Energetic Politics  
*Energy & Government Unit Project for Winter 2015*

**Project Overview:**  
Students will role-play in a mock government that is trying to create an energy policy for the United States to follow. Different interest groups will lobby public officials to endorse their industry or political stance in the final policy. Along the way, students will have to run an election campaign, write memorandums, have committee meetings, submit a bill, and do presentations to argue for their industries / opinions. This unit will help students experientially understand the process of government and policy making, while urging them to critically consider the use of energy in this country.

**PHASE 1: Elections**One very important part of the political process in our country is the use of **elections** to choose our government representatives. Though elections seem like they might be a simple and straightforward process, they can actually be very complex and interesting. During an election, candidates are given money by different groups who want the candidate to support policies that will favor their industries or political goals if they are elected. This money is used to “**campaign**,” where candidates give speeches in different places, buy advertising, pay a staff to help them strategize, and try to get people to vote for them using a variety of strategies.

In this project, students will conduct campaigns to get votes from another class in the school. **THE CAMPAIGNS WILL BE FOCUSED ON ENERGY ISSUES!** Each group will be assigned a political stance and will be given different amounts of money based on those stances. Students will then create a budget for how to use the money and will spend the money on different advertising and campaign strategies. **We will hold an election on Tuesday February, 10 to decide on 2 elected officials.**

**Instruction Checklist**:

* Decide on a candidate from your group
* Discuss what your main message could be to get votes
* Create a basic campaign strategy (answer the 3 big questions & create 2 SMART goals + objectives. See below for details)
* Create a budget for how to spend money (see Price List below)
* Do basic research on why your energy source is best, what its environmental consequences are, etc.
* Create campaign materials
* Create speech for your candidate
* Deliver materials and speech

**Teams**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Team**  **Political Stance** | **Pro-Oil & Coal (Republican)** | **Pro-Natural Gas & Hydroelectric (Republican)** | **Pro-Solar, Wind, & Geothermal (Democrat)** | **Pro-Energy Conservation**  **(Green Party)** |
| **Members** | Samuel | JT | Valen | Caleb |
|  | Stephen | Haley B. | Chloe | Haizlee |
|  | Kameron | Cesar | Trevon | Haley L. |
| **Money from Industry** | $1 million | $400,000 | $400,000 | $50,000 |
| **Money from fundraising** | $500,000 | $200,000 | $500,000 | $100,000 |
| **Money from Party** | $250,000 | $250,000 | $500,000 | $10,000 |
| **Total** | $1.75 million | $850,000 | $1.4 million | $160,000 |

**Campaign Advertising Price List**

|  |  |
| --- | --- |
| **Item** | **Price** |
| **1 Poster** | $50,000 |
| **Website** | $300,000 |
| **Video** (per 10 seconds) | $250,000 |
| **Presentation** (Prezi or Powerpoint) | $60,000 |
| **Use of the projector** (1 minute) | $100,000 |
| **Speech** (per 30 seconds) | $50,000 |
| **Campaign coaching from teachers**  (per 5 minutes) | $200,000 |
| **5 Flyers** (with photos) | $40,000 |
| **5 Flyers** (text only) | $30,000 |

**Campaign Strategy Questions**

1. What is our main message about why our energy policy is best (i.e. why they should vote for you)?
2. How does our message compete with the other candidates’ messages?
3. What are the most effective ways to get votes using the campaign strategies listed above?

**OUR TEAM’S 2 GOALS FOR THIS CAMPAIGN ARE:**

1. GOAL 1:
   1. OBJECTIVE 1:
   2. OBJECTIVE 2:
2. GOAL 2:
   1. OBJECTIVE 1:
   2. OBJECTIVE 2:

**Basic questions about Energy to research and address in your campaign:**

* What are the benefits and drawbacks of using these forms of energy?
* What are the environmental consequences of extracting and using this form?
  + How can you emphasize the positive and downplay the negative consequences in your campaign?
  + How will you answer critical questions about your source’s environmental impacts?
* What are the economic impacts of using this form of energy?
* How is this energy source used in our country?
  + Industry
  + Residential
  + Commercial

**Due Dates:**

* Thursday, February 5: Strategy / Budget due
* Friday, February 6: Assessment on what you’ve learned about energy and elections
* Monday, February 9: Printed materials due
* Tuesday, February 10: Elections!