

# MEDIA TOOLKIT

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# INTRO 2



# CIVIC MEDIA

CIVIC MEDIA ENCOMPASSES ANY FORM OF MEDIA THAT PROMOTES AND ENRICHES CIVIC ENGAGEMENT, WITH A DELIBERATE AIM TO BE EXPANSIVE AND INCLUSIVE. IT ENCOMPASSES AND GOES BEYOND TRADITIONAL NOTIONS OF JOURNALISM, EMBRACING A WIDE SPECTRUM OF INTERACTIVE PLATFORMS SUCH AS SOCIAL MEDIA, COMMUNITY RADIO BROADCASTS, PODCASTS, ONLINE FORUMS, MOBILE APPLICATIONS, AND GRASSROOTS STORYTELLING INITIATIVES. THESE DIVERSE MEDIUMS SERVE TO EMPOWER COMMUNITIES, ENCOURAGE DIALOGUE, AND FACILITATE COLLECTIVE ACTION TOWARD SOCIAL CHANGE AND DEMOCRATIC PARTICIPATION



# MEDIA LINKED TO COMMUNICATION TOOLS

- **Citizen Journalism Platforms:** Websites and apps like CitizenLab or Bellingcat that encourage citizens to investigate and report on civic issues can provide students with practical experience in civic reporting and ethical considerations in journalism.
- **Open Data Platforms:** Accessible databases like Data.gov or local government portals that provide open datasets can empower students to analyze and visualize data relevant to civic issues, fostering data-driven insights and informed decision-making.
- **Augmented Reality (AR) Tools:** Experimenting with AR tools like HP Reveal or AR.js to create immersive experiences related to civic landmarks or historical events can deepen students' connections to local heritage and civic identity.
- **Digital Preservation Tools:** Platforms such as Archive.org or local digital archives that preserve and provide access to historical civic documents can encourage students to critically examine civic history and its impact on contemporary issues.



# WHY IT'S IMPORTANT TO VOTES



Elections Impact Your Everyday Life and Family How much resources will your local schools get? Will city and county government repair the potholes on the road to your house? Will public transportation services be expanded? How much access to healthcare will you receive? How much job security and pay equity will you have? What are the policies around crime prevention and gun safety? What will immigration law look like? All these decisions are determined by the people voted into office at the local, state, and federal levels of government. Voting and encouraging others to vote means standing up for the issues you care about by electing the people who have your best interests at heart. Voting does not just help our communities in theory; it has tangible effects on whether or not our elected officials care about our needs. Voting gives a stake in your community.

# HOW DOES MEDIA AFFECT VOTER TURN OUT?

Media consumption drastically affects voter turnout in many ways, both positive and negative, like improving awareness and engagement, or breeding misinformation.

The effects of media on voter turnout vary depending on multiple factors the source, the message within it, and also how individuals interpret those messages.



► **LEE FANG** | INVESTIGATIVE JOURNALIST

**BIDEN ADMIN & TWITTER WANTED MORE  
CENSORSHIP ON TOPICS LIKE CORONA ORIGINS**



# POSITIVE EFFECTS



AWARENESS IS ONE POSITIVE EFFECT OF MEDIA CONSUMPTION. MEDIA CAMPAIGNS PROVIDES ESSENTIAL INFORMATION ABOUT CANDIDATES, THEIR PLATFORMS, AND THEIR KEY TACTICS AND ISSUES THEY ARE GOING TO TACKLE. PEOPLE WHO CONSUME THESE TYPES OF MEDIA WILL HAVE A MORE NUANCED AND INFORMED VIEW OF POLITICS AND ELECTIONS, WHICH LEADS TO INCREASED VOTER TURNOUT.

MEDIA ALSO BREEDS POLITICAL DISCUSSION AND DEBATE. TELEVEISED DEBATES, LIKE THE ONES THAT APPEAR ON FOX NEWS, OFTEN SPARK MASSIVE AMOUNTS OF MEDIA ATTENTION, CAUSING MANY DEBATES ON SOCIAL MEDIA PLATFORMS, LIKE TWITTER. THIS ENGAGEMENT ALLOWS PEOPLE TO INTERACT WITH PEOPLE DIRECTLY THROUGH MEDIA AND AS A RESULT CAN MAKE SOMEONE HAVE INTEREST IN VOTER PARTICIPATION.

ANOTHER PART OF MEDIA IS LIVE COVERAGE, WHICH OFFES SEVERAL BENEFITS. FIRST IT OFFERS REAL TIME UPDATES, IMMEDIATE UPDATES ARE OFTEN CRITICAL TO ELECTIONS OR CAMPAIGNS BECAUSE IT CAN BE A SIGNAL OF SOMETHING CHANGING IN A CAMPAIGNS GOALS, OR A BIG WIN FOR A PARTY. LIVE COVERAGE ALSO PROVIDES RAPID ELECTION RESULTS, WHICH CAN HELP MAINTAIN PUBLIC INTEREST AND ENGAGEMENT IN THROUGHOUT A VOTING PROCESS. MEDIA CAMPAIGNS CAN ALSO BE TARGETED TOWARDS MARGINALIZED GROUPS, WHICH CAN ALLOW THESE INDIVIDUALS TO BECOME ACTIVE WITHIN POLITICS.

# NEGATIVE EFFECTS



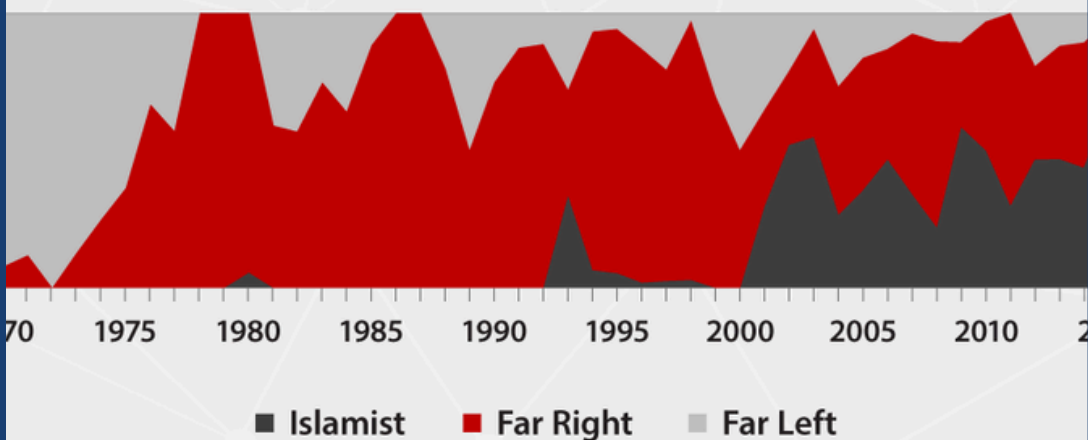
PERHAPS THE BIGGEST DOWNSIDE IN POLITICAL MEDIA, IS MISINFORMATION. THE SPREAD OF MISINFORMATION CAN DRASTICALLY CONFUSE VOTERS, OR LEAD TO MISTRUST IN THE POLITICAL PROCESS. MISINFORMATION IS VERY PRESENT ON SOCIAL MEDIA BECAUSE IT IS A PLACE WHERE INFORMATION CAN BE SPREAD EASILY AND RAPIDLY TO MANY PEOPLE. ADDITIONALLY, MEDIA IS SOMETIMES USED FOR DISINFORMATION, SOMETIMES CAMPAIGNS CAN POP UP DISCOURAGING VOTER PARTICIPATION

ANOTHER DOWNSIDE TO MEDIA POLITICS, IS EXTREMIST GROUPS AND IDEAS. THESE GROUPS ARE VERY BIG AND ACTIVE ON SOCIAL MEDIA. FOR EXAMPLE, GROUPS LIKE ANTIFFA AND OATHKEEPERS HAVE METHODS OF RECRUITING PEOPLE INTO THEIR BELIEFS BY USING SCARE TACTICS OR OTHER METHODS. THESE GROUPS WERE FUNDAMENTAL IN STARTING THE CAPITAL RIOT, THROUGH ENCOURAGING IT ON SOCIAL MEDIA AND SPREADING MISINFORMATION ABOUT GOVERNMENT FIGURES.

POLITICS IN MEDIA CAN ALSO BE TOO MUCH FOR SOME PEOPLE. POLITICS IS TIRING, IT REQUIRES A LOT OF INFORMATION TO INTAKE, AND THIS CAN OVERWHELM SOME VOTERS, MAKING THEM GIVE UP ON THE POLITICAL PROCESS. FOR EXAMPLE, IN THE 2024 PRESIDENTIAL DEBATE BETWEEN JOE BIDEN AND DONALD TRUMP, MANY PEOPLE WERE CONFUSED ON WHAT THEY WERE ARGUING ABOUT, SEEING THE DEBATE AS MEANINGLESS. AFTER THE DEBATE, THERE WAS A SURGE IN OPINIONS AND FACTS ON SOCIAL MEDIA, CAUSING MANY PEOPLE TO BE OVERWHELMED.



## remism in the United States, 1970-2018



above displays year of exposure of each individual in PIRUS by ideology. Exposure is most the time at which an individual is arrested for or commits an ideologically motivated illegal act.



# Links

## REGISTERING TO VOTE

[HTTPS://USA.GOV/REGISTER-TO-VOTE](https://usa.gov/register-to-vote)  
[HTTPS://WWW.VOTE.ORG/REGISTER-TO-VOTE/](https://www.vote.org/register-to-vote/)  
[HTTPS://VOTE.GOV/](https://vote.gov/)

## PREREGISTERING LINKS TO VOTE

[HTTPS://REGISTERTOVOTE.CA.GOV/](https://registertovote.ca.gov/)  
[HTTPS://WWW.SOS.CA.GOV/ELECTIONS/PRE-REGISTER-16-VOTE-18/](https://www.sos.ca.gov/elections/pre-register-16-vote-18/)

## OATH TO VOTING REGISTRATION

- [HTTPS://WWW.VOTE.ORG/](https://www.vote.org/)  
-[HTTPS://WWW.ROCKTHEVOTE.ORG/](https://www.rockthevote.org/)  
-[HTTPS://WHENWEALLVOTE.ORG/](https://whenweallvote.org/)

GENERAL ELECTION  
NOVEMBER 5, 2024, GENERAL ELECTION

- THE LAST DAY TO REGISTER TO VOTE FOR THE NOVEMBER 5, 2024, GENERAL ELECTION IS OCTOBER 21, 2024.
- ALL CALIFORNIA ACTIVE REGISTERED VOTERS WILL RECEIVE A VOTE-BY-MAIL BALLOT FOR THE NOVEMBER 5, 2024, GENERAL ELECTION.
- YOUR COUNTY ELECTIONS OFFICE WILL BEGIN MAILING BALLOTS BY OCTOBER 7, 2024.
- BALLOT DROP-OFF LOCATIONS OPEN ON OCTOBER 8, 2024.
- VOTE-BY-MAIL BALLOTS CAN BE RETURNED BY MAIL, AT A DROP-OFF LOCATION, OR YOUR COUNTY ELECTIONS OFFICE.
- VOTE CENTERS OPEN FOR EARLY IN-PERSON VOTING IN ALL VOTER'S CHOICE ACT COUNTIES BEGINNING ON OCTOBER 26, 2024.
- VOTE-BY-MAIL BALLOTS MUST BE POSTMARKED ON OR BEFORE ELECTION DAY AND RECEIVED BY NOVEMBER 12, 2024.

THERE ARE MANY RESOURCES FOR YOUTH  
THE COMMUNITY!

ROCK THE VOTE IS A NON  
PROFIT ORG THAT FOCUSES  
ON ENGAGING THE  
YOUTH ON THE POLITICAL  
PROCESS



**YOUNG**  **INVINCIBLES**

ADVOCATES OF REGULATIONS  
THAT HAVE AN IMPACT ON YOUTH,  
SUCH AS THOSE THAT DEAL WITH  
VOTING AND CIVIC ENGAGEMENT.



**ROCK**  **THE VOTE**

THEY OFFER RESOURCES FOR CIVIC  
INVOLVEMENT, VOTER REGISTRATION,  
AND ELECTION INFORMATION.



ENGAGES IN STUDIES ON THE  
CIVIC INVOLVEMENT OF YOUNG  
PEOPLE AND OFFERS YOUTH  
LEADERS AND EDUCATORS  
RESOURCES.

**CIR**  **LE**