**California Elections 2016**

CA Standard:

12.8 Students evaluate and take and defend positions on the influence of the media on American political life.

Describe the roles of broadcast, print, and electronic media, including the Internet, as means of communication in American politics.

Explain how public officials use the media to communicate with the citizenry and to shape public opinion.

Propositions through a Public Service Announcement (PSA)

As we approach the Election, we need to become aware of the propositions and teach others. One of the best ways to teach others about the propositions is through Public Service Announcements. Here are the guidelines for each PSA:

1. Groups need to have a minimum of 2 and a maximum of 4 students.
2. Each PSA must be at least 2 minutes, but not longer than 3.
3. All PSA’s must answer the following questions:
   1. Why do we need this proposition to pass, or not
   2. Show what happens if this proposition passes, and or not.
   3. Use research to support your position
   4. Must use either Ethos, Logos, or Pathos. (don’t tell us, show us)
   5. Who is financially supporting the proposition or its defeat?

Propositions:  
51 Education  
52 Healthcare  
53 Elections/Bonds  
54 Accountability  
55 Taxes  
56 Tobacco  
57 Trials58 Education  
59 Campaign Finance  
60 Movies  
61 Healthcare  
62 Death Penalty  
63 Firearms  
64 Marijuana  
65 Environment  
66 Death Penalty  
67 Business Regulation

**Rubric**

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| --- | --- | --- | --- | --- | --- |
|  | **5** | **4** | **3** | **2** | **1** |
| **Content Knowledge** | Video content exemplifies  accuracy supported with facts  and documentation. The video  shows clear understanding of  content and shows that content  has been evaluated and  synthesized | Video message is accurate,  documented, and supported with  facts. The video shows clear  understanding of content | Video appears to contain  factual information but not  verified or documented.  The video shows some  understanding of content. | Video contains opinion  or bias not supported by  facts. The video shows  little understanding of  content. | Video is not  accurate. The  video shows no  understanding of  content. |
| **Creativity & Originality** | Video product grabs the  audience with unexpected and  novel techniques to illustrate  exemplary creativity,  originality, and imagination.  Leaves the audience with a  “Wow” reaction. | Video product engages the audience  with imaginative design elements  that enhance the original idea or  message. | Video includes novel ways  of presenting an original  idea or message but is used  inconsistently throughout  the video. | Video demonstrates  some imagination  without real engagement  of the audience. | Video lacks any  creativity or use of  imagination. |
| **Message** | Message is clear and concise  throughout the entire video.  Exemplary demonstration of  message through a single  thought or phrase (tag line). | Message is clear and concise  throughout the entire video. | Message is present but not  consistent throughout. | Mixed messages  contained without clear  connection. | Lack of message  in video. |
| **Technical Components** | Video exhibits exemplary  demonstration of camera,  narration, sound, editing,  lighting, and transitions to  increase effectiveness of overall  message or theme. | Video consistently demonstrates  effective use of camera, narration,  sound, editing, lighting, and  transitions for effective transmission  of message or theme. | Video includes components  of camera use, narration,  sound, editing, lighting,  and transitions but may not  equally support the  transmission of message or  theme. | Video includes camera  use, narration, sound,  editing, lighting, and  transitions but does not  transmit the message or  theme. | Video omits some  of the necessary  elements to  transmit message  or theme |