**Gov 2060: Election Assessment Memo**

**The total memo should be about three pages, as described below**.

The goal of this assignment is to convey summary information to a reader about your assigned race, along with a brief review of the results. You will be graded on how you present the data, whether it is clear you are familiar with the data sources, how well you cite, and how you discuss the results.

* In **two pages**, list the following things about your race:
* Who ran in each party’s ***primary election***, and what were the results?
* What were the results of the ***general election***? If the counting continues, or the race has gone to a run-off, note that.
* Who spent more? What are the candidates’ most recently reported cash-on-hand?
* Provide links to the 3 most compelling TV or Facebook ads from either the candidates or supportive parties and groups. Pick the 3 that you think were likely to have had the biggest impact on voters. Provide any relevant metrics (i.e., how many times the ad aired on TV; how many impressions the ad got on Facebook).
* Provide any polling results made public before the election. Note any concerns you have in any of the polls.

You have free range on how to provide the above information, but think about how to convey this information simply and concisely. Consider making a graph or table for part of this, using the opportunity to practice how to present data. This table or graph would count in the two-pages.

Note: two pages is not a hard limit; you can go past two pages, but one goal of this project is to convey summary info on your race in a concise way.

Remember to:

Cite your sources. Talk with me about proper citation if you have any questions. I’m open to any approach you take, so long as it is consistent and generally well-regarded. Consider [the Chicago Style](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html), as I’m partial to that one.

* In **one page**, draft a memo for the losing candidate. This should be single-spaced. In your opinion, what went wrong? Explain, using any supportive data you think is important to note. The challenge is to be brief but also clear.

Advice:

On this one-page, you might consider writing up your memo without a concern on fitting this to one page. Then, revise by cutting out or consolidating certain passages. This is often a better approach than trying to write a first-draft that fits to one page. There is also no requirement that you cite to any of the course readings, but this is encouraged if a reading or set of findings from our class is relevant in your opinion to explaining or understanding the outcome.