

RESOURCES AND FURTHER INFORMATION

RESOURCE LIST

MEDIA CONSTRUCTION OF PRESIDENTIAL CAMPAIGNS

This resource list has been created to provide links that can aid in the teaching of this kit. A quick reference Content Chart follows the annotated listing. This listing is also available in hyperlinked digital form on the CD-ROM with this kit. Included in the links below are election and/or media literacy-related lesson plans, presidential election background information, and campaign media. The links to campaign media such as political cartoons and television commercials can especially serve as great items to decode in the classroom.

The following resource list is divided into six categories. These categories are respectively Presidential Elections and Campaigns, The 2004 Election, Teacher Resources, Student Civic Action, Media Literacy, and Media Sources. Many links overlap categorically, and are placed according to which category the link most qualitatively fits. The Content Chart as well as the labels (see KEY) and annotations in this list will provide more descriptive information about the content in each source. Links in the first three categories are numbered in coordination with the Content Chart while the other three categories are more specific and thus better suited with descriptive annotation alone.

The sites picked for this list should serve as good references, but also as beginning points. There are many other very similar and very different sites on the Internet, so it is best to also further explore. In addition, as with this kit itself, each site should be viewed critically utilizing the principles of media literacy.

KEY

LP	= Lesson Plans	Vid	= Video
+ EI	= Elementary School	OA	= Online Activities
MS	= Middle School	04	= 2004 Election
HS	= High School	04TV	= 2004 TV Commercials
Shdt	= Student Handout	Tref	= Teacher Reference
MLit	= Media Literacy	Sref	= Student Reference
I	= Images	ref	= General Reference
PC	= Political Cartoons	SCiv	= Student Civic Action
Aud	= Audio		

PRESIDENTIAL ELECTIONS AND CAMPAIGNS

This section contains websites that provide background information on elections/campaigns, biographical information on Presidents, lesson plans, and election media such as political cartoons, buttons, and television commercials.

1. America Votes (I)

Duke University
<http://scriptorium.lib.duke.edu/americavotes/>

This site is a Duke University online collection of memorabilia from past presidential campaigns from 1796-2000. It includes images of letters, pictures, posters, sheet music, song lyrics, and buttons that can be printed out and/or displayed for classroom use.

2. American Political Prints 1766-1876 (I, PC)

Harpweek
<http://loc.harpweek.com/default.asp>

This site contains images of political cartoons between 1766-1876. Some are presidential election images, and have good size and quality for classroom use.

3. American President (ref)

Miller Center for Public Affairs and the University of Virginia.
<http://www.americanpresident.org/>

This site gives biographical information on each U.S. President, as well as the first lady (or future first gentleman), and cabinet members. The site also describes the role of the presidency in the context of governmental affairs.

4. The American Presidency (04, ref)

Grolier Online
<http://www.grolier.com/presidents/preshome.html>

This site provides organized links to multiple encyclopedias for biographies on all U.S. Presidents, first ladies (or future first gentlemen), Vice Presidents, and certain historical and present day presidential candidates. The site also contains information on the governmental roles of the President, and follows the 2004 election and arising issues.

5. Atlas of U.S. Presidential Elections (I, ref)

Dave Leip
<http://www.uselectionatlas.org/>

This site has all of the presidential election results throughout U.S. history as well as a national map for each election with a color-coded electoral college breakdown.

There is also a history of the Electoral College and description of its process. Access to this information is free, although for a fee, you can obtain more specific information on voter breakdown by states and precincts.

6. Broadcast Television & Campaign 2000 (MLit, ref)

Alliance for Better Campaigns
<http://www.bettercampaigns.org/reports/display.php?ReportID=7>

This site contains a report issued in 2000 by Alliance for Better Campaigns about campaign commercial and air-time devoted to politicians.

7. Bill of Rights in Action (LP, ref)

Constitutional Rights Foundation
http://www.crf-usa.org/bria/bria13_1.html

This site contains an analysis of news reporting of elections followed by a classroom activity examining newsworthiness of issues, and analyzing campaign commercials. This site is centered on the 1996 campaign, but certain activities can also be used for the 2004 campaign.

8. The Center for Voting and Democracy (ref)

http://www.fairvote.org/about_us/index.html

This site contains the Center's views on voting reform issues. Included in their "Online Library" is the issue of third-party candidates in campaigns, instant run-off voting, and proportional representation, among other topics.

9. CNN Campaign Commercial Archive (Vid)

CNN
<http://www.cnn.com/ALLPOLITICS/1996/candidates/ad.archive/>

Campaign television commercials spanning from Eisenhower/Stevenson's 1952 race to Ronald Reagan's 1984 "Morning In America." The commercials can be viewed as a "movie" file.

10. Collection of Political Americana (I)

Cornell University
<http://cidc.library.cornell.edu/political/>

This site has multiple images of pamphlets, posters, textiles, broadsides, and banners between 1789-1960 that can be downloaded and printed. All of the sizes and quality suit the needs for classroom use.

11. Election Lessons LPEI-HS, 04

Cyberbee
<http://www.cyberbee.com/election/election.html>

This educator-run site contains lesson plans related to the 2004 campaign, but also to elections and government in general. Links are included next to the lesson plans, with more lesson plans in some of those links.

12. The Living Room Candidate (Vid, 04TV)
American Museum of the Moving Image
<http://livingroomcandidate.movingimage.us/>

This site is one of the most comprehensive archives of campaign TV commercials that can be viewed online. It contains many commercials for each election ranging from the 1952 to 2004 elections. It does include some third-party commercials, but very few.

13. National Campaign Materials: 1820-1860 (I, Aud)
Northern Illinois University
<http://dig.lib.niu.edu/message/index.html>

This site contains audio, text, song lyrics, and some images from campaigns between 1820-1860. The quality and size of images are suitable for classroom use. The audio requires RealPlayer.

14. The Papers of George Washington (I, ref)
University of Virginia
<http://gwpapers.virginia.edu/presidency/electoral.html>

This site contains an examination of the role of the Electoral College in the first presidential election. Also on the site are images of maps and portraits of George Washington.

15. Political Advertising Resources (MLit, I, Vid, OA, 04, 04TV, ref)
University of Iowa
http://www.uiowa.edu/~commstud/resources/pol_ads.html

Similar to this resource list, this site contains *many great links* to websites that contain campaign TV commercials from 1952 to 2004 ("The Living Room Candidate" being one of the sites), as well as online activities to dissect commercials. The site also contains analysis and tutorials about campaigns and commercials.

16. Presidents of the United States (ref)
Internet Public Library
<http://www.ipl.org/ref/POTUS>

This site includes biographical information as well as electoral college/popular vote statistics for every presidential election.

17. Presidential Elections 1860-1912 (I, PC, ref)
Harpweek
<http://elections.harpweek.com/>

This site contains images of presidential campaign cartoons between 1860-1912. They are of good size and quality for classroom use. This site also contains biographical information on candidates in each of those elections (mostly major party names), and a timeline for each election with national events of the times.

18. Presidential Voter Turnout Statistics Since 1924 (ref)
The Center for Voting and Democracy
<http://www.fairvote.org/turnout/>

This site contains links to data and information on voter turnout in U.S. presidential elections. It also contains data and information on youth voter turnout and links to international voter turnout.

19. The :30 Candidate (MLit, Vid, OA)
Public Broadcasting Service
<http://www.pbs.org/30secondcandidate/index.html>

A site that contains a history of campaign television "spot" advertising, as well as several online campaign advertising clips to view in the "Timeline" section. These can be viewed with either QuickTime or RealPlayer. Also, this site contains a very clever section called "Tricks of the Trade" that shows step-by-step how the same footage can be manipulated to create very different meanings.

20. Vote Smart Lessons (LPEI-HS, Shdt, MLit, 04)
Project Vote Smart
http://www.vote-smart.org/resource_classroom_01.php

Lesson plans and handouts for all grade levels that revolve around politics and discovering various aspects of an election (can apply to presidential or any other public election). Certain plans focus around getting students to figure out who represents them the best. One of the plans goes through the dissection of a political commercial; a good opportunity to use commercials from the many resources in this section of the kit. This page also features many links to lesson plans of various government/social studies topics and for all grade levels, and most are completely text. Since they are cross-catalogued, many of the same plans appear repeatedly.

TEACHER RESOURCES

This section contains websites of several organizations that teachers can get involved with to enhance the learning environment for students. Certain organizations in this section provide services and resources to schools and teachers in the student critical thinking process, while the other sites serve as references to further student inquiry into civic engagement.

21. Center for Civic Education (LPEI-HS, Tref)
<http://www.civiced.org>

CCE is one of the leading advocates for civic education, not only in the U.S., but also around the world. Most social studies teachers are familiar with their programs such as *We, the People* and *Project Citizen*. They have lesson plans and activities for civic education.

22. Center for Democracy and Citizenship (ref)
<http://www.publicwork.org/home.html>

The Center itself provides workshops for young people and adults and supports initiatives around the world (but mainly in the U.S.) to put democracy into action through different forms of citizen empowerment. Students and teachers can find out about these initiatives, and possibly even become involved through participating or having a training.

23. Center for Youth as Resources (ref)
<http://www.cyar.org/>

This site focuses on younger children rather than the potential eighteen-year-old voter. It contains information on projects and activities that both elementary and middle school teachers and students may want to take part in.

24. Constitutional Rights Foundation Chicago (Tref)
<http://www.crfc.org/>

According to its website, the Constitutional Rights Foundation Chicago helps schools foster critical thinking skills and responsible civic action in students. Non-profit and non-partisan, CRFC has been a national leader in the design and implementation of quality law-related education programs for elementary and secondary school students and their teachers.

25. Kids Voting USA (LPEI-HS, OA, ref)
<http://www.kidsvotingusa.org/>

Developed by teachers, this site provides online activities for students, and also provides lesson plans on voting and democracy in PDF (Adobe Acrobat) format. If you are a

teacher living in communities with a Kids Voting USA affiliate, you may be able to receive many more materials from them. To check if you live in such a community, click the "USA Network" tab on the webpage.

THE 2004 ELECTION

This section contains websites that give updated information on the 2004 Presidential Election, analysis of media related to the election, and/or media materials for use in the classroom. Included in the links are sites that contain various strong views on certain candidates, while some of these views are also reflected in short video clips that would be great for decoding.

26. Badnarik for President (Vid, 04, 04TV)
<http://www.badnarik.org/>

This site is the official Libertarian Michael Badnarik for President site and features one television commercial as of the release of the first edition of this kit. The specific commercial criticizes both Bush and Kerry's stances on the war in Iraq, and calls for the return of all U.S. forces. This site would also be a great one to decode.

27. Bush Flash (Vid, 04, 04TV)
 Eric Blumrich
<http://www.bushflash.com/>

This site contains many video/animation clips in the "Media" and "Animation" sections that criticize the Bush Administration in policy and in character. These are great clips to decode and view as they are great examples of internet-based election media. One thing to note is that many of these clips may only be suitable for high school students as they at times contain explicit language and graphic images (i.e., war images). There occasionally is a warning for such clips.

28. Bush for President (Vid, 04, 04TV)
<http://www.georgewbush.com/>

This is the official George W. Bush for Reelection website. This site contains recent TV spots and, similar to the other 2004 presidential campaign sites, would be great to decode.

29. By the People Election 2004 (LPEI-HS, MLit, 04)
 Public Broadcasting Service
<http://www.pbs.org/elections/kids/index.html>

This site is a port for several great links. One of the two featured links is the Democracy Project, which includes online campaign and elections activities for students in elementary school. The other, a teacher's link, contains elections lesson plans including two that are media-centered. The "Savvy Voter" section contains media literacy information on dissecting commercials, interpreting debates, and viewing news critically, among others.

30. C-Span Campaigns and Elections (LP, Shdt, MLit, Vid, 04, 04TV, ref)

C-Span
<http://www.c-span.org/classroom/govt/campaigns.asp>

This site provides lesson plans, and television campaign commercials from the 2000 and 2004 campaigns. Several from past years can also be viewed. In addition, this site contains online activities for students. A small additional C-Span site that can be printed out in which students evaluate candidate webpages can be found at <http://www.c-span.org/classroom/govt/evaluation.asp>

31. Daily Updated Political Cartoons (I, PC, 04)

Cagle
<http://cagle.slate.msn.com/politicalcartoons>

This site has editorial/political cartoons from around the country everyday. The images are of fair size and good quality for hand out and projection purposes.

32. Democracy for America (04, SCiv)

Founded by Former Vt. Governor Howard Dean
<http://www.democracyforamerica.com/>

This organization aims to put more progressive politics in government by supporting certain Democrats in their respective candidacy bids for 2004. This site may be an option for decoding.

33. Democracy In Action (04, 04TV)

George Washington University
<http://www.gwu.edu/~action/2004/comms04.html>

This site contains stills and scripts from 2004 primary and general election campaign TV commercials.

34. Democracy in Action: Race for the White House, 2004 (04, ref)

George Washington University
<http://www.gwu.edu/~action/P2004.html>

A more extensive site than the last, this site would work well for teachers and students in the middle and high school grades. It covers the current presidential race, has

links to every candidate's website, and examines media coverage of candidates and issues.

35. Election Lessons (LPMS-HS, MLit, 04)

The New York Times Learning Network
<http://www.nytimes.com/learning/teachers/lessons/elections.html>

This site specifically provides elections-related lesson plans (2004, 2000, and general) for middle and high school grade levels. A few lesson plans are media-related with analysis of news coverage and commercials. A link for Daily Lesson Plans is also in this site.

36. Election 2004 (LPMS-HS, Shdt, OA, 04)

New York Times Learning Network
http://www.nytimes.com/learning/issues_in_depth/20040128.html

This site provides 2004 election issue oriented information, but also has lesson plans and resources for teachers. The topics include past elections, the electoral process, and government. Also provided are printable or online crossword puzzles on the electoral process and U.S. Presidents. A link for Daily Lesson Plans is also in this site.

37. Election 2004 Lesson Plans (LPHS, 04)

Educators for Social Responsibility Metropolitan Area
<http://www.teachablemoment.org/high.html>

This continuously updated site contains election lesson plans for high school students. The first provides an introduction for students to the 2004 elections, and the following lesson plans deal with the main issues of the election.

38. Kerry for President (Vid, 04, 04TV)

<http://www.johnkerry.com/>

This is the official John Kerry for President website and contains many advertisements of his campaign. Like the other 2004 presidential campaign websites, this would be a great one to decode.

39. Learning NC (LPEI-HS, 04)

University of North Carolina
<http://vote.learn.unc.edu/teaching/lessons.php>

This site provides links to lesson plans on presidential elections. Many are labeled for each grade level, and range from elementary to high school. It also provides information on North Carolina politics.

40. Media for Democracy 2004 (MLit, 04)

Mediachannel.org
<http://www.mediafordemocracy.us/>

A non-partisan citizens' initiative to monitor mainstream news coverage of the 2004 elections and advocate standards of reporting that are more democratic and issues-oriented.

41. Nader for President (Vid, Aud, 04, 04TV)

<http://www.votener.com>

This site is the official Ralph Nader campaign site and features three video campaign commercials that could possibly be aired. It also has the audio versions of the commercials and may be a great way to highlight the impact that image has on a message. This site would also be great to decode.

42. Politics 1 (04, ref)

Ron Gunzberger
<http://www.politics1.com/p2004.htm>

This site contains information on Presidential and Vice Presidential Candidates in the 2004 elections. In addition this site features several 3rd-party candidates along with most of their past and present candidates. One thing that is especially unique about this is that the candidates of the 3rd parties are featured with pictures and descriptions in a manner as prominent as are the two major party candidates. This site could be a good site to decode or use as a reference.

43. Political Communication and Campaign 2004

Resources (I, PC, 04, ref, SCiv)
 University of Iowa
<http://www.uiowa.edu/~commstud/resources/polcomm.html>

This site contains great links for informational and analytical resources on candidate debates, and civic engagement. It also has a link called "Political Humor" that contains political cartoons and jokes from the 2004 campaign.

44. Politics On TV (I, Vid, 04, 04TV, ref)

Campaign Media Analysis Group
<http://politicsontv.com/>

This site includes analysis of current political commercials, as well as sample storyboards and commercials from recent political races around the country (with RealPlayer). However, to get new and archived commercials, storyboards, or VHS copies of commercials, you have to purchase the services of CMAG.

45. Stop Hanoi John Kerry (Vid, 04, 04TV)

Stopjohn.com
<http://www.stopjohn.com>

This site contains a few video/animation clips that criticize John Kerry's policy stances and character. These are great examples of internet-based sources as election media to decode and view.

46. Video Data Bank

<http://www.vdb.org>

A resource for videotapes by and about contemporary artists, including the film "Political Advertisement 2000" by Antonio Muntadas and Marshall Reese. Presented without commentary, this hour-long film features TV commercials from the 1950s through the 2000 campaign and shows the development of the political TV spot.

STUDENT CIVIC ACTION

This section contains links to organizations where students can find information about how to take action through civic engagement with a specific emphasis on electoral politics.

Congress.org (Tref, SCiv)

<http://www.congress.org/>

This site is an action hub for legislation and contacting your representatives, including the President and Vice President.

Rock The Vote (SCiv)

http://www.rockthevote.com/election_2004.php

This site has information aimed primarily at the younger and up and coming voting population to encourage civic engagement. It is presented in a way that aims to make civic engagement and voting "cool" by using cultural trends as attractions. There is also an opportunity for students to register to vote if they are of age.

YouthNoise (SCiv)

<http://www.youthnoise.com/home>

A site with ways for youth to find opportunities to engage with issues of the world and have an impact. Online chat rooms for students are also on this site to discuss civic action in their school and community.

Youth Vote Coalition (SCiv)

<http://www.youthvote.org/>

This site includes statistics on youth voting as well as news on ways that young people are becoming more engaged with citizenry. The Coalition aims to increase youth political and civic participation.

MEDIA LITERACY

This section contains sites and organizations that promote engagement on media literacy issues.

Action Coalition for Media Education (ACME)

<http://www.acmecoalition.org/>

ACME's website contains information and analysis on the effects of mass media, and the current U.S. media landscape. It also features a different lesson plan each month, and has a links section for students to search out organizations that do work with media and media literacy.

Alliance for a Media Literate America

<http://www.amlainfo.org>

A membership organization helping all people to be able to critically analyze and create messages using the wide variety of media technology and communication tools now available.

Center for Media Literacy

<http://medialit.org>

A nonprofit educational organization that provides leadership, public education, professional development, and educational resources nationally.

Media Awareness Network

<http://www.media-awareness.ca/>

A Canadian nonprofit with a comprehensive collection of media education and internet literacy resources, including lesson plans, articles, research, reports, and reference materials.

MediaChannel

<http://www.mediachannel.org/>

"The global network for democratic media," features criticism, news-breaking journalism, and investigative reporting from hundreds of organizations worldwide.

Media Literacy Clearinghouse

<http://www.med.sc.edu/medialit>

A large listing of resources including lesson plans, critical analysis, and links. Includes sections on War Reporting/Resources, Images of War, and Visual Literacy.

Media Literacy Review

<http://interact.uoregon.edu/medialit/mlr/home/index.html>

An extensive list of resource links and a biannual online publication of information and resources related to the influence of media in the lives of children, youth, and adults.

Project Look Sharp (MLit, 04, Tref)

<http://www.ithaca.edu/looksharp>

Project Look Sharp is an initiative to promote and support the integration of media literacy into classroom curricula at all grade levels and instructional areas, as well as to evaluate the effectiveness of media literacy education in the schools. This site will also be continuously updated for this kit with supplemental resources and links.

MEDIA SOURCES

This section features links to a number of media outlets with divergent political perspectives (as determined by Project Look Sharp).

Democracy Now!

Radio/Television News (left leaning)

<http://www.democracynow.org/>

Fox News

Television News (right leaning)

<http://www.foxnews.com/>

The Nation

Magazine Publication (left leaning)

<http://www.thenation.com/>

National Public Radio

Radio News

<http://www.npr.org/>

The New York Times

Newspaper

<http://www.nytimes.com/>

The Washington Post

Newspaper

<http://www.washingtonpost.com/>***The Washington Times***

Newspaper (right leaning)

<http://www.washingtontimes.com/>***The Weekly Standard***

Magazine Publication (right leaning)

<http://www.weeklystandard.com/>**Links to English-language publications/programs from around the world:**<http://www.ithaca.edu/looksharp/links/>

RESOURCE LIST CONTENT CHART
Media Construction
of Presidential Campaigns

PRESIDENTIAL ELECTIONS AND CAMPAIGNS

	Lesson Plans	Student Handouts	Media Literacy	Image	Political Cartoons	Audio	Video	Online Activities	2004 Election	2004 TV Ads	Teacher Reference	Student Reference	Student Civic Action
1. America Votes													
2. American Political Prints			•		•								
3. American President									•		•		
4. American Presidency									•		•		
5. Atlas of U.S. Presidents											•		
6. Broadcast Television & Campaign 2000			•								•		
7. Bill of Rights in Action	•										•		
8. Center for Voting and Democracy											•		
9. CNN Campaign Ad Archive						•							
10. Collection of Political Americana			•										
11. Election Lessons	EI-HS								•				
12. Living Room Candidate							•						
13. National Campaign Materials			•										
14. Papers of George Washington			•										
15. Political Ad Resources			•				•		•				
16. Presidents of the United States													
17. Presidential Elections 1860-1912			•										
18. Presidential Voting Stats Since 1924													
19. The :30 Candidate			•				•						
20. Vote Smart Lessons	EI-HS	•	•										

TEACHERS RESOURCES

21. Center for Civic Education	EI-HS										•		
22. Center for Democracy and Citizenship												•	
23. Center for Youth as Resources													•
24. Constitutional Rights Foundation													•
25. Kids Voting USA	EI-HS							•					•

RESOURCE LIST CONTENT CHART
Media Construction
of Presidential Campaigns

PRESIDENTIAL ELECTIONS AND CAMPAIGNS

	Lesson Plans	Student Handouts	Media Literacy	Image	Political Cartoons	Audio	Video	Online Activities	2004 Election	2004 TV Ads	Teacher Reference	Student Reference	Student Civic Action
26. Badnarik for President							•		•				
27. Bush Flash							•		•				
28. Bush for President							•		•				
29. By the People Election 2004	EI-HS	•							•				
30. C-Span Campaigns and Elections	•	•					•		•				•
31. Daily Updated Political Cartoons				•	•				•				
32. Democracy for America									•				•
33. Democracy in Action									•				
34. Democracy in Action: 2004 Race									•				•
35. Election Lessons		•							•				
36. Election 2004	MS,HS	•						•	•				
37. Election 2004 Lesson Plans	HS								•				
38. Kerry for President							•		•				
39. Learning NC	EI-HS								•				
40. Media for Democracy		•							•				
41. Nader for President						•	•		•				
42. Politics1									•				
43. Political Comm. & Cmpn. 2004 Resources			•		•				•				•
44. Politics on TV			•				•		•				•
45. Stop Hanoi John Kerry							•		•				
46. Video Data Bank							•		•				