**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 exemplifiesaccuracy supported with factsand documentation. The videoshows clear understanding ofcontent and shows that contenthas been evaluated andsynthesized | Video message is accurate,documented, and supported withfacts. The video shows clearunderstanding of content | Video appears to containfactual information but notverified or documented.The video shows someunderstanding of content. | Video contains opinionor bias not supported byfacts. The video showslittle understanding ofcontent. | Video is notaccurate. Thevideo shows nounderstanding ofcontent. |
| **Creativity & Originality** | Video product grabs theaudience with unexpected andnovel techniques to illustrateexemplary creativity,originality, and imagination.Leaves the audience with a“Wow” reaction. | Video product engages the audiencewith imaginative design elementsthat enhance the original idea ormessage. | Video includes novel waysof presenting an originalidea or message but is usedinconsistently throughoutthe video. | Video demonstratessome imaginationwithout real engagementof the audience. | Video lacks anycreativity or use ofimagination. |
| **Message** | Message is clear and concisethroughout the entire video.Exemplary demonstration ofmessage through a singlethought or phrase (tag line). | Message is clear and concisethroughout the entire video. | Message is present but notconsistent throughout. | Mixed messagescontained without clearconnection. | Lack of messagein video. |
| **Technical Components** | Video exhibits exemplarydemonstration of camera,narration, sound, editing,lighting, and transitions toincrease effectiveness of overallmessage or theme. | Video consistently demonstrateseffective use of camera, narration,sound, editing, lighting, andtransitions for effective transmissionof message or theme. | Video includes componentsof camera use, narration,sound, editing, lighting,and transitions but may notequally support thetransmission of message ortheme. | Video includes camerause, narration, sound,editing, lighting, andtransitions but does nottransmit the message ortheme. | Video omits someof the necessaryelements totransmit messageor theme |