

View Smart To Vote Smart

CRITICAL VIEWING

VIEW SMART TO VOTE SMART:

View Smart to Vote Smart, presented by The Family and Community Critical Viewing Project, offers insights and exercises to help teachers, students and parents better understand the presentation of political messages. Use the booklet and video clips provided below to see how campaign events are constructed by candidates and, through editing, by television. Analyze campaign messages by viewing video clips of past campaign advertisements.

VIEW SMART TO VOTE SMART GUIDE:

This guide is intended for parents, workshop leaders and teachers. It provides background information, a description of the video and activities that illustrate the key points demonstrated in the video clips that follow. The activities and video can be used together or independently.

Click here: [viewsmart](http://viewsmart.org) to download the View Smart to Vote Smart Curriculum

NOTE: reprinted here with the permission of the Cable TV Industry

VIDEOS



Part 1: [Campaign Events and Television Coverage](#)

Segment 1 – How Campaign Events Are Staged and Edited

Segment 2 – Events for You to Analyze

Video: [CNN Newsroom story on Dole/Kemp](#), San Diego CA



Part 2: [Campaign Advertising](#)

Segment 1 – How Campaign Advertising Work

Segment 2 – Events for You to Analyze