

Participate and Vote Video

Name _____ Date Due _____

Background:

Democracy is NOT a spectator sport. Our system needs active players to keep it alive. One simple way to participate in our democracy is to vote. Yet only 50% of our nation's voters turn out at the polls. Educators and politicians are encouraging young people to learn about the governmental process and share what they know with their peers.

Your task:

Create a 60 second commercial (video) explaining voting.

Your audience:

Emphasis on high school and college students

Your purpose:

To persuade U.S. citizens to vote

Materials:

You will stay after one day with your group to video.

Evaluation:

Performance assessment guidelines are on the reverse side

Procedure:

1. Read the performance assessment guidelines
2. Research voting
3. You are working in a group.
4. Choose 3 facts about voting in the United States
5. Design a 60 second message which is factual
6. Record and edit your commercial
7. Present your commercial
8. You may include music, captions, visuals, and special effects

Performance Assessment Guidelines

<i>Required Elements</i>	<i>Possible Points</i>	<i>Earned Points</i>
The introduction focuses on the main theme, the importance of voting	20	
Three (3) facts on voting are presented	50	
The commercial is persuasive and convincing	15	
The video is interesting, creative and appeals to your target audience (young voters)	10	
Excellent voice quality is evident (rate, volume, expression)	5	
Music, titles, other special effects are used	5	
Length of commercial meets requirements (60 seconds)	5	

Total Points Available
100

Total Points Earned