

# IT'S ELECTION TIME!

LET'S GET READY TO VOTE

Here at the National Constitution Center, you can explore the current election, choose the issues that matter to you, learn about historic elections, and create your own stump speech. Have a great ride and enjoy Election 2012!

In the United States, "We the People" hold the highest office in the land. It's our voice and our votes that pick the president. Even before you are old enough to vote, you can express your opinions on the issues and candidates by

talking to your friends and family, and motivating others to vote. Today, follow this guide and see how your voice can be heard.

**YOU COUNT!  
IN 2008, YOUNG VOTERS  
TURNED OUT IN RECORD  
NUMBERS AND HAD A  
SIGNIFICANT IMPACT  
ON THE OUTCOME OF  
THE ELECTION.**

**ELECTION  
★ HQ ★**

## MEET THE CANDIDATES!

Meet up at Election Headquarters and get the 411 on this year's presidential candidates.

Here at HQ, it's your job to polish up your election literacy and find out where the candidates stand on the issues.

Register to vote if you are eligible, and don't forget to brush up on your TV watching!

# ADDRESS AMERICA



## BUILD YOUR SIX WORDS

Here is your chance to write your favorite candidate's stump speech. A stump speech is a standardized message that a candidate delivers several times a week. Typically, they contain catchy sayings to inspire others and keep the message consistent and memorable.

Use this guide as a tool to help you craft your stump speech. Look back over your answers and notice that certain words ended up in RED spaces. You can use these words, along with those in the word cloud below, to help you out. Stump speeches can take the best speech writers months to write — practice below and then add yours to the exhibit.

<input type="text"/>	1	<input type="text"/>	2
<input type="text"/>	3	<input type="text"/>	4
<input type="text"/>	5	<input type="text"/>	6

Join us online at [www.constitutioncenter.org/education](http://www.constitutioncenter.org/education) for more engaging ways to celebrate Election 2012.



# ANALYZING ADS

Presidential television ads have been around since the 1950s. They always come with a message that tells you why you should vote for that candidate.

Watch three campaign ads and, with the help of our team, use a critical eye to analyze them.

AD: 1

How effective was the commercial in getting your vote?

1 2 3 4 5

Not Effective ..... Very Effective

Emotion Used?

Style Used?

Audience Targeted?

Tactics used to convince you?

AD: 2

How effective was the commercial in getting your vote?

1 2 3 4 5

Not Effective ..... Very Effective

Emotion Used?

Style Used?

Audience Targeted?

Tactics used to convince you?

AD: 3

How effective was the commercial in getting your vote?

1 2 3 4 5

Not Effective ..... Very Effective

Emotion Used?

Style Used?

Audience Targeted?

Tactics used to convince you?

NATIONAL CONSTITUTION CENTER

# ELECTION CENTRAL

## WHERE DO YOU STAND ON THE ISSUES?

It's not all about the candidates — the real story starts with you! What issues matter to you? Explore Election Central and take a turn in our voting booths.

ISSUE 1:

ISSUE 2:

ISSUE 3:

While in the booth, write down your top three issues in the red circles above.

Do you care about the same issues as your friends? Let's find out.

Expand the list of issues to include two more.

ISSUE 4:

ISSUE 5:

Now write a short reason why each one matters to you.

Think of it like a slogan. For example: Environment — the trees let us breathe!

Issue #1 Slogan

Issue #2 Slogan

Issue #3 Slogan

Issue #4 Slogan

Issue #5 Slogan

# EXIT POLL

Now, share your list with your friends and have each of them vote for their top three. How does their ranking compare to yours? Which issues received the most votes?

On the ride home, compare your list with the whole class and see if you can use some campaign ad tactics to persuade others to support your cause.

Add your friends' names to the boxes below. Then have them vote for their top three issues by marking the circles.

Your Friends	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# HISTORY OF ELECTIONS

While they may seem old-fashioned, historic elections have featured some explosive candidates! Head over to the "History of Elections" area, where you will meet the candidates from past elections

who fought over wars, scandals, and other hot-button issues. Learn about these elections, and think about who you would have voted for if you lived in:

Year	Candidates	Significance	Supposing that you were 21, could you vote in this time period? Who would you vote for?
1800	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> YES <input type="checkbox"/> NO
1912	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> YES <input type="checkbox"/> NO
1968	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> YES <input type="checkbox"/> NO