

PROGRAM HIGHLIGHT:

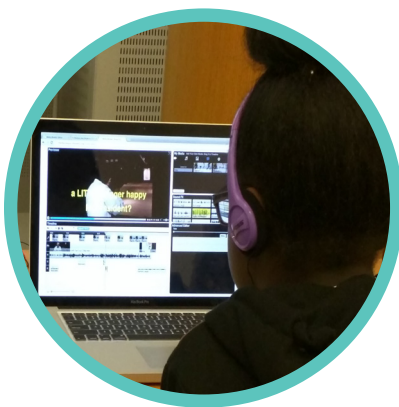
BREAK THE ELECTION 2016

\$896 million was spent on ads in the 2012 election. More will surely be spent in 2016.

Break the Election is an opportunity for young people to become active in the 2016 presidential campaign. By critically remixing political ads, youth can demand transparency from leaders by calling out persuasive techniques, misleading information and bias in political media. It's not about partisanship or promoting any particular candidate- it's about challenging the one-way media flow.

Throughout the year, The LAMP's Break the Election will utilize tools, programs and events for remixing, creating and following fair use guidelines. Young people will be empowered to get involved in the political process and make their voices heard. In addition, students will:

- Practice information literacy and research skills
- Explore campaign advertising, past and present
- Understand how media narratives shape issues and candidates
- Learn to spot bias and misleading information
- Identify the issues important to them in choosing the next president



Bring us to your program: info@thelamp.org

The LAMP teaches people to comprehend, create and challenge media.