For Immediate Release

Contacts

Nate Kaplan, SeePolitical
(310) 428-5318 nate@seepolitical.com
Elizabeth Ralston, LWVLA
(213) 368-1616 ewr@lwvlosangeles.org

SEEPOLITICAL AND THE LEAGUE OF WOMEN VOTERS OF LOS ANGELES CREATE ANIMATED EXPLANATION for LA’S CHARTER AMENDMENTS 1 & 2

Partnership will offer accurate, brief and engaging ballot measure videos to educate and engage Angelenos about March 3rd’s ballot measures

Los Angeles, CA, February 5, 2015: Online voter education tool producer SeePolitical and the trusted League of Women Voters of Los Angeles Education Fund have partnered to create a short, animated video about March 3rd ballot Charter Amendments 1 and 2. The video is available in English and Spanish, and will be promoted through traditional and social media. The Spanish language video will be released on Friday, February 6th.

With this ballot video SeePolitical and the League expect to increase informed election participation by providing objective, engaging, interactive and entertaining content about important ballot measures. The fun video makes clear what the issues are and what a YES or NO vote means in uncomplicated language. They do not tell a voter how to vote, just help the voter understand the issue. The format intends to reach audiences that may not be engaged about elections or attracted by traditional means of policy analysis.

Voters can view the Charter Amendment 1 and 2 video here:
http://www.lwvlosangeles.org
http://www.seepolitical.com

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