

## SWOT Analysis Form

**Directions:** Find examples of strengths and weaknesses of your assigned candidate as well as some opportunities and threats that he or she faces in the elections. Provide evidence by filling in the spaces below with quotations, facts and expert insights from your resources. Cite your resources.

Circle your assigned candidate:

~~GOVERNOR~~  
Richardson (R)    Kitzhaber (D)

~~ U.S. SENATE ~~  
Wehby (R)    Merkley (D)

<p><b>STRENGTHS</b> What advantages does this candidate have going into the midterm elections?</p>	<p><b>WEAKNESSES</b> What are some weak points in the candidate going into the elections?</p>
<p><b>OPPORTUNITIES</b> What are some opportunities that the candidate might be able to take advantage of?</p>	<p><b>THREATS</b> What threats or challenges does the candidate face?</p>

adapted from New York Times Learning Network, [learning.blogs.nytimes.com](http://learning.blogs.nytimes.com)