



### MPB Promote the Vote 2021 Contest

Mississippi Public Broadcasting's education department hosts a Promote the Vote "Best Campaign Slogan" contest. Individual students or teachers along with their class are encouraged to enter. The purpose of this contest is to have fun while learning the importance of campaign slogans and why politicians use them during election time. You must first become familiar with campaign slogans. MPB Education encourages you to do the following as you prepare to enter the contest: 1. Define slogan, 2. Research some popular political campaign slogans and determine what they mean, 3. Watch campaign videos on YouTube to see how politicians use their slogans in their campaign ads. Once you have learned all about slogans, then you will be ready to enter the contest.

#### Contest Rules:

1. Come up with a creative, catchy slogan that a politician in your community might use. Think about your community as you brainstorm to come up with your slogan. (Do you know what it means to brainstorm? Google it or find out how to brainstorm on YouTube.)
2. There are two ways to showcase your slogan. Use only one.:
  - a. Create a campaign poster using your slogan. Be creative with your design. Or
  - b. Make a short video advertisement with a cell phone, iPad or other device where you use the slogan in a message to people in your community. In the video, you are acting as the politician. Make this your best campaign video. This video **cannot be longer than one minute**. (Record the video holding the device horizontal.)
3. You must follow these steps to post your entry:
  - a. Like the MPB Education Facebook, Twitter and Instagram pages.
  - b. Post a photo of your poster or post your video on your personal page(s) (parent/guardian page) or on your school's Facebook/Twitter/Instagram page (for teachers).
  - c. You must tag MPB Education so we can see your post. Tag @mpbeducation and use #MPBEducation. Make sure you include the name of your school and school district.
  - d. Set the post for public viewing.
4. Entries must be posted by October 29, 2021.
5. Three winners will be announced on MPB Education social media pages and in the MPB Education e-newsletter on November 10, 2021. Sign up for the e-Newsletter at [education.mpbonline.org](http://education.mpbonline.org).

6. This program is open to students in Mississippi in grades K-12.
7. All entries are subject to Mississippi Public Broadcasting's publishing policies.

Students and teachers across Mississippi are encouraged to take part in this hands-on civic engagement learning initiative! For more information about this contest, please contact Erica Shelton at [Erica.Shelton@mpbonline.org](mailto:Erica.Shelton@mpbonline.org).