

In 2024, the City of Newark became the first municipality to lower the voting for school board elections to 16. Newark Public Schools created a brief video to promote voter registration among the district's eligible students. All of the video's elements – including the script, videography, and postproduction – were done entirely in-house. To effectively target eligible student voters, the video features Zuri McCune, a Science Park High School senior who serves as the Board of Education student representative. This peer-to-peer approach, i.e., a student promoting voter registration to students, enhances the intended audience's receptiveness to the video's message. Working with the district's Information Technology Department, we have arranged for the video to play instantly on all district computers, including the district's Chromebooks, when students log into them. The video also pops up on the district website's home page. It has also been promoted on social media and to the media in a press release. Since we launched the video, hundreds of eligible students have registered to vote in Newark before the March 25 registration deadline.