in rescuing a truck driver from a flaming crash in front of their school. The award is called the Annual Safety Award.

4. You believe that many students who are failing should not be failing in public schools. You want the School Board to review the curriculum and the grading policies of the district.

5. You believe that too many students do not have practical functional skills when they get out of school. You want the School Board to adopt a skills test that the students must pass before they graduate.

Legislative Hearing

1. The legislature is holding hearings on whether or not the penalties for selling drugs on school campuses should be more severe than selling them on the street. You are called upon to testify about the drug problem on school campuses and what you think of the bill.
2. The legislature is considering a bill to ban all handguns and to require the registration of rifles and shotguns. You decide to testify on the matter since the legislature is holding a hearing in your town.
3. The legislature is considering a bill to prohibit the funding of abortions with state medical aid. In effect this would be denying those who cannot afford to see a private physician the right to have an abortion. You decide to give testimony on this matter.

County Government

1. Since the county is a large area, police patrols are spread thinly. In your community there has been an increase in thefts of farm machinery and the actual "rustling" of cattle. Losses are high. The police spend a great deal of time driving from the main station to your small town. You want a sheriff's sub-station established in your area.
2. You have a big pig sty in your backyard. You moved out of the city and into the country so that you could have a few farm animals. You own 1 acre of land. Now more and more people have moved in around you. These people have complained about your pigs. They have persuaded the county government to consider a new ordinance which would ban the raising of pigs on plots of land less than five acres. You don't like it!

3. You have appeared before the county government body to appeal your property taxes. You think they are much too high. You live in a house worth \$80,000. The houses on either side of you are worth about the same. One just recently sold for \$80,000. Your neighbors pay about \$700 in property taxes. You were told to pay \$1,000 even though your property is identical to your neighbors'.

Small Claims

1. The child of a neighbor threw a rock through your plate glass window. It cost \$150 to replace it.

You asked his parents to pay for the window. They said they would but it has been four months since the window was broken. You want the money. You have a picture showing the broken window, the bill from the glass company, and a letter from a neighbor who says that she saw the boy throw the rock.

2. A year ago you loaned a friend \$300 to buy a car. The friend gave you an I.O.U. and promised to pay you back in a month. You would like the money back. You have asked repeatedly for it and have received assurances that after next month's paycheck you will get it. Several paychecks have come, but the money is never returned.
3. You have been subpoenaed to appear in small claims court. A local car repair garage wants to collect on a bill you owe. You had your engine repaired. It cost \$350. You paid \$300 at the time you picked up the car, with the promise that you would pay the \$50 later. Two weeks later the engine began to misfire. You asked them to fix it again free of charge. You don't believe that they did the job right in the first place. They refused to work on the engine. Now, they want their money.

City Council

1. You want a traffic light placed at an intersection in your neighborhood. In the last year two children have been hit at the intersection and there have been three other accidents.

2. You want a swimming pool installed in your neighborhood park. All the other neighborhoods in town have pools. If the kids in your area want to swim, they have to walk 20 blocks to another park. The kids from that neighborhood are not friendly and there are frequent fights.

3. The street in front of your house has not been repaved in the last 9 years. There are many potholes. The street is not only rough riding, but dangerous as well. The ruts are so deep that they can cause a car to swerve into another car or knock a bicyclist off a bike.

You have noticed that some streets, particularly the one in front of the house of the banker and other influential people has been paved twice in the last 5 years.

4. In your neighborhood in the last several weeks gangs of kids have been robbing old people at night. There have been at least seven muggings in two weeks.

You would like more police patrols in your area.

5. You live across from a park. The young people use the park as a place to party until late hours. They play loud music on their car stereos. They also create a lot of litter. There are occasionally fights and other rowdiness.

You would like something done about this since the park is under the council's jurisdiction.

6. You are supposed to present the City Council with an award on behalf of the Recreation Commission because the council has done such a good job of supporting recreation programs. In the last year they built a softball diamond, a swimming pool and a recreation hall for youth where dances are held.

7. You have noticed that in your neighborhood in the evening the police "hassle" young kids who are hanging out on the street. Usually they stop and search the kids. If the kids are hostile the police push them around and sometimes arrest them for interfering with a police officer.

There are no recreation facilities in the neighborhood. You would like something done about the situation.

8. You would like the city to begin a paramedic program under the fire department. This type of program has provided emergency relief in other areas to victims of heart attacks and serious accidents by getting immediate medical attention to the problem. Lives have been saved.

You want the city to invest in this type of program rather than a new fire truck.

Planning Commission

1. You live in an older area that has been zoned for single family residences. A contractor wants to change that zoning so he can tear down the old houses and construct apartment houses. You are opposed to this. It will decrease the value of your house and eventually lead to the deterioration of the neighborhood.

2. There is a small shopping area in your neighborhood. It is right across from the school which your child attends. A store owner wants to put in a liquor store and a bar in the shopping center. You are opposed because it is too close to a school and it is located in a residential neighborhood.

3. A developer wants to build a new subdivision just outside the city. This will cost the city taxpayers more money to provide streets, sewers, and water to the area, as well as fire and police protection. There are vacant areas within the city that have hook-ups. Speak either in favor of the new development or oppose it. One argument in favor of it is that it will create new jobs.

4. A large steel mill wants to locate in your city. The mill will substantially increase pollution but it will also provide jobs. It can be located right in the city which will cause pollution; or can be located in the countryside nearby which will destroy valuable farmland and the beauty of the surrounding area. Give your opinion on the issue.

Commission Hearings

1. The recreation commission of the town is holding a hearing about whether or not loud music should be played in the parks. Young people in particular turn their radios and stereos too loud for the tastes of older people. Give your statement about the matter.

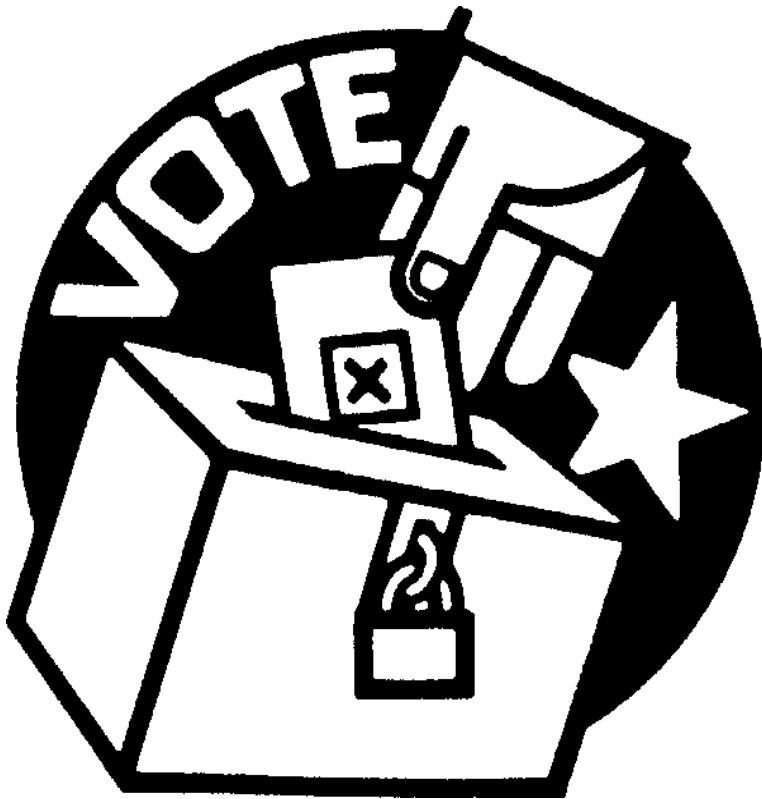
2. The Federal Trade Commission is holding a hearing on whether or not advertising aimed at children should be banned from TV. The reason is that the advertisers try to get kids to buy things that are not necessarily good for them and the kids are too young to know better. The TV networks say that it is really a matter of parent responsibility. The parents can control what the kids buy and they can control the TV set by turning it off.

3. The Public Utilities Commission must approve the request to build a nuclear plant near your town. Knowing what you know about nuclear plants, give your opinion.

4. The Food and Drug Administration is holding a hearing on whether or not saccharine, a sugar substitute, should be banned. Saccharine is used primarily in diet soft drinks. The charge is that it may be unhealthy. In laboratory animals large doses have caused cancer. Critics say that the doses given lab animals were unrealistically large. Give your opinion on the matter.



Letter Writing Skills



**Citizenship
and
Basic Skills**

Practice Exercises

Stevens & Shea Publishers

Introduction

This activity has to do with writing effective letters. There are two pages which describe the proper form of a letter, one page to evaluate letters and four pages of situations which students can use for practice.

Contents

Page 2	Student directions
Pages 3-4	Proper form
Page 5	Practice
Pages 6-9	Practice exercises

Answers to practice exercise on page 5

Letter 1

1. No address and date

2. No inside address

To: Assemblyman Smith

3. No salutation

Any legislator who votes for more welfare legislation should be shot.

You guys vote yourselves fancy salaries. Us working slobs have to sweat for every cent we get. We're tired of having our tax money guzzled up by chiselers.

You got the message?

4. Letter is angry and hostile.

Sincerely

Anirate Taxpayer

Letter 2

June 14, 1990

567 Cedar St.
Millville, CA 97201

Captain America
P.O. Box 7789
New York, NY

1. Address is not complete

Gentlemen:

I am enclosing \$6.95 and a box top for a red Captain America cape (large size).

Please send it quickly.

Yours truly,

Pete Younell

Letter 3

1. No address

43 C St.
Marysville, Utah 43211
June 11, 1989

2. Date is in wrong place

Dear Congressman:

I voted for you in the last election. However, I don't understand your position on the death penalty.

The Bible says an eye for eye and a tooth for a tooth. Take a life, give up your own. That's what I say.

3. Letter is not clear about what action should be taken.

Kevin Knoblauch

Letter 4

1. No date

33 E. Canal St.
New Orleans, LA 66703

Senator Jack Helms
455 Rayburn Office Bldg.
Washington, D.C., 10001

Dear Senator Helms:

I noticed that a bill deregulating the price of gas is before the Senate. I believe that such a bill would have extremely harmful effects upon the general public.

It will significantly increase the price of gas. Those who can barely afford present day prices, the old, the poor, and the young, will be priced out of the market. The consequences of their not being able to afford the price of gas could have disastrous consequences in the frigid midwest and northeast.

I urge you not to vote for deregulation until the needs of those who cannot afford the higher prices are met.

Thank you for your consideration,

Sincerely

Jack Jones

To The Students

Effective letter writing is a useful skill. The purpose of these activities is to enhance that skill.

There are basically four kinds of business letters.

1. Letters which impart information. You may want to present an idea to someone; or even present yourself in the form of a resume.

2. Letters which express an opinion or request a specific action from a public official. This type of letter may go to an official or to a Letters to the Editor column in a newspaper.

3. Letters which seek a correction to a specific problem. This type of letter may go to a private company as often as to a public official.

4. Letters which seek information. You might want to know the availability of jobs, or information about college scholarships.

When you write a letter you must make sure of the following:

Proper form. There are several forms which are considered acceptable. Basically, you want to make sure that your address, the address of the person you are sending it to, the date and some type of opening and closing are there in the letter.

Content

- Be brief and to the point.
- Be specific
- Be courteous. Do not make threats or name call.
- State what the problem is and what you want done about it.
- Make sure that your spelling and grammar are correct.

Another form of communication that has been particularly effective for trying to influence legislators is the short (10 words or less) mailgram. In the mid-90's the fax, which is immediate, became the mail of choice for contacting elected representatives. Electronic mail (e-mail) is also used for its speed.

Writing letters is a useful skill for being an effective citizen. It is one of the few ways that a citizen has to reach out and attempt to persuade decision makers such as legislators, and other people (through such forums as Letters to the Editor) in our society.

Legislators do pay attention to letters— especially letters that are well thought out and well written. Even if they are not well written, legislative staffs count the mail on both sides of controversial issues.

If, for example, there is a hot environmental issue before Congress—let's say a bill to ban the construction of nuclear power plants—you can bet that each Congressman will be counting the mail both pro and con on the issue. These contacts can influence how the Congressman votes.



THE LETTER

A letter has several parts. A good letter must have these six parts included in it.

PART 1: The Heading

On business stationery the firm's name and address will be already printed on the letter. You may add your address at the top. Be sure to include your zip code. It is not considered standard practice, but it is highly useful to include your telephone number on business letters. A phone number may get a faster response – it is expensive for businesses to write letters.

The heading can be placed on the left-hand margin or in the middle of the page.

The date is placed at the top of the letter, either under the heading or to the right margin.

Example (centered on page)

456 East 7th Street
Wichita, Kansas 11087
November 4, 1995

Example (flush left on page)

456 East 7th Street
Wichita, Kansas 11087
November 4, 1995

The Date

The date may be written with numbers only. In the United States the number for the month precedes the number for the day, then the year. 6-4-46 would be June 4, 1946.

PART 2: The Inside Address

The inside address of a business letter should give the following information:

- A. The name of the person to whom you are writing (if you know it).
- B. The title of the person.
- C. The name of the company or agency.
- D. The company's address.

Try to squeeze the information on four or five lines. The title, if it is not too long, can be on

the same line as the name.

The position should always be flush left, just above the salutation, and below the heading.

Example (with name and title on same line)

Ernest Preston, Personnel Manager
Patton Industries
43 Factory Lane
South San Francisco
California 98574

Example (no name)

Personnel Manager
Patton Industries
43 Factory Lane
South San Francisco
California 98574

Example (no name or title)

Patton Industries
43 Factory Lane
South San Francisco
California 98574

If you have a person's name to send the letter to this is better than using just a title; and having at least a title is better than having none. You must remember that once the letter arrives at a corporation it must be delivered to someone in an office that may have hundreds of employees.

PART 3: The Salutation

The greeting or salutation is placed two spaces below the inside address, flush to the left margin. In a business letter it is always followed by a colon (:).

There is a variety of salutations that can be used, depending on the situation.

When you do not know the person's name, the standard opening is "Gentlemen:" It is understood that this refers to both men and women. If you are writing to a firm that is exclusively female you may use Mesdames.

When writing to a specific person but do not know the name, use

“Dear Sir:” or “Dear Madam:”

When you use the name in the inside address, the proper form is

“Dear Mr. _____,” or “Dear Ms. _____.” Miss or Mrs. may also be used.

It is all right to use the first name. For example, “Dear Frank Jones.”

Government Officials

Government officials should be addressed in the following way.

The President
The White House
Washington, D.C. 20015

The Honorable Senator Cranston
United States Senate
Washington, D.C. 20015

The Honorable John Burton
House of Representatives
Washington, D.C. 20015

The Honorable Jerry Brown
Governor of California
Sacramento, CA 95814

The Honorable Diane Feinstein
Mayor, San Francisco
San Francisco, CA 95870

PART 4: The Body

In writing a letter, be polite, direct and clear. The letter should be typed – or at least clearly hand written. Clear printing is quite acceptable.

The letter should state what the problem is and what you want done.

The letter should begin two typewriter spaces below the salutation. A space should be skipped between paragraphs. Paragraphs should be indented the standard five spaces or not indented at all.

Try to keep the letter on one page. If you do have to go onto the next page make sure you have at least three or four lines on the next page to justify your using an additional page. The second page should be numbered at the top. It should not be letterhead paper.

Part 5: The Closing

There are several standard closings. In a closing of more than one word, the first is always capitalized and the others are not. Closings are followed by a comma.

Yours truly,
Very truly yours,
Sincerely,
Sincerely yours,

If the paragraphs were indented, the closing should be in the middle of the page. If block paragraphs were used, the closing should be at the left margin.

Part 6: The Signature

You should write your name in ink just below the closing. Below your signature, your name should be typewritten or printed. This should also be accompanied by a title, if any.

A single woman may put “Miss” in parenthesis before her name.

(Miss) Pamela Allen

Sandra Smith
(Mrs. Mark Smith)

Directions

Identify what is wrong with these letters, if anything.

Letter #1

To: Assemblyman Smith

Any legislator who votes for more welfare legislation should be shot.

You guys vote yourselves fancy salaries. Us working slobs have to sweat for every cent we get. We're tired of having our tax money guzzled up by chiselers.

You got the message?

Sincerely

An Irate Taxpayer

Letter #2

June 14, 1995

567 Cedar St.
Millville, CA 97201

Captain America
P.O. Box 7789
New York, NY

Gentlemen:

I am enclosing \$6.95 and a box top for a red Captain America cape (large size).

Please send it quickly.

Yours truly,

Clark Kent

43 C St.
Marysville, Utah 43211
June 11, 1994

Letter #3

Dear Congressman:

I voted for you in the last election. However, I don't understand your position on the death penalty.

The Bible says an eye for an eye and a tooth for a tooth. Take a life, give up your own. That's what I say.

Kevin Knoblauch

Letter #4

233 E. Canal St.
New Orleans, LA 66703

Senator Jack Helms
455 Rayburn Office Bldg.
Washington, D.C., 10001

Dear Senator Helms:

I noticed that a bill deregulating the price of gas is before the Senate. I believe that such a bill would have extremely harmful effects upon the general public.

It will significantly increase the price of gas. Those who can barely afford present day prices – the old, the poor, and the young – will be priced out of the market. The consequences of their not being able to afford the price of gas could have disastrous consequences in the frigid midwest and northeast.

I urge you not to vote for deregulation until the needs of those who cannot afford the higher prices are met.

Thank you for your consideration,

Sincerely

Jack Jones

LETTERS ASKING FOR INFORMATION

1. You want to hold a meeting for your Youth Club in the local school auditorium. You want the meeting at 2 o'clock on Saturday afternoon, May 22.

The purpose of the meeting is to plan a summer program. You expect about 100 people to attend.

Write a letter to the local school committee asking for use of the auditorium.

2. You have heard that there are many summer jobs available at national parks. You are not sure how to go about contacting agencies that do the hiring or even what kind of jobs are available.

Write the Department of Interior requesting information about how to go about getting a job in a national park.

3. Your school club is raising money to help the refugees in a devastating Latin American earthquake.

The earthquake destroyed the homes of thousands. Canned food and medical supplies are badly needed. Your club is attempting to raise as much as possible.

Write the government printing office for any information on how to help.

4. You know that the government publishes many useful pamphlets on a variety of subjects that are either free or very inexpensive. You would like information on how to save energy.

Write the government printing office for any information on how to save energy.

LETTERS GIVING INFORMATION

1. The student body association is holding a fund raising dinner and show. You want to invite the school board and the superintendent. The dinner will be held in the school cafeteria on May 26 at 6 p.m.

The show after the dinner is a variety show featuring the school jazz band, the chorus and part of the gymnastics team and a dramatic selection from the theatre group.

The purpose of the dinner is to raise money for new band uniforms. The tickets to the dinner are \$5.00 each. The dinner will be roast beef.

You are sending tickets to the school board for free. You hope that they will encourage others to buy tickets.

2. You are announcing a meeting to organize people to participate in the local United Crusade drive.

The crusade donates money to most youth groups such as the Boy Scouts and Girl Scouts in your area. They also support the blind center and a senior citizens program.

You have been appointed chairman for your part of town. You want to invite people to a meeting to get them to help raise money for the charity.

The meeting will be held on February 20 at 3 p.m. at the Central Methodist Church, 217 West Central Ave.

3. You want to run for city council. In order to do so you need support. You are sending a letter to people who might help you run, by volunteering their time to walk door to door or stuff envelopes or make phone calls or contribute money.

You are holding a meeting to discuss the reasons why you are running at the home of a friend, Mike McPheeters, 233 Arroyo Way. Your phone number is 409-3088.

You are running because you don't like the lack of action in solving some of the pressing problems you see around town.

4. You have been asked to write a letter of recommendation for a friend who is seeking admission to art school. You were the person's tutor last summer in a special program where high school students with specialties in art and music help younger children.

The student's name is Rudi Cerney. When you tutored him he was a 6th grader. He was very talented and could draw live figures extremely well. He could also paint in water colors.

In fact, even though you are considered a good artist and will probably receive a scholarship to art college, you thought that Rudi has even more talent than you when it comes to drawing live figures.

5. You are applying for a job as summer intern with the Fish and Game Department. You are going to be a high school senior. You have a B average overall in school but in biology and botany you received 'A's.

Since elementary school you have been a collector of insects and wild flowers. You would like to go to college and major in biology or forestry.

Your science teachers, Mr. Rogers and Mr. Filson, will recommend you. You have also been active in the school choir and girls' gym team.

6. You witnessed an accident on the corner of 5th and Main on Sunday, May 18th about 4 p.m. when you were coming home from church.

You saw a blue Chevy Corvette run a stop sign at about 20 miles an hour and crash into a slow-moving yellow Ford. The police were there almost instantly.

The insurance company of one of the drivers has asked you to write a statement.

LETTERS ASKING FOR ACTION

1. The local utility company is going to build a nuclear power plant close to your house.

In order to build the plant it must have the approval of the local Planning Commission.

Address a letter expressing your opinion about the construction of the power plant.

The utility company claims that it will provide jobs for the community and provide needed power. Critics claim that it will be unsafe and there is no way to store the radioactive waste material.

2. Congress is considering a gas rationing system. The system as you have seen it described in the papers would limit every driver to 10 gallons a week.

Write a letter to your Congressperson giving your opinion and advice on this matter.

3. The State Legislature is considering restoring the death penalty for murder. Critics of the measure claim that it discriminates against those who cannot afford high-priced legal representation.

Those in favor claim that it is necessary to stem the rising tide of crime.

Write a letter to your legislator giving your opinion and recommending a course of action.

4. The president is recommending a cutback in the Federally operated train service.

Critics claim that Amtrak is a boondoggle. Service is poor and it continually loses money.

Proponents claim that it could possibly make money if more were invested in it to increase the number of trains and equipment. They claim that Amtrak needs to expand during the gas crisis.

Write the President and give your opinion.

5. Congress is considering starting the draft again.

Supporters claim that this is the only way qualified young people can be recruited to defend the country.

Critics say that it is not needed during the peacetime and, if pay were adequate, a full time professional military could be maintained.

Write your congressman giving your opinion.

6. Taxes are a bone of contention for nearly everyone. Your state legislature is considering some new tax laws.

One of them will put a limit on how much property tax can be levied. Another will place a sales tax on food and drugs.

Critics say that these tax bills will hurt the poor by taxing them unfairly.

Supporters claim that property taxes are rising so high that old people are forced to sell their houses because they cannot afford to pay the taxes.

Write your state legislator giving your opinion.

7. Schools often seem to be a subject for controversy. The School Board is considering a new set of rules for students. One rule is compulsory homework. Another is that students must pass a math and language test in order to be promoted to the next grade.

Supporters claim that this will help remedy declining test scores.

Critics claim that the homework rule is arbitrary and is not needed in all classes. The test will discriminate against some students. Write the school board giving your opinion.

8. The United States government is considering new policies regarding immigration from Mexico. The government of Mexico wants easier access to the United States for its citizens and is willing to trade oil to get the United States to change its existing policies.

Critics claim that this will unleash a flood of cheap labor into the United States.

Supporters claim that the boundary is artificial and many come here already to work. Migration laws are simply unenforceable.

9. Write your Senator giving your opinion. Your state is considering a change in marijuana laws. There is a proposed bill that makes possession of marijuana in amounts under an ounce legal for those over 18. The bill also allows growing your own. Selling it would still be illegal.

Write your legislator giving your opinion on the matter.

LETTERS OF COMPLAINT

1. You have a friend who is working a part time job for 4 hours after school in a plant that makes furniture. The job pays \$4.25 an hour.

Your friend gets no break. You think that this might not be legal.

Write the labor department to inform them of these situations.

2. You have applied for credit at Newman's Department Store. Your application has been denied. You are told that you have a bad credit rating. The only thing you ever bought on credit was your car and you have kept up with your payments even though you were late twice with the payment. You have a full time job paying \$700 a month and you live at home.

Write a letter to the credit bureau attempting to get them to reverse your position.

3. The utility company has overcharged you during the last several months, you believe. This last month you read the meter yourself and found that the utility company bill indicated that you used more by 10% than the gas meter actually indicated by your reading.

Write a letter seeking redress from the utility company.

4. You felt that Merv's Auto Repair Shop overcharged you to have some work done on your car. They said that the work would cost about \$120 and they finally billed you for \$180. A friend of yours who knows about car repairs says the job really could have been done for about \$100. You had to pay what they asked because you needed your car.

You would like the Better Business Bureau to look into the matter and see if it can recover some of the money.

5. You bought an Ultrasonic tape deck from a local discount department store. After a week the deck began to chew up tapes. You lost two of your favorites.

The department store says that they cannot repair the deck. The box contains the address of the Ultrasonic Company.

Write asking them to correct the matter. There was no guarantee that came with the deck. It cost \$39.95.

6. Your bill was paid up.

You bought a TV at the local department store. Even though you have a charge account there you paid cash for the TV. You then received a statement for your charge account which billed you for the TV. You ignored the statement because you had already paid for it. You received a second statement that contained a \$23 late charge. You phoned the credit department and told them you paid cash. They removed the TV from your charge account statement but they are still billing you for the late charge.

Write a letter requesting that they remove the late charge.

7. You had your car fixed recently. They told you that you needed a new transmission. You had your transmission replaced at a cost of \$550.

Now, what prompted you to have your transmission replaced – a sticky clutch pedal – is happening again. You took it to another garage. They put a little oil on the clutch linkage. They charged \$5. The clutch pedal works fine.

You suspect you did not need a new clutch after all. Write to the first auto repair company and try to recover your \$550.

8. You recently bought a piece of equipment to clean CD's. You paid \$13.95 for it. You've found that it doesn't work.

It wasn't merely defective, it actually did not work. You want your money back. You paid \$1.20 to return it.

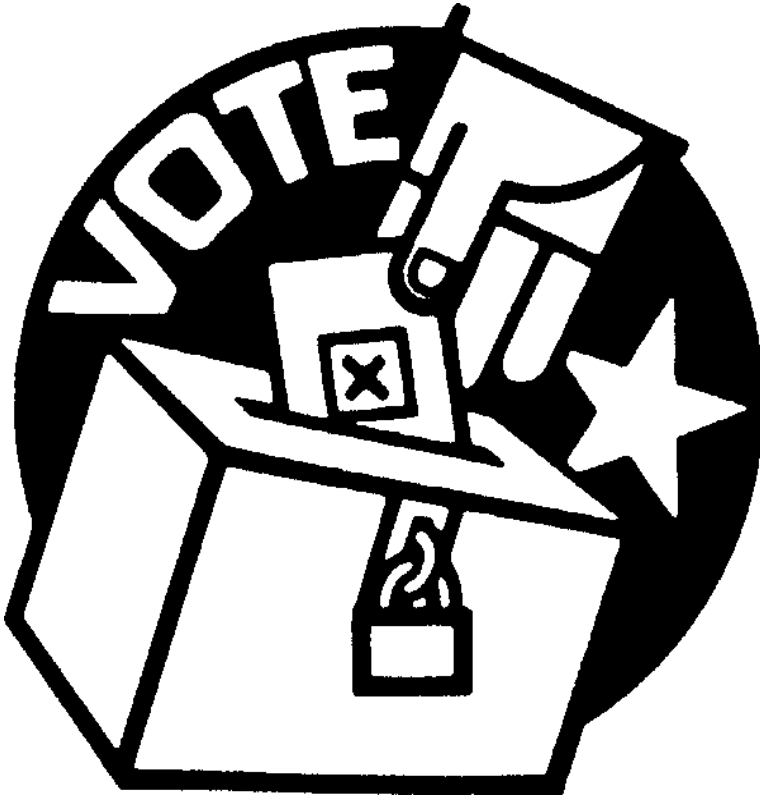
9. You recently tried to return a skirt to a local department store which is part of a chain. The skirt is the wrong size.

When you bought the skirt the salesperson said you could return it if it was the wrong size. When you returned it, you were told rather rudely by another clerk that you couldn't return it.

You are now out \$33.00. The local manager said that he was told the skirt was not even a brand carried by the store and that it was probably on sale anyway and not returnable.

The clerk who told you that you could return it quit. Write to the district manager.

Practical Politics



**Citizenship
and
Basic Skills**

A Mini-Text and Exercises

Stevens & Shea Publishers, Inc.

Practical Politics

Exercise 1

All of the events are affected by politics. Just how they are affected by political decisions can be a subject for discussion.

Exercise 2

The answers will vary somewhat according to individual circumstance. However, 1, 3, 8, 9, 10 and 11 will apply to almost everybody.

Exercise 3

The five most favorable facts in story one are 1, 2, 3, 4, and 7. The most unfavorable facts are 9, 8, 7, 5, and 3. In story two the most favorable facts are 1, 4, 5, 7, and 2 or 6. The most unfavorable facts are 8, 3, 6, 2, and 1.

Exercise 4

Editorial #1 represents a moderate to conservative point of view. Editorial #2 represents a liberal viewpoint. Editorial #3 gives a liberal view. Editorial #4 provides a moderate viewpoint.

Exercise 5

1. A. (+) B. (-) C. (-) D. (o) E. (o) F. (o)
2. A. (o) B. (o) C. (o) D. (o) E. (o) F. (o)
3. A. (+) B. (o) C. (o) D. (o) E. (o) F. (-)
4. A. (o) B. (o) C. (o) D. (+) E. (+) F. (-)
5. A. (o) B. (-) C. (-) D. (+) E. (+) F. (o)
6. A. (o) B. (+) C. (+) D. (-) E. (-) F. (o)

Exercise 6

1. D. (-), G. (+); 2. A. (+); 3. C. (+), H. (-); 4. A. (-), B. (-), C. (+), D. (-), E. (-), F. (-), H. (-); 5. B. (-), G. (+); 6. E. (-), F. (-); 7. C. (+), H. (-); 8. C. (+), F. (-); 9. C. (+) G. (+); 10. D. (-), E. (-); 11. A. (+), C. (-), D. (+), E. (+), H. (+).

Exercise 7

1. Post hoc; 2. Plain folks; 3. The endorsement; 4. Magic words (socialized medicine, free, bureaucrat); 5. Snow job (tertiary safety features, multi-phasic checks monitored . . . etc.).

Exercise 8

The answers will vary in this exercise.

Exercise 9

1. Probably would be opposed to bill given financing by real estate and contracting interests.
2. Probably would be opposed to bill given contributions by Chamber of Commerce and steel mill interests.
3. Probably would be in favor given Teacher's Union contribution.
4. Given large contributions by the oil company and business interests probably would be opposed.

Exercise 10

Answers will vary.

Introduction

Do you trust politicians? If you think like many Americans, probably not. More and more citizens are losing faith in politicians and the political process. Some people feel that government doesn't really have anything to do with them. What little contact they do have with the government is negative. A person may receive a parking ticket, and everyone has to pay taxes, but many people cannot see that government does anything for them.

What people hear about politicians and politics does not help matters much. It is common to read about politicians accepting bribes and about laws that benefit one special interest group or another. Many people are left with the impression that government does nothing to help the average person but only helps special interests.

Government does for the average person, however, what the average person wants. How much the government does for any group depends on how much pressure that group places on the government.

Though our political system has many defects, it still allows for more citizen participation than any other system in the world. The problem for the average citizen is that it is difficult to see how one person can have an effect upon the decisions of government.

There are many ways that an individual can influence the operation of the government. If the average person does not become involved, then other people who have no doubts about being involved in the government will make the decisions for us.

People have to be involved for a democracy to work.

How to be involved

There are several ways a person can be involved in politics and government. Most people do not have the time or the interest for a large commitment of time to politics, but they still can make their opinion felt.

The easiest way to be involved is by writing letters, making phone calls and sending mailgrams to politicians when they are deciding on issues that you think are important. These activities take very little time and can have an effect.

Another way for a person to be involved is through one of the many interest groups that lobby government bodies. Most people belong to an interest group that has a paid lobbyist.

Working people are represented through labor unions, businessmen and women by the Chamber of Commerce, doctors by the American Medical Association, women's rights by the National Organization of Women, retired people by various associations, pet lovers by a variety of humane societies. No matter what the interest group, there seems to be an organization that represents that group before the government.

Such groups often organize grass roots lobbying campaigns that are highly effective. With a small amount of effort you can have a great impact on legislation by actively participating in such campaigns.

You can also have a great influence in such organizations by becoming active in them. Most voluntary organizations never have enough help. Attending meetings, writing letters, stuffing envelopes, and making phone calls for the organization can give you an opportunity to have an impact upon the policies of the organization, and in turn on the policies of the government.

Another way to be involved is by participating in the campaign of a politician you like. There are many ways to contribute to a campaign. For example, flyers have to be distributed from door to door, envelopes have to be stuffed and phone calls made. Money also has to be raised. Garage sales and small parties are ways that an individual can help in that regard.

Joining a political group is another way to be involved. Many areas of the country have political groups that support candidates for the Democrats and Republicans and the many small parties that are found in some states.

Keep informed

It is important for a citizen to be well informed. This is also one of the most difficult things to do for a citizen. In a society where we are overwhelmed by instant media there is not much news about politics. TV and radio simply do not cover thoroughly what goes on in state and national legislatures. What news stories are covered are usually superficial.

Newspapers and magazines do a better job of providing in-depth coverage but quite often report the news after it happens when it is too late to influence the decision.

Special interest groups such as labor groups and business groups have legislative newsletters that keep their members informed of proposed laws coming up that affect their members' interests.

Daily newspapers will also report on important pieces of legislation that are coming up—usually only the more important—but you have to look carefully for these articles. Some newspapers will carry a special column describing events in the state legislature.

Newspapers are usually more thorough in describing issues affecting local bodies such as the city council, school board and planning commissions.

Newspapers have editorial pages where they will carry most of their political comment. People write letters about issues that concern them. The editors of the paper express their opinions about what should be done on current issues. Columnists of various kinds will also give opinions and interpretations of the news.

Magazines are another source of information about major issues. There are the popular weekly news magazines such as *Time*, *Newsweek* and *U.S. News and World Report*. There are also other weeklies that are not as popular but carry useful political news. These include the *National Review*, *Progressive*, *New Republic* and the *Nation*. The first represents a conservative point of view and the rest are liberal in their interests.

Magazines, newspapers and newspaper columns have political philosophies. Some are conservative which means that they do not want to see much in the way of change. Others are more liberal. They believe that the government should take an active role in helping people.

The *Congressional Record* which is a record of the activities of the national Congress can be a source of some information. This publication might be found in the local public library. Publications of the *Congressional Quarterly* might also be useful in keeping track of Congress's activities.

New York, Illinois and California have special magazines which are devoted exclusively to state politics. In California it is the *California Journal*, in Illinois, the *Illinois Issues* and in New York, the *Empire State Journal*.

Checking votes

What turns off a lot of people to politics are politicians who do not represent the best interests of their constituents. One reason they can get away with this is that it is very difficult to find out how state and national legislators vote on issues.

Newspapers for the most part do not report how the legislators from that community voted on a particular issue.

The best source of information on how a person voted is to look at the reports put out by interest groups such as business and labor. They will tell how national and state legislators voted on issues that affect that interest group.

Another source of information about voting records is the Americans for Constitutional Action, a conservative group and Americans for Democratic Action, a liberal group. They evaluate the voting records of congressmen according to their philosophical view.

The League of Women Voters, a non-partisan organization that seeks better government, also provides information about the actions of state and national legislators.

One of the problems in keeping track of votes is the committee system that legislatures use. Instead of each bill going before the whole group to be voted on, the bills are sent to committee. Committees can vote to kill bills they don't like. In many cases the votes of these committees are not recorded. They vote by a voice vote or a show of hands. You will not know how any legislator voted.

Groups such as the League of Women Voters and Common Cause, a national group devoted to making government more responsive, have fought against this practice.

Political types

Not all politicians are the same. People tend to lump them all together and say they are bad, but there are differences. The differences are greater than simply some are Republicans and others are Democrats. In working with politicians you must look at the kinds of personalities they have.

Some politicians are ideologues. That is, their philosophy is very important to them and they really won't consider anything beyond their philosophy. For example, if you wanted a city license to hold a rock 'n roll concert, and the city council believes that rock 'n roll is evil, it is unlikely that you will convince them to grant the license.

Some politicians are extremely conservative or extremely liberal. They usually represent districts where a large number of voters share their views or because they do a lot for their district. Otherwise, ideologues don't last long in politics.

The opposite type is the poll watcher. This type follows whatever he or she thinks is popular. They follow the mood of the people. They are unlikely to ever take a position that is unpopular in their district. If they have any basic beliefs, they usually keep them well hidden.

The goal of nearly every politician is to be re-elected. That is the reason they are more apt to pay attention to a pressure group that can persuade and control a large bloc of votes than a single individual.

Some politicians are willing to see beyond philosophies and the shifting moods of voters. They are interested in doing what is best for their district and their country. They may vote against the wishes of their constituents if they think that it is best for the country in the long run.

In this view of the politician they are not just representatives of the opinion of their constituents or a particular philosophy or interest group but are judges of what is best for the district and the country. Because they are politicians they should be able to see the bigger picture and make judgements about issues. These politicians are genuine leaders. They want to do the right thing and have their constituents do better. There are not very many politicians like this.

The type of politician who is a leader is also a problem solver. The ideologues and poll watchers will only attempt to solve problems as far as their ideologies or the polls allow them to do so. A leader will attempt to solve a problem even when it is not popular to do so.

Compromise

Politicians who are effective must be able to compromise. They must be able to give up a little bit in order to get some of what they want.

A politician who is not able to produce all of what you want is not necessarily ineffective. He just had to make compromises.

A politician is often faced with conflicting interests. For example, on one side he might face consumer groups who want the price of milk regulated so that it remains low. On the other side he might face milk producers who are facing increasing costs and want to see the price of milk go up. The politician often has to strike some sort of compromise or balance between the two.

Lobbyists

Lobbyists are hired by interest groups to persuade legislators. They spend years developing and maintaining contacts with legislators. Chances are, whatever special interest group you belong to has a lobbyist.

Lobbyists use a variety of methods to convince the legislators that they should vote for their point of view.

One method, the most widely known, is money. Sometimes this takes the form of bribes. More often it means contributions to the campaign funds of legislators.

Another method is to provide the legislator with information about laws. Legislators often times have trouble getting information about issues.

People can also work as their own lobbyists. Some special interest lobbyists are effective because they can organize pressure in their own districts. They can get people to visit their legislators and tell them what to say to them.

People can also do this on their own. Legislators visit their districts and there is nothing to prevent you or anyone else from making an appointment to discuss an important issue with him.

It is best to take several people with you. Numbers impress legislators. Petitions, which are letters signed by as many people as you can get will also impress the representative. It is also a good idea to issue a press release that you are doing this. This puts more pressure on the legislator.

You don't have to wait until a legislator returns home. You can visit him or her at the state or national capital if it is reasonably close.

For lobbying to be particularly effective, you must make more than one contact with the legislator. Several contacts on a given issue would be advisable. Contacts should continue over a long period of time. In this way the legislator gets to know you and you get to know him or her.

If the legislator does not vote your way, you should not get angry or make threats. If you believe that the person can have his mind changed, then continue to work towards that goal. If the person is a loss, begin work to unseat the person—put him out of office.

Money

Money talks in politics. It takes an enormous amount of money to get elected to Congress and state legislatures. In some cities it takes huge sums just to get elected to the city council.

This gives an automatic advantage to the rich, businesses that have large sums of money available and to organizations that can collect money from a large number of people.

However, there is nothing to prevent an individual citizen from contributing money as well. An individual can organize fundraising parties at home so that the candidate can visit and get to know the people who are invited.

Most people running for office the first time get money from friends and from themselves. Vested interests who provide much of the campaign financing give to incumbents because the people who already hold office have a better chance of winning.

Running for office

The quickest and shortest path to influencing public policy is to run for office yourself. There are 500,000 elected public officials in the United States from the President on down to the local city councilmember.

Running for office requires a big commitment in terms of one's time and quite often money. Even for the smallest office some expenditure of money is needed. The need for money can be reduced by using volunteers.

The most important thing in running for office is to have a plan of attack. You have several basic decisions to make.

First you must decide whether or not you are going to play up your own personal virtues, your position on the issues, your opponent's position on the issues or your opponent's personal drawbacks. You might also use a combination of these things.

The second part of the plan is how you are going to conduct the campaign. Are you going to spend any money on advertising? Are you going to walk from door to door? Are you going to put up posters? etc. These choices depend on the kind of area you are running in.

The chances of winning in politics the first time out are not good. The important thing about politics is to keep at it. Not every campaign is won. Persistence pays off in the end.

Directions

Described below is a series of events that are typical in a student's life. Decide which of the events are affected by **political decisions**, by a **government agency**, or by a **legislative body**. Name the agency or legislative body if you can.

1. The clock radio came on and John Schieffer rolled over and switched it off. The clock read 6 A.M. He had to get up that early to catch the school bus. Because of financial cutbacks in the school system, the buses had to make two runs. John had to take the early bus.

2. John took a hot shower. He liked to take a long, hot shower, but now his mother yelled at him to get out. The utility bill was going up.

3. John liked to have bacon for breakfast. Now it was too expensive. Today, he had oatmeal and toast.

4. Before school, John talked to his girlfriend. They had been going steady for a long time, and were getting pretty serious. She thought it would be a good idea for them to go to Planned Parenthood.

5. He thought they should get married shortly after he graduated. He is 18 and she is 16.

6. John had to go to first period class. It was history, his worst subject. He had taken two other history courses and wondered why he had to take a third.

7. John ate his lunch in the school cafeteria. He didn't like the lunch they served but he could buy milk at a reasonable price.

8. After school John worked out in the gym. He was hoping to get an athletic scholarship. His family could not afford the tuition to a four year school.

9. If he didn't get a scholarship he was thinking about going into the army. There were no jobs in the area. Most people worked in the local lumber mill.

10. The local lumber mill had been laying off workers. The local forests that were privately owned had been clear cut (there were no trees left). Logging in the National Forest had been restricted.

11. John had to walk home. On his way he had to walk in the street to avoid the ruts and chuckholes because there were no sidewalks.

Directions

Below is a series of proposed laws. Determine whether or not they would affect your life. If they would, tell in what way they would have an impact.

1. A bill is introduced to raise the tax on a gallon of gas.

2. Prison terms will be required for those convicted of selling illegal drugs regardless of age.

3. License fees for truck operators are to be increased. The fees will go to improved road maintenance.

4. Eliminates state payments for abortions under welfare medical costs.

5. Requires installation of air pollution control devices on old cars back to 1960.

6. Strikes by firemen and policemen will be illegal.

7. Provides money for the development of rapid transit systems in large and medium sized cities.

8. Requires grocery stores to put unit pricing on all goods (how much it costs per ounce, pound, etc.)

9. Eliminates the requirement that the contents of food appear on the packages.

10. Allows savings and loan companies to have checking accounts and allows banks to give the same interest as savings and loan companies.

11. Provides for limiting the price of milk by a consumer price panel.

Directions

The media can slant news stories by carefully selecting the words they use and the facts they report and even what stories they carry.

In this exercise you must select the facts that slant the story for and against the person in the story.

Only five of the facts may be included from each of the stories below. Be sure to include all of the important facts.

Which three facts put the person in a **favorable** light? Place the numbers in the blanks below.

Which three facts put the person in an **unfavorable** light? Place the fact numbers below.

Story One: The facts

1. Salvador Puga, age 42, had a car crash last night.
2. Puga is the mayor of the town.
3. Puga left a political campaign party at 3 A.M. and crashed into another car on his way home.
4. The crash took place at Walnut and Main streets.
5. Riding in the car with Puga was Lizzie Floozie.
6. Miss Floozie has a long arrest record for prostitution.
7. Puga has a wife and three children.
8. Puga was drunk when the crash took place.
9. He was released from jail by the Police Chief without any charges being filed.

Favorable Facts

Unfavorable Facts

Story Two: The facts

1. Martin Townsend has declared his intention to run for the school board.
2. Townsend, age 19, will be the youngest candidate for the school board in history.
3. Townsend was suspended from school twice. Once for possession of marijuana and once for cutting class.
4. Townsend was the star on the undefeated school football team during his senior year.
5. Townsend says that he favors tougher grading standards at the school.
6. He is currently employed as an auto mechanic.

Favorable Facts

Unfavorable Facts

Directions

Below are four newspaper editorials. Each reflects a basic political bias. The basic political biases are:

LIBERAL: Liberals want to see the world changed to benefit people. They believe that such changes can be planned.

MODERATE: Moderates do not want to see too many changes in the world. They take a position between the liberal and conservative.

CONSERVATIVE: Conservatives do not want to see much change in the world. They would like to see the established authority run things.

RADICAL: Radicals want to see basic changes in the way things are. They believe that the only way this can come about is by overturning the existing structure, the existing values.

Identify the political bias of the newspaper editorials below.

Editorial #1

Recent reports of welfare fraud have confirmed what we already know. Many welfare dollars are not going to help the deserving. Some estimates put welfare fraud at 25% of the cost of welfare.

Eliminating this fraud would not only benefit taxpayers but also the recipients of welfare.

Editorial #2

Oil profits have increased by over 300% in the last year. It is obvious that the oil companies are taking advantage of the current gasoline crisis to increase their profits. The oil companies claim that the profits are due to the increasing value of the existing stocks of oil. However, there is evidence that they have been increasing the price of oil faster than it has been raised by the OPEC countries.

Editorial #3

There is much talk of tax reform. The only real way to bring about tax relief is to close those loopholes that the wealthy are already using to avoid paying taxes. Last year 137 people who made a million dollars during the year paid no taxes. This is done legally by taking advantage of the law. These laws should be corrected so that everyone has to pay his fair share.

Editorial #4

It is too early to pass judgment on nuclear power. It is clear that we need new power sources. It is also clear that there have been problems with nuclear safety, but there have been no deaths.

Directions

This is an exercise in deciding what types of laws particular vested interests might support and oppose. It is important to be able to determine who is behind the passage of certain types of laws and who will benefit from those laws.

Below is a list of vested interests. Under each of the proposed laws are the letters representing the interest groups. Next to the letters indicate whether or not they would be likely to support, oppose or be neutral on the law. Use a (+) to indicate support; a (-) to show opposition; a (o) to show that they have no interest in the law.

- | | |
|---|--|
| A. CONSERVATIONIST LEAGUE (A group interested in protecting the environment.) | D. THE TEACHERS' UNION (A group to promote the interests of teachers and education.) |
| B. CAR MANUFACTURERS' ASSOCIATION (A group interested in keeping the costs of car production low and profits high.) | E. STATE LABOR COUNCIL, AFL-CIO (A group of labor unions.) |
| C. TRUCK OPERATORS' ASSOCIATION (Truck company owners who are interested in opposing legislation that will increase their costs.) | F. THE TAXPAYERS' LEAGUE (A group opposing tax increases.) |

Proposed New Laws

1. Requires new smog protection devices to be added to large trucks.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

2. Bans the sale of handguns to private citizens. All existing handguns must be registered.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

3. Appropriates \$20 million for expanding state parks.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

4. Increases the amount of support for each student in public schools by \$50 per student.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

5. Requires that all employees receive a 15 minute break every two hours of work.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

6. Provides that you do not have to join a labor union if you do not want to. Outlaws union shop contracts.

A. _____ B. _____ C. _____ D. _____ E. _____ F. _____

Directions

You should know how legislation affects various interest groups in our society. Below are listed several common interest groups. Tell how each piece of legislation affects each interest group. If the legislation affects the interest group, place the letter of the group next to that piece of legislation. Use a (+) to indicate if the legislation helps the group and a (-) if it harms the group.

- A. Trucking
- B. Tobacco industry
- C. AFL-CIO (labor unions)
- D. Chamber of Commerce (business)
- E. Chemical industry

- F. Agriculture
- G. Parent Teacher Association
- H. Oil industry

1. Legislation that eliminates all advertising on television aimed at children under 10 years of age.
2. Legislation increasing the amount of weight that can be carried by a truck.
3. Legislation that prohibits oil companies from engaging in research into solar energy.
4. Legislation increasing the minimum wage.
5. Legislation banning cigarette ads from newspapers and magazines.
6. Legislation which bans the use of certain dangerous pesticides from use in farming.
7. Legislation that gives an income tax credit to a person who installs solar energy panels in his home.
8. Legislation banning the sale of wheat and other foodstuffs to OPEC and Russian countries.
9. Legislation that provides more money for education.
10. Legislation that bans artificial food preservatives from food.
11. Legislation that limits the right of labor unions to engage in picketing.

D (-) G (+)

Directions

Politicians often use a variety of propaganda techniques to convince their constituents. In this exercise decide which of the techniques listed below are being used.

Some common propaganda techniques

A. MAGIC WORDS: Words that have emotional appeal are used – “Welfare fraud,” “tax relief,” “cut government spending,” etc.

B. PLAIN FOLKS: Doing things that ordinary people can relate to – eating corn at a picnic, going around in short sleeves, etc.

C. POST HOC: Blaming the things that happened on the last person elected. “There was no oil shortage before Jimmy was elected.”

D. SNOW JOB: Talking a lot without saying anything. If you use a lot of fancy words they may forget what the question was.

E. THE ENDORSEMENT: An idea or a political figure being endorsed by someone who is famous. “Hi, I’m Robert Bedford and I’m against nuclear power.”

1. “Jimmy Carter has displayed weakness in his foreign policy. If he hadn’t displayed weakness the Russians would not have invaded Afghanistan or the Iranians would not have taken over the U.S. Embassy.”

PROPAGANDA TECHNIQUE: _____

2. A television ad showing a politician with his coat off and his sleeves rolled up greeting workers as they come out of a factory.

PROPAGANDA TECHNIQUE: _____

3. “Hi there. You know me as Dustin Doffman, the movie actor. I have another side. I’m an American. A concerned American. I worry about the future of this country. That is why I’m supporting Roy Schmaltz for governor.”

PROPAGANDA TECHNIQUE: _____

4. “The American people will not get expert medical care if they have socialized medicine. They will not be free to pick the doctor of their choice. They will have to go to some bureaucrat for their medical care.”

PROPAGANDA TECHNIQUE: _____

5. “Nuclear power plants are perfectly safe. They have tertiary safety features that you don’t find in other power plants. The multi-phasic checks monitored by the most sophisticated of computers have kept the loss of life to zero.”

PROPAGANDA TECHNIQUE: _____

Directions

Politicians have to make deals in order to be effective. In this exercise you have to make some of the same types of decisions that many politicians face.

There are not right or wrong answers in this exercise. Compare your answers with those of other students.

Decision One

One of the first bills you must vote upon decriminalizes marijuana. You know a vast majority of your constituents oppose this.

Personally, you believe that current laws are useless. They cost a lot to enforce and they do nothing to reduce marijuana usage. You believe that marijuana use should be legalized and law enforcement should concentrate on more important crime problems.

Do you vote against the wishes of your constituents?

What do you do?

Decision Two

The legislature has finally decided to approve a park in your district.

The State Park Department has decided which land to buy. It is a secret, but they tell you about it.

As soon as the place is announced, the land around the park will increase in value.

You can take advantage of this by having your friends buy up the land around the park site.

Should you take advantage of your job to enrich yourself and your friends?

What do you do?

Decision Three

The voters of your district would like to spend money on developing a park in your area. You have introduced a bill to do that.

However, to get your bill passed you will have to make deals with other legislators. One key legislator is Representative Jones. He tells you that he will make sure that your bill is passed if you vote for his bill.

His bill makes a drastic cut in welfare payments. About 1 person in 5 in your district receives some form of welfare. About 50% of the people favor the park.

Would you accept the deal in order to get the park?

What do you do?

Directions

In politics money counts. Your local legislator probably received money from the interest groups listed below. Tell how the legislator who received the contributions listed below is likely to vote the following issues.

Campaign contributions

- A. Mobil Oil Company, \$1,500
- B. Farm Bureau, \$1,500
- C. Chamber of Commerce, \$1,500
- D. Real Estate Board, \$1,500
- E. Contractors Association, \$1,500
- F. Minot Wire Manufacturing Company, \$1,200
- G. Truck Operator's Association, \$1,000
- H. Salyer Farm Company, \$500
- I. Teachers' Union, \$500
- J. Bankers' Political Action Committee, \$500
- K. National Organization for Women, \$500
- L. Local Steel Factory, \$500
- M. Building Trades Council, \$500

1. A bill that places limits on how much a city can expand. Prevents taking farm land and turning it into subdivisions. Forces cities to build upward and fill in.

THE LEGISLATOR WOULD BE () FOR THE BILL () AGAINST THE BILL

WHY: _____

2. A bill that requires pollution control devices on furnaces that are used to smelt steel and melt the steel ingots for forging.

THE LEGISLATOR WOULD BE () FOR THE BILL () AGAINST THE BILL

WHY: _____

3. A bill that provides for stiff penalties for assaulting a police officer or teacher.

THE LEGISLATOR WOULD BE () FOR THE BILL () AGAINST THE BILL

WHY: _____

4. A bill that increases taxes on oil companies in order to limit excess profits.

THE LEGISLATOR WOULD BE () FOR THE BILL () AGAINST THE BILL

WHY: _____

Directions

Planning a political campaign involves many decisions. In this exercise you have to make some of the same types of decisions that many politicians face.

There are no right or wrong answers in this exercise. Compare your answers with other students.

Decision One

In a campaign you can take several approaches to what you are going to say in your talks and press releases.

You can:

- A. Play up your own personality and virtues.
- B. You can criticize your opponent's lack of ability.
- C. You can criticize your opponent's stand on the issues and play up your own stands.
- D. Or you can use a mixture of these approaches.

You are running for office for the first time. You are young and inexperienced, but you have definite ideas about what should be done.

Your opponent has been taking contributions from some business interests that probably want something in return.

What approach do you take?

Decision Two

You must decide how to carry out your campaign. You are running in a town that has 30,000 voters.

You can:

- A. Rely primarily upon TV and radio.
- B. Take your campaign to the streets and walk from door to door.
- C. Use direct mailings to the home of each voter.

The first approach requires a lot of money but is very effective in reaching a large number of voters quickly. The second approach is time consuming and usually requires the help of volunteers. The last approach also costs money but is not as expensive as the first.

What approach do you take?

Decision Three

You need money to run your campaign. You can obtain the money in several ways.

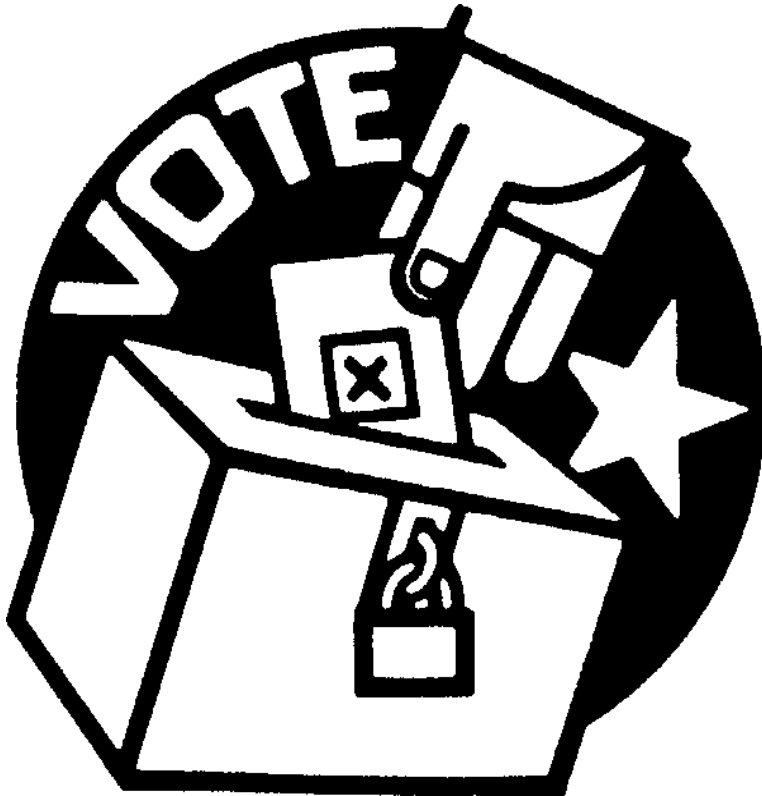
You can:

- A. Seek only small contributions.
- B. Seek large contributions from interest groups in return for favors.
- C. Seek large contributions from interest groups that you agree with.
- D. Seek large contributions but give a signed statement that you will vote the way you see fit.

You are running for the local school board. A grocery wholesaler has offered a large contribution. They have asked for no favors; however, they do business with the schools.

What approach do you take? Do you accept the contribution?

The Campaign Game



**Citizenship
and
Basic Skills**

A Simulation in Practical Politics

Stevens & Shea Publishers

This game is designed to teach practical campaign skills to high school students.

The game can be completed in two periods.

Materials

All of the materials listed should be reproduced and distributed to all the students in the class.

Student Directions (2 pages)
How to do the Tasks (2 pages)
Issues and Goals (1 page)
Score Sheet (1 page)

Procedures

1. The teacher explains the purpose of the game.
2. The class is divided into 6 or 8 teams of 5 or 6 people each.
3. The teams are then paired to compete for an elected office or success on an issue. These are described on the **Issues Sheet**. The teacher may devise other locally relevant issues easily enough.
4. The student teams then huddle to decide on their campaign strategies and the roles of the group. Before this is done the teacher should review the **Student Directions** and point out the **How To Do The Tasks** sheet.
5. The teams perform the tasks. When the teams have their materials prepared, approximately one class period, then they will take turns presenting their campaigns.

6. The scoring system should be explained to the students. The teams competing with one another will not evaluate each other. The other teams will do the evaluation. Each student will evaluate. If there are six teams, then each student will evaluate four of them. The scores for each team will be averaged. The highest average score will win.

7. The teams will make their presentations, taking each issue in turn. These can be spaced over two periods or done in one.



The purpose of this game is to teach practical campaign techniques.

Teams

The class will be divided into teams of 6 people each. Each team will support a candidate or an issue. The teams will be paired in competition for an elective office or a win on an issue.

Team Rules

Each person on a team will have a job to do. If an elected office is at stake the team should select a candidate. This person will have to give a speech. If an issue is at stake, the team will need to select a spokesperson. The campaign treasurer will have to write a fundraising letter, the media coordinator will have to make up a radio commercial, the press information person will have to write a press release. Another person will have to do a flyer and the sixth person will have to give a door-knocking spiel to convince people that they should vote for your candidate or issue.

Campaign Strategy

In order to carry out these roles the team should decide on a campaign strategy. Should the candidate take a stand on the issues, and what kind of stand if so. There are several different approaches to consider.

1. Attack the opposition – either an attack on their stand on an issue, or a personal attack.
2. Promote your own merits but take no stands.
3. Take stands on the issues.

The team should also decide whether or not to have a slogan. "Vote for the woman who can do the job right," and "A vote for legalized gambling is a vote for the Mafia" are examples.

Doing the Tasks

Once a campaign strategy is determined, divide the tasks among the members of the team. There are two sheets which provide hints on how to do each of the tasks.

Some of the tasks will require more than one person to do. The radio commercial might require several members of the team. The door-knocking activity will require one other member of the team to role-play with.

Presentation of tasks

The teams will take turns making their presentations. The two teams working on an election will present their cases.

1. The candidate or spokesperson will lead off with the speech.
2. The treasurer will read the fund raising letter.
3. The person doing the flyer will present it and pass it around the class.
4. The radio commercial will be read.
5. The press release will be read. Each team will have to decide what the press release will be about.
6. Two people from each team will role play the door-knocking situation.

Scoring

The teams not involved in the election will evaluate the two teams that are. Everyone will evaluate all the presentations except the one they are competing with and their own.

Each student will have a score sheet. The scores for each team will be averaged. The highest average score will be the winner.

Below are some hints on how to do the tasks.

Giving a speech

The speech should be short — about one minute. Long-winded political speeches bore most people. The speaker should give the appearance of confidence and should deliver the speech as smoothly as possible. If no one else introduces you, introduce yourself.

The content of the speech can vary depending on your campaign strategy. You can speak to the issues and tell what you would do about them. You can speak about your merits as a person. You can attack your opponent on the issues or on his personal suitability for the job. Or you can do a mixture of these things.

Give your speech a conclusion.

Making a flyer

The flyer should be on 8 1/2 x 11" paper. The secret of a good flyer is that it can be read instantly — as the person who receives it takes it to the trash basket. The message must be understood in a matter of three seconds.

Make sure the print is large. Tell exactly what you want the readers to do and when you want them to do it.

Making a radio commercial

The radio commercial should be 30 seconds long. This means about 75 to 85 words. It is important for any candidate to have name recognition. The candidate's name (or the position of the ordinance or amendment) should be repeated over and over again. It should appear at least three times during the commercial — twice towards the end of the commercial.

Again tell what you want the voters to do, why you want them to do it, and when to do it.

Writing a fund-raising letter

In order to run a successful campaign you will need some money. One way to get it is to write a letter to possible supporters. The letter

should be brief and to the point. The letter should stress the reasons why it is important for the candidate (or the issue) to win. The letter should stress benefits to the potential contributors if they help win the election — "Your taxes will go down if so-and-so is elected."

Be sure to tell them where to send the money. You could also suggest an amount or amounts that should be sent.

Writing the press release

Press releases are issued to the media (radio, TV, newspapers, etc.) to announce some event or position. The candidate might be appearing at a picnic. An important person might have just endorsed the candidate or the issue. The candidate might have just made an important statement on an issue. All of these things would require a press release.

The press release should carry the basic message in its first sentence. The facts about who, what, when, where, why and how should then be arranged in order of importance.

The press release should also contain quotations from people — the candidate, a person concerned about an issue, etc.

Keep the press release short — 1 page, double-spaced typing.

Campaigning door to door

Speaking to individuals is still one of the most effective techniques, especially for candidates who have little money to spend on TV and in small elections.

Usually the door knocker is giving out something — a flyer, for example. A person cannot spend too much time talking to one person, so whatever is said will have to be short.

It is important to be courteous and not argue with people. The conversation can start with a question such as "Do you plan to vote?"

Give the reasons why the person should vote for your candidate or point of view. Give the reason that would most likely cater to the interests of the person you are talking to.

Campaign

Score Sheet

There are four separate campaigns going on. The teams not involved in the particular campaign will judge the two teams that are. Points will be awarded for each presentation on the following basis.

Each person will judge the teams involved in a campaign. Teams will be rated on each of the six tasks they are to perform. The scores will be totaled.

The teacher, or a score keeper appointed by the teacher, should average the scores. The team with the highest average score is the winner.

1. Speech
2. Fundraising letter
3. Flyer
4. Radio commercial
5. Press release
6. Door knocking activity

- 5 points = excellent
4 points = good
3 points = average
2 points = fair
1 point = poor
0 points = didn't do it

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
6. _____ Door knocking

_____ TOTAL

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
6. _____ Door knocking

_____ TOTAL

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
6. _____ Door knocking

_____ TOTAL

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
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_____ TOTAL

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
6. _____ Door knocking

_____ TOTAL

TEAM _____

1. _____ Speech
2. _____ Fundraising letter
3. _____ Flyer
4. _____ Radio commercial
5. _____ Press release
6. _____ Door knocking

_____ TOTAL

Issue #1 (Teams A & B)

At stake is a city council seat. The issues in the election are whether or not the city should be allowed to grow; whether or not the city should spend more money on a rapid transit system; whether or not the city should have an affirmative action program to hire more minorities and women; whether or not taxes should be cut.

The two teams will put up candidates for the city council election.

Issue #2 (Teams C & D)

At stake is a House of Representatives seat. The issues in the election are whether or not the Federal government spends too much on welfare, defense and consumer protection; whether or not there should be energy rationing; whether or not the U.S. should get “tougher” with the Soviet Union; whether or not environmental controls hamper economic growth.

The two teams will put up candidates for the House of Representatives election.

Issue #3 (Teams E & F)

At stake is a city ordinance that is on the ballot. The ordinance states that all dogs must be on a leash when they are off the owner’s property. The ordinance also states that the owner is responsible for cleaning up after the dog if the dog fouls the sidewalk. The penalty for not cleaning up or not having the dog on a leash is a \$500 fine.

Dog owners are vehemently opposed. People who want clean sidewalks and parks are in favor.

The two teams must take sides on this issue.

Issue #4 (Teams G & H)

At stake is a state constitutional amendment that will legalize gambling. It will allow the operation of casinos, football pools and lotteries. The proceeds from the gambling will be taxed and used to operate the state government.

The two teams must take sides on this issue.