

## Focus 1: The process

### “How does the presidential election work?”

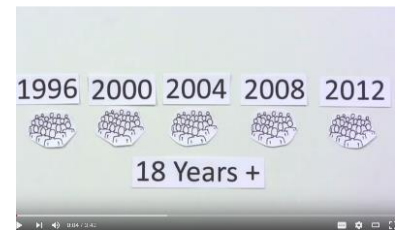
“The political process does not end on Election Day. Young people need to stay involved in the process by continuing to pay attention to the conversation and holding their leaders accountable for the decisions they make.” – Patrick E. Murphy, U.S. Representative (D-Fla.)

#### Materials

##### Video: Commoncraft, “Electing a US President” (3:42)

Link: [bit.ly/ElectionProcess1](http://bit.ly/ElectionProcess1)

Commoncraft explains in a short stop motion video the U.S. electoral system, specifically how the votes are counted on Election Day and the difference between the popular vote and the electoral vote.



##### Video: Christina Greer, TED-Ed, “Does your vote count? The Electoral College explained” (5:21)

Link: [bit.ly/ElectionProcess2](http://bit.ly/ElectionProcess2)

This animation video explains the role of the electoral college in more detail, especially the significance of large and swing states, proportional representation, and what happens when popular and electoral vote differ from one another.



##### Website/Video: BBC, “US Elections: How does it all work?”

Link: [bit.ly/ElectionProcess3](http://bit.ly/ElectionProcess3)

This website gives a step-by-step overview of the election process, from the primary election, to the party conventions, to Election Day. Journalist Katy Kay explains in a video the primary elections leading to the party conventions in more detail.



#### Extra

For more in-depth information on the election process, see the 1- to 2-page pamphlets published online by the U.S. Department of State:

##### Website/PDF: “U.S. Elections: Primary Elections

Link: [bit.ly/ElectionProcess4](http://bit.ly/ElectionProcess4)

##### Website/PDF: “U.S. Elections: Electoral College”

Link: [bit.ly/ElectionProcess5](http://bit.ly/ElectionProcess5)

##### Website/PDF: “Political Party Conventions”

Link: [bit.ly/ElectionProcess6](http://bit.ly/ElectionProcess6)

##### Website/PDF: “Election Day: Democracy in Action”

Link: [bit.ly/ElectionProcess7](http://bit.ly/ElectionProcess7)

##### Website/PDF: “What happens after elections?”

Link: [bit.ly/ElectionProcess8](http://bit.ly/ElectionProcess8)

##### Website/PDF: “The U.S. Presidential Inauguration: An Exceptional Tradition”

Link: [bit.ly/ElectionProcess9](http://bit.ly/ElectionProcess9)

**Focus 2: The issues**

**“What topics and questions will decide the outcome of the 2016 election?”**

“Everyone knows that politics is now so divided in our country that not only do the two sides disagree on the solutions to the country’s problems, they don’t even agree on what the problems are. It’s two versions of the world in collision.” – Ira Glass, *This American Life*, NPR

**Materials**

**Blog/Website: Fivethirtyeight.com, “The Big Issues Of The 2016 Campaign”**

Link: [bit.ly/Issues1](http://bit.ly/Issues1)

*FiveThirtyEight’s staff members review seven broad issues – the economy, environment and science, criminal justice, health care, privacy and data security, education, and religion and social issues. Each summary includes selected statistics regarding the issue and the candidates’ positions on the issues.*



**Blog/Website: The Lowdown, connecting newsroom to classroom (by KQED news), “The Big Issues of the 2016 Presidential Election and Where the Candidates Stand”**

Link: [bit.ly/Issues3](http://bit.ly/Issues3)

*Similar to the above websites, summaries and relevant statistics are provided for nine core election issues – gun control, abortion, immigration, criminal justice, money, national defense, climate change, health care, and higher education. Information on where the majority of the U.S. population stands on these issues and what stance Democratic and Republican candidates have taken are included as well.*



**Blog/Website: The Lowdown, connecting newsroom to classroom (by KQED news), “My Backyard Campaign: Students Weigh In On the Big Issues of the 2016 Election”**

Link: [bit.ly/Issues4](http://bit.ly/Issues4)

*This website presents KQED News Education project in which middle and high school students were asked to submit short videos about which campaign issues they care the most, offering a unique and age-specific perspective on the election. Student videos on the above mentioned issues can be accessed.*



### Focus 3: Campaign strategy

#### “What do candidates do to get elected?”

“Every great political campaign rewrites the rules; devising a new way to win is what gives campaigns a comparative advantage against their foes.” – John Podhoretz, American author, columnist, and pundit

#### Materials

##### Video: PBS Election Central 2016, “Campaign Strategy” (2:16)

Link: [bit.ly/ElectionStrategy1](http://bit.ly/ElectionStrategy1)

This video explains how candidates create a campaign strategy to convince voters that they are the best representatives of their beliefs. Tactics of a political campaign are introduced: branding ads, political messaging, campaign finance and how candidates raise and spend money, the role of PACs, SuperPACs and the Federal Election Commission (FEC), and the impact and importance of grassroots strategies.



##### Website/Videos: The New York Times – Election 2016, “The Ad Campaign”

Link: [bit.ly/ElectionStrategy2](http://bit.ly/ElectionStrategy2)

“Breaking down the messaging powering the 2016 presidential election, by Nick Corasaniti.” This database by the NYT reviews major campaign ads from the 2016 race and is updated regularly. Each ad description includes the video, a description of its content, a summary of its message, a fact check, where the ad aired, and a final contextualization within the current campaign race.



##### Website/Video/Interactive: Museum of the Moving Image, The Living Room Candidate, “Presidential Campaign Commercials 1952-2012”

Link: [www.livingroomcandidate.org/](http://www.livingroomcandidate.org/)

The Museum of the Moving Image’s “The Living Room Candidate” website is a vast collection of presidential campaign ads from 1952 to 2012. The videos come with short descriptions and can be sorted by year, issue, and ad type, making them a convenient resource for cases studies. The website also includes lesson plans and further resources, as well as an AdMaker allowing students to create their own campaign ads.



##### Blog/Videos: The Lowdown, connecting newsroom to classroom (by KQED news), “Ten of the Most Successful Presidential Campaign Commercials Ever Made”

Link: [bit.ly/ElectionStrategy4](http://bit.ly/ElectionStrategy4)

This blog post introduces 10 of the most successful campaign ads from post-war USA, serving as a great resource for generating criteria of what actually makes a good presidential campaign ad.



##### Website: 4president.us, Presidential Campaign Websites

Link: [www.4president.us/](http://www.4president.us/)

This database contains screenshots of all presidential campaign websites from the first campaign websites in 1996 until the 2016 race. These websites make effective resources for an analysis of online campaign strategies of, say, both candidates or parties, or of the development of online campaigning across time.



## Focus 4: The candidates

### “Who are the candidates and where do they stand on the issues?”

“From now on, I think it is safe to predict, neither the Democratic nor the Republican Party will ever nominate for President a candidate without good looks, stage presence, theatrical delivery, and a sense of timing.” – James Thurber (1894-1961), U.S. humorist and cartoonist

#### Materials

##### Website: On The Issues – Every Political Leader on Every Issue

Link: [www.ontheissues.org/](http://www.ontheissues.org/)

*On The Issues features extensive overviews of what political candidates have said or published about core political issues in the recent past. The issues covered include international, domestic, economic, and social issues.*



##### Website: The New York Times – Election 2016, “Where the Candidates Stand on 2016’s Biggest Issues”

Link: [bit.ly/Issues2](http://bit.ly/Issues2)

*While some of the candidates’ positions reflect a polarized political discourse, U.S. citizens are less easily pigeonholed. This overview compares the candidates’ positions on core issues to what U.S. adults indicated in actual public opinion polls. Results can be filtered by candidate or campaign issue.*



#### Social Media: see Twitter, Facebook, YouTube

##### Candidate websites (example candidates)

Hillary Clinton (D): [www.hillaryclinton.com/](http://www.hillaryclinton.com/)

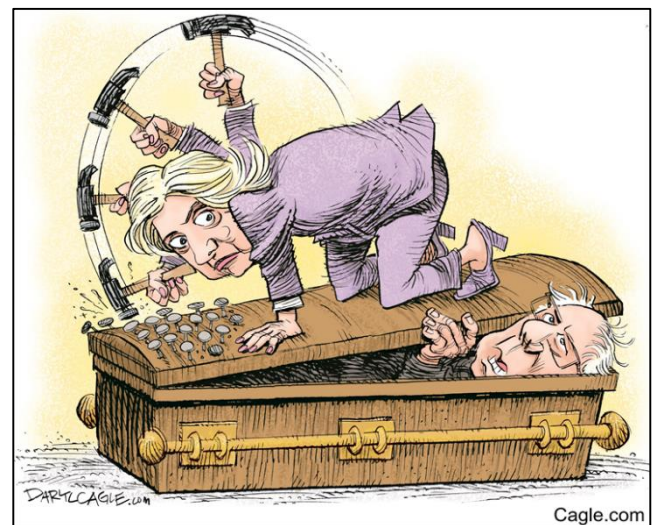
Donald Trump (R): [www.donaldjtrump.com/](http://www.donaldjtrump.com/)

##### Political Cartoons:

##### Website: Cagle.com

Link: [www.cagle.com/](http://www.cagle.com/)

*This website, run by cartoonist Daryl Cagle, is an extensive database of political cartoons published in major U.S. newspapers. The cartoons are searchable by artist or a frequently updated topic list (e.g., “Ted & Carly”, “TRiUMPhant”, “Superdelegates”). The cartoons rather point towards the candidates’ image in U.S. society. The website makes a convenient resource for case studies (“How is an issue represented across newspapers?”, “How does one artist present different issues?”, “How has Hillary Clintons image changed over time in political cartoons?” etc.).*



<http://darylcagle.com/2016/04/29/trying-to-nail-down-bernies-coffin/>

##### Candidates on Cagle.com (example):

Donald Trump on cagle.com:

[www.cagle.com/tag/clinton/](http://www.cagle.com/tag/clinton/)

Hillary Clinton on cagle.com:

[www.cagle.com/news/trump/](http://www.cagle.com/news/trump/)



<http://www.cagle.com/2016/04/trumps-impersonations-2/>

**Focus 5: The states**

**“How are individual states going to vote in the 2016 election?”**

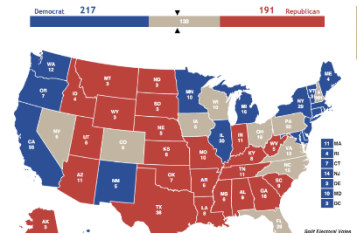
“Presidential elections are both a detailed snapshot of America at one particular moment and a window on the nation to be.” – David Goldfield, University of North Carolina

**Materials**

**Blog/Website: Policy.Mic, “Swing States: States That Can Decide the 2016 Presidential Election”**

Link: [bit.ly/ElectionStates1](http://bit.ly/ElectionStates1)

Swing states “cannot be relied upon to vote definitively Democratic or Republican, but can heavily influence the outcome of an election, depending on whether they swing red or blue. (...) These are the areas that candidates will target most aggressively, and the ones everyone will be watching from the start of primary election season in February all the way through election night.”



**Worksheet: Teach About US, “Swing State Fact Sheets”**

Link: [www.teachaboutus.org](http://www.teachaboutus.org)

**FLORIDA (29 votes)**

Capital: **Tallahassee**  
 Area: **58,976 sq mi. / 139,671 sq km**  
 Population: **19,552,860**  
 Nickname: **“The Sunshine State”**  
 State motto: **“In God We Trust”**  
 Governor: **Rick Scott (R)**  
 U.S. Senators: **Bill Nelson (D), Marco Rubio (R)**



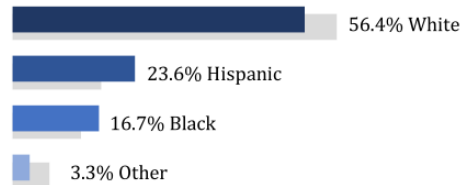
**Nicknamed the Sunshine State, Florida is famous for its beaches and as the home of tourist attractions such as Disney World.**

Florida, the archetypal swing state, has voted for the winner of the presidential election in every contest since 1996. In 2000, the race between George W. Bush and Al Gore was so close it led to calls for a recount that ended with a decision by the Supreme Court.

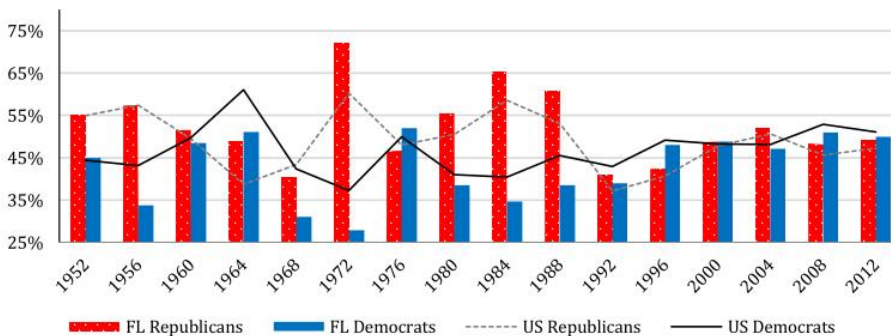
The state is a demographic melting pot: white Protestants in the north and Cuban-Americans in the south lean Republican, while urban voters in Miami and Tampa, Jewish retirees in Palm Beach and non-Cuban Hispanics lean Democrat. While immigration is a key issue for the Hispanic voters, and Israel and healthcare for the retirees, the economy will still be the most important issue for most voters, in a state that was hit hard by the housing crash in 2008. (Source: BBC)



**Demographics (U.S. average in gray)**



**Voting history Florida & USA 1952-2012**



**Economy**

**\$46,036** (40<sup>th</sup>)  
 median income per year  
**17.0%** (36<sup>th</sup>)  
 poverty rate  
**5.8%** (25<sup>th</sup>)  
 unemployment rate

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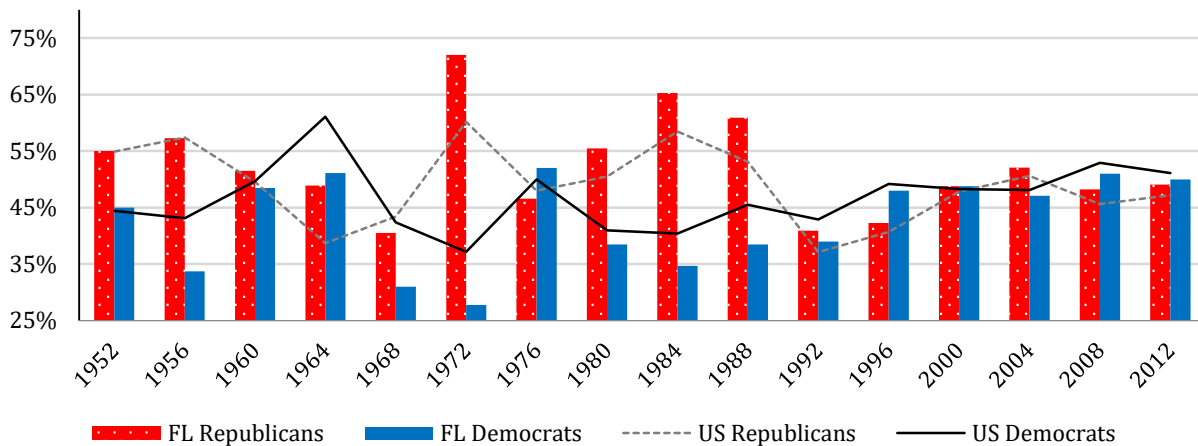
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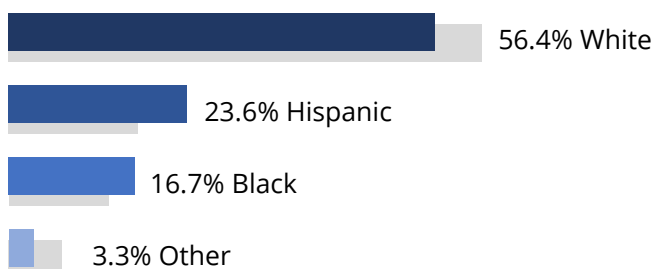
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## More information on Florida

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### State information

Infoplease.com – Florida: <http://www.infoplease.com/us-states/florida.html>  
 Official Portal of The State of Florida: <http://www.myflorida.com/>



### Florida government information

Governor of Florida: <http://www.flgov.com/>  
 State and Local Government on The Net:  
<http://www.statelocalgov.net/state-fl.cfm>  
 Elected Officials in the U.S. Senate – Florida:  
[http://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](http://www.senate.gov/general/contact_information/senators_cfm.cfm)  
 Elected Officials in the U.S. House of Representatives – Florida:  
[http://www.house.gov/representatives/#state\\_fl](http://www.house.gov/representatives/#state_fl)



### Election 2016

270towin.com – Florida: <http://www.270towin.com/states/Florida>



### Statistics

Quick Facts from the US Census Bureau – Florida:  
<http://quickfacts.census.gov/qfd/states/12000.html>



## Media

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Media Collection by the U.S. Embassy:  
<http://usa.usembassy.de/media.htm>



50states.com – Florida newspapers:  
<http://www.50states.com/news/>



OfficialUSA.com – Florida TV stations:  
<http://www.officialusa.com/stateguides/media/television/>



## Florida Democrats and Republicans

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### Democratic Party



<http://fladems.com>  
<http://www.facebook.com/FlaDems>  
<https://www.youtube.com/fladems>  
<https://twitter.com/fladems>

### Republican Party

<http://rpof.org/>  
<http://www.facebook.com/FloridaGOP>  
<http://www.youtube.com/floridagop>  
<https://twitter.com/floridagop>