

**TEACHER ANSWER GUIDE FOR 2004 DOC. #8****Excerpt from George W. Bush Campaign 2004 “Values” web page**

President Bush: Principled Leadership that Shares Our Values

*These years have brought trials we did not ask for, and challenges we never expected to face. We have worked together, and we are rising to meet the duties of our time. Now we look forward with confidence and faith toward greater security and wider prosperity and a stronger culture of life. We pray always for God’s guidance and strength in our lives and for this great nation.—President George W. Bush*

President Bush has founded his presidency on the principles that are the backbone of our nation. People of faith across the country recognize the President is a man of strong moral character who has restored honor and dignity to the White House. He has nominated and appointed conservative judges who will strictly interpret the law, supports the sanctity of marriage between one man and one woman by promoting a Federal Marriage Amendment, and has signed into law three major pro-life laws as he works to promote a culture of life.

This effort, led by members of the Bush-Cheney Conservative Values Team, includes voters from across the country talking to friends and family about the President’s record on values, urging them to support the President by getting involved in the campaign, helping to turn out our voters and committing to vote to reelect the President.

If you are interested in supporting President Bush’s effort to stand strong for traditional values that will keep this nation strong, join the campaign today.

**1. Give 2 examples of what the candidate means by “our values.”**

“the sanctity of marriage between one man and one woman”

Pro-life or anti-abortion

**2. What groups is the candidate targeting with this web site? Give evidence to justify your answer.**

Conservatives, those opposed to gay marriage and those identifying as pro-life

EVIDENCE

Conservative—He has appointed conservative judges and stands “strong for traditional values”

Opposing gay marriage—“supports the sanctity of marriage between one man and one woman”

Pro-life—He has signed 3 major pro-life laws

**3. What messages are being conveyed about the candidate?**

He believes in “traditional values” and is a man of “strong moral character”

## **Excerpt from John Kerry Campaign 2004 “People of Faith” web page**

### **People of Faith Make a Difference for America**

Religious faith compels millions of Americans to reach beyond their own lives to work for the common good. Whether they are fighting for justice, caring for their neighbors, or serving their communities, Americans are motivated and inspired by their faith.

Throughout our history, just as the founding fathers envisioned, people of all beliefs have contributed to the character and greatness of our country by matching democratic ideals with moral values.

John Kerry’s campaign for the White House is strengthened by the moral and prophetic voice of religious Americans. Add your voice to the People of Faith for Kerry community today. With the help of thousands of people like you, we will elect John Kerry and build a genuinely compassionate and stronger America.

### **John Kerry Shares our Values**

“In the end, it’s all about values.”—John Kerry

Thousands of Americans from richly diverse religious backgrounds have written to John Kerry expressing their support for our shared values and vision for America. As people of religious faith, we share common values of compassion, justice, community and service to others.

### **Building Bridges to the Muslim American Community**

John Kerry and John Edwards recognize the many contributions that Muslim Americans have made to our nation and will work to protect and defend the civil rights and civil liberties of all Americans, including Muslim Americans. They support rigorous enforcement of our nation’s civil rights laws so that all Americans, including Muslims, can live, work, learn, worship, and gather without fear or discrimination. A Kerry-Edwards administration will not tolerate the targeting of Muslim Americans for threats, violence or discrimination based on their religion.

### **1. Give 2 examples of what the candidate means by “our values.”**

To work for the common good, compassion, justice and community  
Celebration of religious diversity

### **2. What groups is the candidate targeting with this web site? Give evidence to justify your answer.**

Civil-liberties supporters, Muslim Americans, and people of all different faiths

#### **EVIDENCE**

“will work to protect and defend the civil rights and civil liberties of all Americans, including Muslim Americans,” he celebrates religious diversity

### **3. What messages are being conveyed about the candidate?**

He respects diversity in religious belief and is committed to justice and community service.  
“Common values of compassion, justice,” “richly diverse religious backgrounds”