

VIDEO ENTRY SUMMARY

Voting PSA

<https://kaltura.collierschools.com/tiny/ytaiu>

In order to combat election apathy among high school students, Collier County Public Schools (CCPS), in collaboration with the Collier County Supervisor of Elections Office, produced a short public service announcement video in September 2020.

The 40-second video was shown to high school students at all nine CCPS high schools multiple times during morning announcements in September 2020 and during the weeks leading up to the November 3rd general election.

The video served multiple purposes. It highlighted specific deadlines for the 2020 election season, encouraged early registration for students turning 18 by November 3rd, and created awareness among students 16 and older that they were eligible to pre-register *now* to ensure being prepared for future elections.

The timing of *when* to show the video during the school day was purposeful. Showing the video during morning announcements provided a perfect opportunity for meaningful dialogue among students and teachers about the registration and election process.

The targeted communication to high school students proved effective. Data provided by the Supervisor of Elections Office shows that the number of 18-year-olds who voted in the 2020 general election increased to 1909 as compared to 798 in 2018 and 1098 in 2016.