

High School/Youth Advertising
"Get Out the Minority Vote" (GOTMV)
Local Election Contest



Background:

The minority vote (particularly African Americans) is extremely strong for Presidential/Gubernatorial Elections. Typically, there is over a 70% turn-out of eligible voters in heavily minority districts. However, numbers drastically drop to a mere 7% for local elections. Yet, African American women are a very engaged segment of the electorate as well as a growing number of African American youth regarding community issues.

Why are we not reaching the voters in heavy minority precincts for local elections? Is it because local elections rely more on traditional media for advertising such as direct mail and other forms of print? Is the message regarding the importance of city, school board and county elected officials' role in the community not being delivered? Are the candidates not reaching out to the community? How can we change this norm in 2018?

We have a large pool of candidates for the upcoming local city elections, how can we get out the vote in March 2018?

Challenge: Create an advertising campaign to reach and motivate minorities to vote in the City of Gainesville elections March 2018. The campaign can have any combination of these mediums: Social media/you-tube/TV length commercial/Radio/Jingle/Graphic based media (billboards) etc. The campaign can encourage those to register to vote, to sign-up and vote by mail, vote early or vote on March 20th.

Contest Dates: December 11, 2017- January 2, 2018. Entries must be received by 01/02/2018. The entry form can be found at Alachuadems.org

Email demwomenalachua@gmail.com with form completed, link to any video and/or audio, social media ideas and attach any other artwork, design or materials in a pdf or jpeg. Or mail a flash drive/hard copies etc.

Attn: Sheryl Eddie, Communications Chair,
Alachua County Democratic Executive Committee
PO Box 5216 Gainesville, FL 32627

Entries Must be received by January 2nd (please account for the Holiday mail schedule)

Winners will be notified on the 5th and are invited to attend the ceremony on January 10, 2018 at 7 pm at the Gainesville Police Station on the corner of NW 6th Street and NW 8th Avenue.

Contest Prizes: All winners/winning teams will be recognized. (If team wins, the prize money will be divided).

1st Place Campaign- **\$300**
2nd Place - **\$125**
3rd Place- **\$ 75**

Questions-Contact: Sheryl Eddie, Communications Chair
Alachua County Democratic Executive Committee
352-318-3258/ demwomenalachua@gmail.com
alachuadems.org