



Turning Young People Toward the Political Process

AP Government Civic Engagement Project



Your Task

You will work **alone or in a group of 2–3** to explore political issues that matter to **young people** and create a short **public service video** encouraging students to engage in the political process.



Step 1: Identify Youth-Relevant Issues

As a group, identify **2–4 political issues** that you believe are especially important to young people today.

Examples might include:

- Cost of college or student debt
- Climate change
- Minimum wage or job opportunities
- Mental health access
- Voting access or civic participation
- Gun policy
- Housing affordability

Your issues must:

- Be connected to government policy or politics
 - Affect young people directly or disproportionately
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Step 2: Research & Evidence

For **each issue**, find **credible data** to support why it matters.

Acceptable sources include:

- Government reports (Census, Bureau of Labor Statistics, etc.)
- Nonpartisan research organizations
- Reputable news organizations
- Academic or policy studies

You must be able to answer:

- Why does this issue matter to young people?
 - What evidence supports this claim?
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Step 3: Public Service Video (PSA)

Choose **one issue** to highlight in your video.

Your PSA should:

- Be short (30–90 seconds)
- Clearly explain the issue
- Explain **why political participation matters** for this issue
- Encourage students to engage (vote, stay informed, advocate, participate)

This is not a campaign ad.

It is a **civic engagement message**.

Video Guidelines

Your video should:

- Be appropriate for a school audience
 - Be respectful and nonpartisan
 - Use clear visuals and audio
 - Be engaging and understandable to peers
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Reflection (Optional but Strongly Recommended)

After completing the project, reflect on:

- Why young people participate less in politics
- Whether awareness alone increases participation
- What motivates people to become politically active