

VOX POP – A Summary

VOX POP offers a comprehensive effort designed to change the way civics and citizenship are taught in America by including broadcast television, interactive web, video games, cell phone, curriculum development (creation of educational materials, e.g. textbooks & DVDs), ancillaries and merchandising, public relations and marketing. We are eager to exploit all new forms of information delivery, while assuring that underserved and at-risk populations continue to receive the educational tools they need.

Who We Are: Fascinating Learning Factory (FLF) is a 501(c)(3) non-profit organization, founded in 2000, whose mission is to bring exciting, innovative, educational programming to national audiences.

In the past 3 years, FLF and its subcontractors have produced three major, non-partisan, civics projects:

- **Guerrilla Guide to Politics** – The pilot episode of the series we are proposing to CPB. It aired during the fall 2004 presidential elections in PBS markets across the country
- **Citizen Brain – Feeding on American Democracy** – This show is part of a national civics campaign for the National Conference on State Legislatures and is geared to late elementary and early middle school children.
- **Facts of Congress** – This is a series of 30 animated shorts that present different civic lessons about Congress and democracy created for the Center on Congress at Indiana University.

Show Premise: FLF is proposing a broadcast series with the working title of *Vox Pop* as a centerpiece to the larger project. VOX POP will be a fun, high-energy series of programs for young people about how they can become educated and engaged in the democratic process. We will use the latest in content delivery technologies to encourage young people to exercise their civic muscles. The programs will break down complicated lesson plans into manageable segments. With 40 episodes already in development, the series can function in both the broadcast environment and as a source of short digital modules (mods or mobisodes) for other forms of content delivery. Animated iconic characters are also being developed to use throughout the various elements of the project.

We will use some of the creative content of the broadcast piece to carry the information into new technologies by use of animated characters and the short, modular forms necessary to capture the attention of today's youth. Some of these will include

- A highly interactive website with links to other information sources, Q&A games and contests and resources that coordinate with the programs
- An adventure style video game in the mode of 'SIMS', 'Civilization' and 'Where in the World is Carmen Sandiego?'
- Use of the existing modules and specific pod and narrow casting to reach students via their cell phones and iPods.

Target Audience: The series will be written for all students who are open to developing good civic habits at a young age yet sophisticated enough to appreciate the variety and inventiveness of the delivery. By using an edgy sound track, quick cuts, clever animation and high-powered graphics, *Vox Pop* remains fresh and engaging.

Partners: We already have commitments from Rocky Mountain PBS, the University of Colorado, the University of Maryland, the Close Up Foundation, the National Conference on the Social Studies, the National Conference on State Legislatures, Frank Luntz Polling, Denver Public School System, former Congressman Lee Hamilton (Wilson Center on Government, Center on Congress at Indiana University), Andy Friendly (original Producer of Entertainment Tonight and Head of programming/ production at CNBC and Kingworld), Strassner Entertainment Group (educational television producers), Wyndham Hannaway, (GW Hannaway & Assoc., digital technology), and Pixel Kitchen (animators).