



## Public Service Announcements (PSAs) Why Vote?

A Program of the Needham VOTES 2016 from the League of Women Voters of Needham, the League of Women Voters of Needham Education Fund, and The Needham Channel  
September 2016

In the months leading up to the November 8 Election Day, the League of Women Voters of Needham is presenting "NeedhamVOTES 2016," a series of projects to encourage voter engagement and participation. One of the League's initiatives, in conjunction with The Needham Channel, is to produce and air a series of short public service announcements (PSAs) in which a cross-section of townspeople respond on camera to the question: "*Why is it important to vote on November 8?*"

LWV-Needham selected voters to invite to participate. The voters were asked to provide a 15-30 second response to the question, which LWVN reviewed to ensure they were not biased toward a candidate or party and did not overlap with other PSAs.

The PSAs are airing on The Needham Channel now through Election Day. The Needham Channel posts each PSA on YouTube, and LWV-Needham will begin sharing them through social media and press announcements toward the end of September.

The completed PSAs include:

- State Representative Denise Garlick
- A group of new voters (18-19 year olds)
- A new citizen from Ecuador (in English and Spanish)
- A group of four League members from North Hill retirement community

Other PSAs in the works include:

- Chair of Needham Board of Selectmen Matt Borrelli
- The Town Clerk Tedi Eaton presenting Early Voting
- A Needham business (restaurant) owner
- President of the Women's Suffrage Celebration Coalition
- Young parents at a soccer game

All of the PSAs can be accessed via [www.lwv-needham.org/needham\\_votes](http://www.lwv-needham.org/needham_votes). As we approach November 8 they will be featured on the homepage and Facebook, and continue to air on The Needham Channel.

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