



DENISE MERRILL
SECRETARY OF THE STATE
CONNECTICUT

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- NEWS RELEASE -

**MERRILL AWARDS COLLEGE STUDENTS FOR
WINNING 2012 'SPEAK OUT CONNECTICUT'
ELECTION VIDEO**

SECRETARY OF THE STATE WITH COMCAST CABLE HONORS STUDENTS FROM CPBN
MEDIA LAB FOR THEIR VIDEO ENTRY THAT BEST ANSWERED THE QUESTION: 'WHY
SHOULD I VOTE'?; VIDEO WILL AIR AS A PUBLIC SERVICE ANNOUNCEMENT ON
COMCAST CABLE

HARTFORD: Secretary of the State Denise Merrill today announced the winners of the first-of-its-kind contest which urged college students in Connecticut to submit a :30 second video that answers the question "Why Should I Vote?" as part of the "Speak Out Connecticut" series meant to increase voter participation in the 2012 elections. The winners are a group of students from Central Connecticut State University in New Britain, who worked on the project as part of the CPBN (Connecticut Public Broadcasting Network) Media Lab. The winning video will air as a public service announcement this fall for the more than 500,000 local customers who subscribe to Comcast Cable, Inc. The members of the winning group include:

Name	College	Degree	Class of
Michael DiChello	CCSU	BFA (Theater)	2012
Amy Roy	CCSU	BA (Communications)	2012
Brian Johnson	CCSU	BA (English)	2012
Nils Toledo Jr.	CCSU	BA (Communications)	2014

Staff at the CPBN Media Lab who helped with the production and editing of the winning video include: interns Kevin Marshall, David Simmons, Kat Amershadian and Noelia Ortiz, Media Lab Executive Producer Paul Pfeffer, Media Lab director Donna Sodipo, and Media Lab co-creator Derrick Ellis.

"This video will encourage the younger generation to participate in elections by creatively engaging them in the conversation about issues facing us today," said Secretary Merrill, Connecticut's chief elections officer. "The contest sought to find the video that best, and most innovatively expressed the importance of voting to the millennial generation. 2012 is going to be a major election year, it is imperative to explain to the voting-eligible youth why our economy,

foreign policy, education and healthcare and other issues are critical and greatly impact young people. These students are showing their peers why they need to take a stand.”

Secretary Merrill continued, “This video captivated our judges because we believe, through its direct message, creative presentation, and humor it will most effectively motivate the younger generation to cast ballots on Election Day. I commend the winning students and I also thank Comcast Cable for their partnership and the generosity of donating valuable airtime to publicize such an important message.”

Mary McLaughlin, Senior Vice President for Comcast’s Western New England Region, said, “Comcast is proud to partner with Secretary of State Denise Merrill on this innovative contest that not only engaged Connecticut’s youth on the important topic of voting, but also enlisted their creative talents to produce these videos. By leveraging our technology and resources through the airing of the winning Public Service Announcement, we are doing our part to help support Connecticut’s youth and to inform Connecticut voters during this important election year.”

The winning public service announcement will be aired throughout Connecticut in each of the more than 500,000 households in the state who are subscribers to the cable service. Comcast Cable, Inc. is making an in-kind contribution of more than \$52,000 in order to broadcast the public service announcement.

The video depicts a fictitious caricature of an entrenched politician, Senator Grump C. Mudgeon, discouraging young people from casting ballots.



The winning video may also be viewed by visiting the Secretary of the State’s website www.sots.ct.gov