

# Lesson Nine

Decade Nine: 1980 - 1990

## The Jesse Jackson Campaign

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### Summary of Topic:

The Rev. Jesse Jackson entered the spotlight of American politics by announcing his bid to become the democratic presidential nominee in the 1984 and 1988 campaigns. His attempt to become the first black president was not only a historic move but a symbolic one as well. Many people questioned whether or not the United States was prepared for a black presidential candidate, let alone a black president. Jesse Jackson had a strong motivational style. Through his efforts, he was able to influence millions of individuals to register to vote. Jackson's charisma opened the doors to cultural awareness.

**Grade Level:** Middle / High School

**Subject:** Social Studies

**Topic:** Decade Nine: 1980 - 1990

## Jesse Jackson's Presidential Campaign

**Standards: USA - National Council for Social Studies: National Standards for Social Studies Teachers**

*Standard A1: Thematic Standard: Culture and Cultural Diversity*

Social Studies teachers should possess the knowledge, capabilities, and dispositions to organize and provide instruction at the appropriate school level for the study of Culture and Cultural Diversity.

*Type of Expectation: Teacher Expectations*

Teachers of social studies at all school levels should provide developmentally appropriate experiences as they guide learners in the study of culture and cultural diversity. They should enable learners to analyze and explain the ways groups, societies, and cultures address human needs and concerns;

*Expectation:* enable learners to give examples and describe the importance of cultural unity and diversity within and across groups

*Expectation:* have learners interpret patterns of behavior reflecting values and attitudes that contribute or pose obstacles to cross-cultural understanding;

*Expectation:* guide learners as they construct reasoned judgments about specific cultural responses to persistent human issues;

**Standards: USA- National Council for Social Studies: Expectations of Excellence: Curriculum Standards for Social Studies**

*Strand I: Culture:* Social studies programs should include experiences that provide for the study of culture and cultural diversity.

*Strand III: People, Places, and Environments:* Social studies programs should include experiences that provide for the study of people, places, and environments.

*Strand VI: Power, Authority, & Governance:* Social studies programs should include experiences that provide for the study of how people create and change structures of power, authority, and governance.

*Strand X: Civic Ideals and Practices:* Social studies programs should include experiences that provide for the study of the ideals, principles, and practices of citizenship in a democratic republic

### **Objectives:**

- Students will understand the opportunities and obstacles faced by Jesse Jackson during his run for the Presidency of the United States.
- Students will understand the issues for which Jesse Jackson was fighting during his presidential campaign and how he has influenced the politics of today.
- Students will explore the process of running for president in the United States.

### **Essential Questions:**

- What were the challenges being faced by all Americans during the 1980s?
- How did Jesse Jackson use his influence to empower the African American community?
- What were the important issues that Jesse Jackson focused on during his run for the Presidency in 1984 and 1988?
- How did Jesse Jackson impact the ideals, principles, and practices of citizenship for all Americans?

### **Culturally Responsive Resources**

#### *Web Resources*

<http://afroamhistory.about.com/>  
<http://www.toptags.com/aama/>  
<http://www.kn.pacbell.com/wired/BHM/AfroAm.html>  
<http://www.loc.gov/exhibits/african/intro.html>  
<http://blackquest.com/link.htm>  
<http://www.blackhistory.com/>  
<http://asalh.org/>

### **Lesson Plan Activity**

#### **a. Summary of Activity**

Your students will form campaign teams to select a living African American to run for president.

#### **b. Procedure**

You have been hired to be a team member of an African American's presidential campaign. Your team may choose any living African American as their candidate for president. Some examples may include: Ice Cube for President; Oprah for President; Barack Obama for President

*You will be working in teams consisting of four members with the following roles:*

1. Public Relations
2. Political Strategist
3. Situation Manager
4. Campaign Manager

Now the work begins. You must create a campaign for your candidate. You will need to create these campaign marketing materials.

- \* A campaign logo including the campaign slogan
- \* A campaign strategy for your state
- \* Press Releases to send out to the various media outlets

\* A political ad

- One in print such as a brochure
- A bumper sticker
- A video ad
- A music ad

*Your roles will be defined as:*

### **Campaign Manager**

Your candidate has placed the campaign in your hands. You will make sure that all of your team is focused on the goal of getting your candidate elected. You will conduct research and keep a daily log of that research to keep track of what you need to know and what you have discovered (this will be submitted to your teacher at the end of the project and will be a large part of your final grade). You must plan and conduct your team's strategy meetings. These meetings will be critical in developing your campaign strategies from your research. Because each of your fellow teammates has a different research focus, your role is critical to keeping everyone talking to each other.

### **Situation Manager**

The candidate is relying on your ability to uncover information and tell it like it is. You've been asked to focus on the current situation of your campaign. Check both internet and library resources to find information. As you know, political candidates are judged by their knowledge of current issues and events and their sound bytes to the press. Your job is to keep both your candidate and your teammates well informed on the current issues. Take notes and submit them to your Campaign Manager daily. As an expert researcher you realize the importance of keeping track of your resources. Use the resource log to track your search. In your resource log take the time to take detailed notes as you work on your task. Record facts, new questions, new ideas, things to discuss as you work. This will give you a place to start when asked to share with your group in meetings and when putting together your final product. Also list in your resource log facts, additional questions, new ideas and points to discuss.

### **Public Relations**

Your job is to persuade people and compel them to change. You've been asked to focus on the rationale for change for your candidate. You will need to be in communication with your teammates as you look for ways to get your candidate elected based on the reform you plan. Politicians need to make their policies personal by telling stories or attaching a face to the issue. You have the critical role of finding these compelling stories. You will want to find personal anecdotes which can be used in your campaign. Take notes and submit them to your Campaign manager daily. As an expert researcher you realize the importance of keeping track of your resources. Use the resource log to track your search. In your resource log take the time to take detailed notes as you work on your task. Record facts, new questions, new ideas, things to discuss as you work. This will give you a place to start when asked to share with your group in meetings and when putting together your final product. Also list in your resource log facts, additional questions, new ideas and points to discuss.

### **Political Strategist**

The candidate is counting on your ability to solve the critical issues of the campaign. You've been asked to focus on possible solutions and ideas for reform in the area your team has been assigned. You will need to keep in constant communication with your teammates as they will keep you informed of the issues and concerns they uncover in their research. During team planning meetings the campaign manager will expect you to have many possible solutions to offer. Understand that as a group you will be narrowing this list. Once your teammates have helped you select a reform proposal to run with, begin developing the details of this plan. You may want to anticipate questions the public and other candidates will have about your plan as you are well aware, political candidates are judged by the merits of their ideas and the thoroughness of their plans. Your job is to make both your candidate and your teammates look good. Take notes and submit them to your Team manager daily. Keep track of all your ideas. Use this Resource Log. You may need to refer back to it later. In your resource log take the time to take detailed notes as you work on your task. Record facts, new questions, new ideas, things to discuss as you work. This will give you a place to start when asked to share with your group in meetings and when putting together your final product. Also list in your resource log facts, additional questions, new ideas and points to discuss.

Your team will need to create all of the necessary materials to launch a successful campaign. These can consist of: a campaign slogan, campaign brochures, campaign advertising, a video to be played on morning announcements (if you only have announcements done over an intercom system, you may choose to do an audio format with music). Your final presentation will use PowerPoint to incorporate all of the products for this project and create a compelling presentation to convince students that they should vote for your candidate.

Your teacher will be giving you time in class to work on this project. When that happens your team will be working on several things.

### **Meeting**

- When you meet with your team you will need to decide:
- What questions were answered during the last working session?
- What does each team member need to know today?
- What does each team member have to do today?
- Where does this fit in with the plans?
- Who needs more help?
- What will our products be?
- How will what we are doing help reach our goals for that product?
- How will we present our product to the class?

### **Planning**

You will need to decide how you will use your time each day. Some of these decisions will be dictated by your role within your group. Some of these decisions will be dictated by the Campaign Manager to make best use of everyone's time and talent. Some of these decisions will be dictated by your teacher. However, you should be able to answer the following questions at any time during this project:

- Who is working on what?
- Who needs help?
- How does this relate to your final project?

### **Researching**

Your team will be researching various aspects of your campaign. You will need to access information on the web and check out books in your media center

*Look for answers to the following questions:*

- What issues are important to your school?
- Does popularity play a role in who is elected in your school elections?
- What issues could create change in your school?

### **Practice**

When you have finished your product you will need to practice your PowerPoint presentation. Keep the following tips in mind:

- Does everyone have a part in your presentation?
- Is your message clear and compelling?

### **Materials Needed**

- Access to the Internet
- Library books of African American leaders/mayors
- Microsoft Word or other word processor
- Microsoft PowerPoint or presentation software

### **Time Needed**

This will vary and will need to be determined by the teacher

**c. Differentiated Instruction Ideas (engaging students with disabilities):**

- Student can assist in the voter registration process (e.g., student can place sticker on person indicating that their vote has been cast).
- Student can be responsible for distributing voting materials.
- Student can choose the music for the music advertisement.

**d. De-Briefing**

- How would you describe your group's experience in conducting a presidential campaign?
- What aspects of planning the campaign were most important to your group?
- If your group were to plan another campaign in the future, what would you do differently?

**e. Assessment**

**PowerPoint Presentations Rubric**

<b>Content</b> 48 pts.	<b>Logic</b> 60 pts.	<b>Accuracy</b> 64 pts.	<b>Quality</b> 20 pts.	<b>Creativity</b> 8 pts.
Title matches topic and proposal 6pts	Proposal is realistic and uses specific data found in your research 36pts	Historically Accurate 32pts	Pleasing Product 4pts	Unique ideas expressed 4pts
Slides match topic and proposal: if you use graphics and sounds they must relate to the topic 8pts	Proposal is explained clearly 12 pts	No spelling errors 8pts	Good use of design on slides 4 pts	Presentation is very unique and different from other presentations 4pts
Proposal is supported 12pts	Proposal is specific to topic 12pts	Evidence of editing 6pts	Legible and clear 4pts	
More than two references 12pts		Grammatically correct 8pts	Images and sounds make ideas clearer and do not distract audience from the message 8pts	
Sources listed on final slide (at least 5) 10pts		Sources are correctly cited 10 pts		