Strategy Memo I: Draft due September 23 (revision due-date TBD)
As a campaign advisor, prepare a strategy memo (2 single-spaced pages) for a candidate for
the U.S. Senate (whom you may choose) recommending the position he or she should take on or
related to one of the following issues: COVID and the economy, energy and the environment,
health care, or immigration. You are not expected to delve deeply into the substance of the issue
you choose; a summary of the policy issue will suffice. Your job, informed by our discussions
and our readings about the policy process (including the assignment for 9/23), is to advise the
candidate on

• why this issue matters to his or her policy/political agenda,
• the position you recommend to promote that agenda, and
• how best to frame the policy problem and proposed solution to win political support.

The memo will be reviewed, returned to you for revisions and rewritten for a final grade.

Strategy Memo II (with two parts, R and D): Due at our final class.

*This assignment follows candidate debates--a role-playing exercise (repeated 4 times) in which 2 students each represent a Senate candidates(R or D) and 4 other students journalists who question them.*

Prepare a strategy memo (4-5 single-spaced pages total) advising the Republican AND the
Democratic candidate who faced each other in the debate you participated in on one of the major
policy issues that debate addressed. Your advice should reflect what you’ve learned from the
course materials and the simulation about how policy and politics interact as candidates navigate
the electoral process. The memo should lay out

• the candidate’s electoral and policy objectives,
• why the issue is on the agenda,
• the challenges/opportunities this issue poses,
• the pros/cons of alternative positions, and
• your recommendations on the policy position the candidate should take, as well as how
best to communicate it.