An Analysis of the Rock the Vote Campaign

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Abstract

This paper examines the Rock the Vote campaign, whose main purpose is to encourage America's young citizens (ages 18-29) to register to vote. The Rock the Vote campaign is analyzed by using the Yale Five Stage Developmental Model. The identification, legitimacy, participation, penetration, and distribution of the campaign are examined. This paper attempts to determine whether or not Rock the Vote creates a successful campaign to encourage America's young citizens to become more politically active. This research will give insight on to why the current youth of America are disengaged from politics and how to go about successfully engaging them.

ROCK THE VOTE

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The millennial generation (people born after 1980) is the largest generation, even larger than the baby boomers (people born between the years 1946-1964), with an estimated 86 million Americans. When it comes to politics, however, millennials are one of the smallest voting blocs. In 2012 it was estimated that almost 30 million young voters eligible to vote did not head out to the polls (Rock The Vote, 2015). From its beginning in 1990 to now, Rock the Vote has been a leading organization for inspiring political activity among youth voters. As the years have gone on, it has had to shift its focus from one generation to the next. When it began in 1990, the generation it mainly focused on was generation X (people born between the years of 1965 and 1980). However, its current focus is on the millennial generation. In this paper I will examine and evaluate the campaigns that Rock the Vote has created throughout the years in order to persuade youth voters to head to the polls. Specifically, I will be using the Yale Five Stage Developmental Model to argue that Rock the Vote has success in some areas of creating a successful campaign; however, it is not able to fully complete the campaign. This topic is particularly interesting because Rock the Vote was one of the first organizations that focused on the importance of the youth vote and making voting registration easier. In this paper, I will first discuss the five requirements of a successful campaign. I will then use these five requirements to analyze how Rock the Vote has put on successful campaigns throughout the year.

Literature Review

In analyzing the Rock the Vote campaign several websites, research studies, and articles were very critical in determining my conclusion. The Rock the Vote website gave me a good background on the program and what they want to achieve. The research studies and different articles allowed for me to compare what Rock the Vote was saying with what was actually

happening. Through these comparisons I was able to come to the conclusion that Rock the Vote is a good cause, however, it needs to work on some aspects of its campaign to be a successful one.

Rock the Vote first started in 1990 "in response to the Parent Music Resource Center's music censorship campaign with the goal of fusing pop culture, music, art, and technology to build political power for young people" (Rock the Vote, 2015). It is the largest nonprofit and nonpartisan organization working towards getting the citizens of the United States, specifically millennials, to the voting booths. By mixing pop culture and technology with politics, Rock the Vote currently focuses on millennials and hopes to increase the number of millennials who vote in elections. It has helped to pass the Motor Voter Bill in 1993, has registered over six million new voters each year, and has become a trusted organization by millennials, government agencies, and technological innovators. Along with these examples, Rock the Vote has been at the forefront of making voting registration easier by advocating for states to allow voters to register by mail and it has become the first organization to allow voters to register on its website. Since its founding in 1990, Rock the Vote has created numerous campaigns each election year to get youth to vote (Rock the Vote, 2015).

One of the earliest campaigns Rock the Vote created was in 1996 in collaboration with different radio stations in large cities across the country. In an interview with Billboard in 1996 Rock the Vote's director of special projects, Sharon Fratello-Trager, stated, "Radio is one of the best media for reaching out in local communities and touching its audience. We're a very grass-roots organization, so merging radio with what we do is the perfect synergy" (Taylor, 1996).Some of the cities and radio stations that participated in the Rock the Vote campaign were Chicago's Q101, Boston's Jam'n 94.5, New York's K-Rock among many others.

While Rock the Vote has success in registering young voters, it does not necessarily try to educate these voters on the issues and candidates. In an article titled "Rock the Morons", author Stephen Glass interviews Bill Daiton who interviews people all around Washington DC to test their political literacy. What he finds is that while Rock the Vote spends a lot of money to get young people to vote, it may not necessarily inform those young voters well enough on the candidates and their platforms to make an educated decision on who to vote for and why (Glass, 1997).

In an attempt to involve the millennials more in the voting process Rock the Vote created a democratic presidential debate in partnership with CNN for the 2004 elections. In a study done by Mitchell McKinney and Mary Banwart, the two compared the effects of Rock the Vote's citizen controlled debate to a journalist controlled debate. On November 3rd, 2004 CNN held Rock the Vote's *America Rocks the Vote* democratic presidential candidate debate. Unlike formal debates, Rock the Vote's was much more relaxed to allow college students to ask questions whether they were on campus, or watching from their televisions and sending in questions via text messages. There were two research questions that McKinney and Banwart asked (1) "Did young voters viewing the *Rock the Vote*/CNN debate feel candidates addressed the issues that are important to young citizens significantly more so than young voters exposed to a debate message not targeted specifically to young citizens?" and (2) "Did young citizens viewing the *Rock the Vote*/CNN debate feel as if the Democratic presidential candidates were more interested in them and the concerns of young voters than young citizens who were exposed to a primary debate not targeted specifically to young voters?" (McKinney & Banwart, 2005). After viewing their results, McKinney and Banwart discovered that this form of presidential debate was both successful and unsuccessful. Reasons the event was successful include

participants feeling that the candidates actually cared about their opinions. Reasons the event was not successful include the candidates not discussing the issues important to young voters.

In another study done again by Mitchell McKinney and Mary Banwart, along with J.C. Tedesco, the authors examine the students pre and post reactions to the *America Rocks the Vote* debate as well as the actual Democratic presidential debate during the 2004 presidential elections. Before the debates, participants were asked to name their top five issues. The purpose of this study was to examine agenda setting, which is basically an analysis of which issues the candidates discussed. The majority listed their top five as (1) the war in Iraq, (2) homeland security/terrorism, (3) economy, (4) education, and (5) welfare. However, other issues that did not make the top five or even top ten, but were still very prevalent were drugs, abortion, affirmative action, and immigration. In the October presidential candidate debate, healthcare and social security were both mentioned. In Rock the Vote's Democratic presidential candidate debate issues such as gay rights, affirmative action, volunteerism, sex education, and the draft were debated (Tedesco, Mckinney, & Banwart, 2005). While the issues that were asked by the participants in the debate are important to young voters, they are not the most important, meaning that the questions that were being asked did not correlate to what young voters believe are the top issues facing the country.

Rock the Vote currently markets itself to the millennial generation. Many people believe that the millennial generation is lazy and does not understand politics. However, according to research done by the Pew Research Center there are some key findings to take away from the millennial generation. The most important one in Rock the Vote's case would be how millennials identify politically. According to Pew Research half of millennials do not identify as Democrats or Republicans, but instead as political independents. Only twenty-seven percent identify as

being in the Democratic Party and seventeen percent identify as being in the Republican Party.

While these numbers show that not all or even the majority of millennials identify as

Democratic, many of them do have Democratic views. Pew Research found that more than any

other generation, millennials tend to favor an activist government, same-sex marriage, and

marijuana legalization. These numbers are important to Rock the Vote for a couple reasons: (1)

Rock the Vote identifies as nonpartisan, but tends to favor the Democratic Party, which could be

a reason why it is not able to register many voters, and (2) they can help Rock the Vote

determine how it wants to frame its campaigns that try to persuade young people to care about

voting (Millennials in Adulthood, 2014).

Beginning in 2014, Rock the Vote began to make a change to return to its roots of

incorporating pop culture, specifically music, into its campaign. In an article "Rocking the vote

again" author Kevin Cirilli writes about the newly appointed president of the Rock the Vote,

Ashley Spillane. Spillane took over in February of 2014 and plans to make a lot of changes that

will hopefully benefit the nonprofit. Spillane wanted the 2014 midterm elections to have more

registered voters than both the 2010 midterm election and the 2012 presidential elections. The

article also talks about the changing looks of Rock the Vote. In the 1990s, Rock the Vote and

MTV were very close partners in garnering registered voters; however, with the increase in

technology, Rock the Vote is looking at other ways to get the word out other than just TV. Some

of its different tactics have been using email, social media, and mobile programs. Rock the Vote

has also started advertising through different organizations like the conservative group Chamber

of Commerce and the more liberal group Amalgamated Bank to highlight that it is a nonpartisan

group. To keep close to its ties with music, Rock the Vote has also created partnerships with

Pandora, Gibson Guitars, and Live Nations' annual music festival, The Voodoo Experience. A

final partnership that Spillane has made is with vintage apparel clothing line Junk Food Clothing. All of these partnerships are in an attempt to get Rock the Vote registering more and more young voters and getting back to its grass roots of incorporating pop culture into its campaign (Cirilli, 2014).

For the 2014 midterm elections an article published on NPR's website estimated that only twenty-three percent of millennial voters were registered to vote. The reason Rock the Vote was created was to get youth voters interested in politics so they would go and vote. For some time, Rock the Vote and groups like it were having success in increasing the political participating in millennials. In 2008 just over half of all millennials voted. However, this was its peak year. In 2012, the numbers dropped to forty-five percent. Spillane, believes the reason millennial voters are starting to drop in numbers again is they have a lack of confidence in the United States government and political system. However, Spillane does believe that the millennial voting bloc does "care very passionately about the issues that matter to them" (Seipel, 2014). So the challenge for Rock the Vote is having to reach a generation of voters who know what is happening in politics, but are repelled by what is happening (Seipel, 2014).

In a video called "Young Voters Frustrated with D.C. Gridlock," that was published on the Wall Street Journal's website, Spillane talks about the challenges of getting young voters interested in politics. In the video Spillane attributes negative campaigning as one of the biggest challenges to get young people interested in voting. In order to break through the negativity, Rock the Vote remixed Lil Jon's song "Turn Down for What," calling it "Turn Out for What." The video was released in early October and its intended message was to inspire and empower young people to get out and vote. Finally, Spillane also mentioned that young people are more dedicated to the issues than an actual political party (Young Voters Frustrated With D.C.

Gridlock, 2014). This is important for the Rock the Vote campaign because it means the

campaign needs to focus more on the issues rather than a specific political party. In an article on

The Washington Post's website, it discusses how the celebrities Rock the Vote uses to endorse

youth voting, did not vote in the previous election. The article found that Lena Dunham, Whoopi

Goldberg, Natasha Lyonne, E.J. Johnson and Darren Criss did not vote in the 2010 midterm

elections. These celebrities were vital parts of the Rock the Vote PSA 'Turn Out for What.'

While these celebrities are registered, Rock the Vote does not confirm whether or not they vote.

A spokeswoman for Rock the Vote, Audrey Gelman gives an interview to *The Washington Post*

and discusses the issues that have arisen since the release of the PSA. The article continues with

recent survey results conducted by Harvard University that in 2010 only 1 in 4 youth voters

turned out to vote, and the number is expected to stay the same for the 2014 midterm elections.

On the Charity Navigator website, Rock the Vote is compared to a very similar

organization, The Voter Participation Center which is also a nonpartisan, nonprofit organization

that focuses on engaging underrepresented groups such as unmarried women, people of color,

and 18-29 year olds. In every area of the comparison, the Voter Participation Center fared better.

After comparing the two, it can be seen that the Voter Participation Center does a much better

job of managing its finances and has better fundraising efforts. Rock the Vote falls short in its

fundraising efficiency and finances compared to the Voter Participation Center. These two

problems might be the cause as to why Rock the Vote cannot complete the penetration stage

(Charity Navigator, 2015).

In an article from *The Washington Times,* Rock the Vote is criticized for the inability to

actually act as a nonpartisan organization. The article discusses the fact that Rock the Vote's

agenda feels very Democratic rather than nonpartisan siting several reasons: the current White

House administration is full of Rock the Vote alumni, Spillane has run several democratic

campaigns, and Rock the Vote's 'Turn Out for What' music video shows more liberal ideas than

conservative ideas, such as legalization of marijuana, reproductive rights, gun control, and

others. This shows that Rock the Vote needs to do a better job of being the nonpartisan

organization it claims to be (EDITORIAL: Rock the Vote's faux nonpartisanship, 2014).

Methodology

The methodology used to study Rock the Vote's 'Rock the Vote' campaign was the Yale

Developmental Model. The first thing to determine when analyzing a campaign is what type of

campaign it is. There are three different types of campaigns: product, person and idea/ideology.

For this research, the main focus was on the idea/ideology campaign type. "The successful

campaign must educate and prepare the consumer, voter, or joiner to take action" (Larson p. 246,

2007). In order to get the target audience to take action a campaign must do three things: "(1)

zero in on well-defined goals, (2) create appropriate strategies to accomplish the goals, and then

(3) use various tactics to put the strategy into action" (Larson p.246, 2007). These three

requirements fall into the five stages that it takes for a campaign to be successful.

In order to identify if Rock the Vote created a successful campaign, five stages need to be

met. The first stage is identification which is "establishing a position in the minds of consumers,

voters and potential converts" (Larson, p. 247 2007). To do this, many causes choose a logo and

name that are closely related to each other. Another way that helps the audience identify the

cause is through color coding and typefaces. A final way to help identify a campaign is by

having a slogan. The next stage in the Yale Model is legitimacy which is defined as "being

considered as a worthy and believable brand, candidate or cause" (Larson p. 248, 2007). For

campaigns focused on an idea, the best way to prove legitimacy is through large number of

participants and heavy funding. The third stage is participation, which is "the recruitment and involvement of previously uncommitted persons" (Larson p. 249, 2007). After participation, the next stage is penetration— "the point at which a person, product or idea has earned a meaningful share of the market, electorate or other constituency" (Larson p.249, 2007). For campaigns centered around an idea this means people are curious in your campaign and ask questions, or through financial, volunteer, or public support. The fifth and final stage in the Yale Model is distribution, "the campaign or movement's succeeding and rewarding supporters in some way" (Larson p. 251, 2007). A problem that arises in an ideological campaign is that the people in power don't necessarily follow through and live up to their promises.

In order to get all the information necessary I conducted a survey in March of 2015. While the majority of the secondary research that I found helped to provide me with information on Rock the Vote and its campaign, I needed to conduct my own primary research in order to complete my analysis. The survey was given to Capital University students from all different years, majors, and backgrounds. The survey consisted of nine questions which were either open ended or multiple choice. In the end, there were 129 respondents. The results concluded that Rock the Vote did not do a good job of getting their name out to their target market (See Appendix A).

Findings and Results

By using the Yale Five Stage Developmental Model to analyze the different campaigns Rock the Vote has implemented over the years, I believe that Rock the Vote has trouble fully creating a successful campaign. However, before starting with the steps to start a campaign, an organization must determine what type of campaign they are putting on. There are three types of campaigns: (1) product, (2) person, (3) idea/ideology (Larson p. 246, 2007). A successful

campaign not matter what its classification must deliver "a prospective consumer, voter, donor, or joiner to the point of sale, donation, voting, headquarters, or website of the good cause. The successful campaign must also educate and prepare the consumer, voter, or joiner to take action" (Larson p. 246, 2007). Rock the Vote's cause is to encourage young voters to go to the polls so that their voice can be heard. However, it fails to educate the target audience about the important issues. One of the main characteristics of an ideological campaign is the use of high profile individuals. Rock the Vote has several high profile individuals promoting its cause, including Miley Cyrus, Lil Jon, Fitz & The Tantrums, Katy Perry, Kid Sister, and many, many more. However, no matter the type of campaign, all successful ones follow a set of five stages. These five stages are identification, legitimacy, participation, penetration, and distribution.

Identification

The first step of the Yale Five Stage Developmental Model is identification. Identification is defined as "establishing a position in the minds of consumers, voters, and potential converts" (Larson p.247, 2007). In an ideological campaign, the way to identify the campaign is through a name and logo that closely relates to the cause. In Rock the Vote's case, its name fuses both the political aspect of its campaign with pop culture. The slogan is a play on words, with Rock referring to 'rock and roll' and 'rocking,' or being proud of the fact that you voted and participated in the election. Another way to create identification for a cause is through consistent color coding and typeface. The more a campaign uses certain colors and a font, the more people who will recognize it easier. Throughout the years, Rock the Vote's slogan and logo, while it has changed some, has remained fairly consistent. The letters of Rock the Vote are bold faced and capitalized; all of the letters are either black or white, except for the 'V' in vote, which is a dark red and looks like a check mark; and depending on the font color, the

background is the opposite (black or white). It is hard to not recognize the logo as it has the name of the cause in it and the dark red check mark for a 'V' gives it some creativity as it references to checking a box, or checking off a candidate's name to vote for him or her (See Appendix B).

While Rock the Vote has an easily identifiable slogan and logo by the people who know the brand, there is a large amount of people who do not know what Rock the Vote is. In this survey there were nine questions and 129 respondents. When asked if the respondents had ever heard of Rock the Vote, 73% answered that they had not heard of Rock the Vote and only 25% had. Of the 25% who had heard of Rock the Vote before, 34% did not know the mission and only 13% did. What this means is that not only do many millennials not know what Rock the Vote is, but they also don't know what it is trying to do, even the ones who have heard of it are unsure of the mission. While having a clever logo is nice to have, it doesn't help when the target market does not even know you exist.

Legitimacy

The second step in the Yale-Five Stage Developmental Model is legitimacy. Legitimacy is defined as "being considered as a worthy and believable brand, candidate, or cause" (Larson p. 248, 2007). Ideological campaigns establish their legitimacy by using several different methods. The main way a campaign creates legitimacy is through large numbers of participants and heavy funding. There are several different types of participants in the Rock the Vote campaign. The first participant group is the celebrities who sponsor the campaign. Currently, Rock the Vote has over 175 celebrities who sponsor the campaign. The artists and celebrities come from a wide range of genres who help to provide appeal to almost every millennial (Rock the Vote, 2015).

Another group that supports Rock the Vote is radio. One of the first campaigns Rock the Vote put on was in 1996 and it was in collaboration with several different radio stations in large

cities across the United States. Each radio station participated in some form of voter registration. Chicago's WKQX Q101 was one of the first stations to join the cause. The station started its campaign "with a three hour on-air special in March called 'Time Out: A Rock the Vote Special' which integrated entertainment and local/national political figures, musicians, and listeners" (Taylor, 1996). The show discussed different issues that were considered to be important to the youth voters. Boston's WJMN Jam'm 94.5 was involved with a "20 Colleges in 20 Days" voter registration drive. In San Diego, the promotion director of a popular radio station created on-air forums that discussed the issues the listeners cared about, but were not necessarily discussed by candidates. The promotion director, Monchai Pungaew, worked to register 90,000 young voters. Another radio station that launched a campaign with Rock the Vote was New York's WXRK K-Rock. Director of Marketing Peggy Panosh told Billboard, "We're going to tie it in with a big effort.. Radio is a very powerful medium, and we're a powerful radio station in New York. We're super committed to this." While this was in 1996, Rock the Vote has still kept close ties to radio, but a different type of radio, Internet Radio. In an interview in 2014, Spillane discussed that Rock the Vote would be partnering with Internet Radio power house Pandora Radio in order to keep close ties with music and radio (Cirilli, 2014). This is a good move for Rock the Vote, because more and more millennials are turning away from traditional radio stations and are turning towards internet radio such as Pandora.

Participation

The third stage of the Yale-Developmental model is participation. Participation is "the recruitment and involvement of previously uncommitted persons" (Larson p. 249, 2007). Rock the Vote tries to engage young citizens in politics in many different ways. One event that they held back in November of 2003, was a Democratic presidential debate in partnership with CNN.

ROCK THE VOTE

In November of 2003 Rock the Vote held a debate titled *America Rocks the Vote* and it allowed millennials to ask the Democratic presidential candidates directly what they're thoughts were on certain issues. In this 90 minute telecast, numerous appeals to young voters were featured, unlike a non-targeted debate. McKinney and Banwart developed two questions to determine whether or not this debate was effective. In their first research question, McKinney and Banwart found that "students who viewed the *America Rocks the Vote* program did not feel that the candidates did any better job discussing issues important to them than did students viewing a debate not expressly targeted to young voters. However, their second research question found that "students viewing *America Rocks the Vote* program were more likely to perceive that the candidates were more interested in them and their concerns than students viewing a debate not targeted explicitly to young voters" (McKinney & Banwart, 2005). Many of those who viewed the November, targeted telecast had better views on government after viewing the debate compared to those who only viewed the February 2004, non-targeted debate. Because millennials were able to ask questions in person and via texting, they felt more connected to the candidates during the targeted debate than any other time during elections.

Another way Rock the Vote tries to get youth citizens to be active in politics is by registering them to vote. According to a study by McKinney and Banwart, in 2004, young voters headed out to the polls in record numbers: "42% of 18-24 year olds voted, an increase from 36% in 2000" (2005). In a more recent study by Seipel (2014), 2008 recorded the highest percentage of young voters since Rock the Vote began in 1990 at 52%. However, in 2012 the amount of young voters decreased to 45%. While it was a decrease, it is still a much better outcome than when Rock the Vote started out.

One way that Rock the Vote is making it easier for people to register to vote is through online registering. Currently, Rock the Vote has fought for better voter registration technology and has won the fight in 25 states. However, there are still 25 other states who have yet to modernize and legalize online voter registration. According to the website, Rock the Vote "believes more access to voting is always better, and we are fighting for a world where everyone has easy, convenient, and mobile voting options" (2015). Rock the Vote attempts to create a successful campaign, but falls short in the final stages of the Yale Five Stage Development Model.

Penetration

The fourth stage of the Yale-Developmental model is penetration. Penetration is defined as "the point at which a person, product, or idea has earned a meaningful share of the market, electorate, or other constituency" (Larson p. 249, 2007). This is where Rock the Vote really does not do a good job of creating a successful campaign. A significant characteristic of achieving penetration is through those in power receiving mass amounts of mail or having to constantly answer repeated questions about the campaign itself. Another telling point of successfully achieving penetration is by having large rally crowds and increased financial and volunteer support.

In a comparison of a similar organization, The Voter Predication Center, Rock the Vote did not fare well with financial support (See Appendix C). The Voter Participation Center takes in $9,777,246 of revenue and has a total expense of $9,263,848 with a total excess of $513,398. Of its total expenses $190,000, or 2.05% of total expenses, is given to the CEO as compensation. Rock the Vote, however, has a total revenue of $1,356,883 and a total expense of $1,289,971 with a total excess amount of $66,912. Of its total expenses $150,000, or 11.62% of total

expenses, is given to the CEO as compensation. When it comes to fundraising expenses, The Voter Participation Center spends 9.2% of its money on fundraising and has a fundraising efficiency [fundraising efficiency is defined as "the amount spent to raise $1 in charitable contributions" (Charity Navigator, 2015)] of $0.08. Rock the Vote on the other hand spends 10.9% of its total expenses on fundraising and has a fundraising efficiency of $0.10 (See Appendix D). This means that not only is Rock the Vote spending more money on fundraising, but it's also not as successful as other organizations like it. Not only that, but Rock the Vote is wasting money by paying the CEO more money than it necessarily needs to. Overall, Rock the Vote only scored a rating 68.66 out of 100 giving it 1 out of 4 stars as a successful organization, while The Voter Participation Center scored an overall rating of 97.99 giving it 3 out of 4 stars (Charity Navigator, 2015). This shows that compared to other similar organizations, Rock the Vote fails at using its fundraising money successfully and does not obtain high amounts of support financially from donors or fundraising events. With these statistics, it is clear that Rock the Vote needs to better manage its finances and possibly spend more money on finding fundraising techniques that work rather than pay its CEO 11% of its total expenses. Not only does Rock the Vote have a hard time being fiscally responsible, but it also has a hard time gaining support from its target audience.

In order to determine whether or not Rock the Vote is well known with their target market a survey was conducted in March of 2015 and released to students at Capital University. For Rock the Vote to be able to gain the majority of the market, it needs to first find a way to become better known with its audience. One of the major ways organizations gain exposure is through ad campaigns. Rock the Vote has created several ads throughout the year; however, it has not been able to penetrate its audience.

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When asked if the respondents had ever seen a Rock the Vote ad, 77% answered that they had not. This is extremely important, because Rock the Vote spends a lot of money on these ad campaigns, only for no one to have even seen them. As stated before, ad campaigns are important for getting an organizations name and brand out to the public. This is unfortunate because Rock the Vote has created some clever ad campaigns. One ad campaign specifically was its "Turn Out for What' video, a parody to Lil Jon's 'Turn Down for What.' In the survey, when asked if they had seen the video only six out of the 122 respondents answered that they had. However, when asked to watch the video and discuss their feelings about voting after watching, the majority of respondents enjoyed the video; thought it was clever; and even said that they were more interested in voting, learning about the different issues, and the candidates.

Finally, when asked if the respondents had voted in the 2014 midterm election, 48% answered that they did not vote. The main reasons given for not voting were that they were not interested in politics or because they were not well informed on the candidates or the issues. Being uneducated on the candidates and issues is not a new thing. Back when Rock the Vote was still a fairly young organization, Bill Daiton stood outside the doors of a Rock the Vote party and questioned people about their political literacy. The people waiting in line for the party scored the worst out of every group of people he interviewed which included tourists at the Lincoln Memorial, the Vietnam Veteran's Memorial, the Jefferson, and the inaugural gala. Daiton averaged out the correct answers, and those waiting in line for the Rock the Vote party averaged 1.1 correct answers out of six. Daiton mentions that when John Kerry passed by the doors people didn't recognize him, and even run past him to try to meet famous actor Harvey Keitel (Glass, 1997). Another ongoing problem Rock the Vote has is getting millennials to register.

In the article "Rocking the vote, again," Spillane says that her goal for Rock the Vote was to register more voters than 2010 and 2012 (Cirilli, 2014). Unfortunately, Spillane's goal was not achieved and instead of 1 in every 5 voters being a millennial like in 2012, it was 1 in every 10 for 2014 (Young Voters Frustrated With D.C. Gridlock, 2014). Rock the Vote constantly boasts about being the number one organization for youth voters to turn to during election time; however, if Rock the Vote's main mission is to get more youths to vote it is clearly not doing its job. While it may register many youths to vote, it does not seem to be getting them to follow through and vote on Election Day.

All of this research and data shows that while Rock the Vote has a good cause and tries its hardest to relate to youth votes and get them interested in politics, it falls short. Rock the Vote could be a very successful campaign that helps bring the youth citizens voices to the forefront of the political debate. However, it needs to go about changing its tactics and strategies in order to achieve this.

Distribution

The fifth stage of a campaign is distribution. Distribution is "the campaign or movement's succeeding and rewarding supporters in some way" (Larson p. 251, 2007). Back in the 1990s, Rock the Vote was the lead organization in pushing for easier voter registration with the passage of the National Voter Registration Act. Throughout Rock the Vote's 25 years of existence it has been at the forefront of finding new and effective ways to get people, especially young people, registered to vote. This is one of the few ways Rock the Vote delivers to its target market. Millennials are the most tech-savvy generation and enjoy having access to everything right at their fingertips. In order to keep up with the tech-savvy millennials, Rock the Vote became the "first organization to create a voter registration tool to register voters online" (Rock

the Vote, 2015). By creating easy access to register to vote for millennials, Rock the Vote is able

to distribute voting to the target audience. While Rock the Vote does a good job of protecting

easy access to registration to a tech-crazed generation, it does not deliver on many other

promises.

For Rock the Vote, one way supporters are rewarded is by having their voice heard when

they vote. However, if it cannot get youths to vote, their voices won't be heard and they won't

have the satisfaction of being a part of such a huge decision that affects our entire country for

many years. One way Rock the Vote tries to reward voters instead is by providing them with

concerts and celebrity appearances, instead of rewarding them with knowledge of the candidates

and issues being debated and voted on. In another article from *The Washington Times*, the article

discusses how Rock the Vote is not putting on the type of campaign is says it is. "Rock the Vote

uses slick marketing and celebrity endorsements to lure easily molded minds into the voting

booths. They're after the types who know everything about Kim Kardashian, but have never

head of Nancy Pelosi" (EDITORIAL: Rock the Vote's faux nonpartisanship, 2014). While Rock

the Vote does fail to get a significant amount of young voters to the poll, it does do a good job of

protecting voting rights for all.

While those in power are working hard to distribute their promises to their target market

problems can occur. One major problem that can arise in an ideological campaign is that the

people persuading the audience do not live up to the promises they are making. Rock the Vote

ran into an issue with this in the 2014 midterm elections. In 2014 Rock the Vote released a PSA

"Turn Out for What," a parody of Lil Jon's "Turn Down for What." The PSA included many

celebrities including Lena Dunham, Whoopi Goldberg, Natasha Lyonne, and of course Lil Jon.

However, while these celebrities were advocating going out and voting to the millennials, they

themselves were doing the exact opposite. Dunham, Goldberg, and Lyonne along with actors E. J. Johnson and Darren Criss did not actually vote in the 2010 midterm election. However, Audrey Gelman, a spokeswoman for the group told *The Washington Post* that Rock the Vote is not worried about what people did in the past, it looks to the future, adding:

> Rock The Vote's approach is forward-looking…The talent who participate in our campaigns are registered to vote and have pledged to turn out this Tuesday and in upcoming elections. We believe individuals who have missed opportunities to vote in the past should not be disqualified from committing to participate in the political process in the future (Schwarz, 2014).

 Lil Jon even flew across country from California to Georgia, on Election Day to vote, because he did not receive his out-of-state ballot. This was a huge deal because it showed that Lil Jon was really passionate about the brand he was sponsoring (Schwarz, 2014). It also showed that if he cares enough about voting to fly all the way across the country, millennials should care as well, considering most will only have a short drive to get to where they need to be.

Discussions

After looking through research and following the Yale Five-Stage Developmental Model, it is clear that, while the Rock the Vote tries hard to get youths, specifically millennials, to vote, it falls short in some areas of the model. The campaign establishes its identity by having a clear, recognizable logo and slogan that has been used since Rock the Vote first started. However, that logo and slogan are nothing if a majority of its target market has never heard of Rock the Vote before. The legitimacy of the campaign is established by having several different groups support the cause in many different ways. Celebrities support the cause by attempting to persuade the youth to vote because many celebrities are seen as role models to youths all across the nation;

celebrities define what's cool, so if they think voting is cool, hopefully all voting eligible youths will as well. Radio stations support the cause by getting youth interested in voting and by registering youth voters all across the nation. The final group is the youth themselves. If no youth support or participate in Rock the Vote, the campaign ceases to exist. When these groups are supportive of Rock the Vote's mission, they are also contributing to the participation stage of the Yale Model.

However, the last two stages of the Yale Model are where Rock the Vote really falls short of creating a successful campaign. When it comes to penetration, Rock the Vote does not do a good job of establishing itself as a well-known and respected organization to the majority of its target market. Finally, since Rock the Vote only promotes registering to vote and not educating youth voters, its distribution is lost. While Rock the Vote does make registering to vote easier for everyone, the most important thing is for those registered to vote to actually follow through and know what they are voting for. If youths are not educated and not going out to vote, they cannot be rewarded by having their voice heard. If you don't vote, you can't have a say in who runs this country and how they run it.

Recommendations

While Rock the Vote successfully carries out the first three stages of the Yale-Developmental Model, it falls short in the last two stages. As mentioned before, The *Rock the Morons* article from 1997 discusses how Bill Daiton tested America's political literacy. He surveyed several different groups of people in several different places in Washington DC. The people who did the worst on the survey were the Rock the Vote party goers. An uneducated vote is arguable worse than no vote at all. While this research is from 1997, through all my research I have not seen Rock the Vote attempt to do a better job of educating the youth voters. Its main

purpose is to still get as many youths registered to vote as possible. I would recommend that Rock the Vote switches its main focus from solely registering voters to educating them about the importance of participating in politics and on the issues and candidates they will be voting for.

One of the events done in 2003 was a Democratic presidential candidate debate directed at the youth vote. I think if Rock the Vote did more events like this, youths might not only want to register, but they will also be more informed on the presidential candidates and how they are going to protect their rights as citizens. However, this debate was only for Democratic presidential candidates. I think if it were to do this in the future, Rock the Vote should also put on a debate that features Republican candidates as well, since it proclaims to be nonpartisan. The research from McKinney and Banwart also suggests that Rock the Vote's presidential candidate debate did not do well with choosing the issues that are important to youth voters. If Rock the Vote were to do this again, I suggest that it survey youth voters on what political ideas and issues interest them the most and then have the candidates debate the issues that the majority found most important.

In regards to its nonpartisan efforts, there are many people who do not believe Rock the Vote is as nonpartisan as it says it is. According to *The Washington Times*, Rock the Vote is running a very liberal campaign. In regards to Rock the Vote's 'Turn Out For What' music video, *The Washington Times* felt that there were no issues promoted that were important to conservatives, just those issues that liberals express as important. I would recommend that Rock the Vote use celebrities from all backgrounds. While there are many millennials who consider themselves Democrats, there are still a good amount who classify as Republicans, and even more who classify as independents (Millennials in Adulthood, 2014). This is important to note because it means that there are a myriad of issues Rock the Vote can support if it wants to gain the

millennials support. Rock the Vote doesn't have to just focus on liberal issues such as reproductive rights and marijuana legalization in order to get millennials interested in voting. As a mainly independent generation, the millennials don't focus just on Republican issues or just on Democratic issues. I would suggest Rock the Vote looks into what millennials find important and base its ads and other campaign events off of those issues.

In order to successfully complete the penetration stage something that Rock the Vote needs to work on is better allotting the money it receives from fundraising and donors. Currently, the Rock the Vote fundraising efforts are not doing as well as other organizations that are similar to it. First, the compensation for the CEO is 11% of its total expenses. In order to cut back on expenses and create a larger excess of cash to do with more ads, I think Rock the Vote should not pay its CEO so much of its revenue. If Rock the Vote wants to be able to claim that it is the largest organization of its kind driving the youth to the polls it needs to be able to back this up. The fundraising it is currently doing is not doing the job because its ads and campaigns are not reaching the target market like it should.

According to the survey that I conducted, many of those surveyed had no idea what Rock the Vote was, nor had they seen an ad for it. I think one way it could do a better job about promoting its campaign is by using mediums that millennials are known for using. While partnering with Pandora Radio is definitely a good start, there needs to be more of an effort to be on the sites that millennials frequent. Currently, Twitter, Instagram, and Facebook all allow organizations to buy ad space that will show up at the very top of every users's timeline. Its PSAs are creative and interesting because when those surveyed were asked if they were more motivated to vote after watching the video, the majority of the respondents said that they were. However, if no one is watching them or talking about them, then they are not going to be

effective. This shows that the PSAs could be effective if Rock the Vote could do a better job of releasing the video and promoting the video better.

Conclusion

Rock the Vote has come a long way since it began campaigning for the 1992 presidential elections. By creating a campaign that is specifically geared towards youth voting, it has increased the number of youth participants in elections since the beginning. However, after analyzing its efforts and different campaign activities using the Yale Five-Stage Development Model, I have concluded that the Rock the Vote campaign to get voting eligible youths involved in elections is a not as successful as they make it out to be. Rock the Vote does a decent job with some of the stages, but fails to complete the other stages. In this paper, I examined the steps Rock the Vote took to create its campaign. I analyzed the different activities that they put on throughout the years to determine whether or not that had an impact on the campaign. Finally, I provided my recommendations for how it could improve its campaign to get more young voters interested in politics and voting. In conclusion, the millennial generation is the largest generational group and can be hard to persuade sometimes, but with some educating and understanding Rock the Vote might be able to get through to them.

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ROCK THE VOTE

Appendix

ROCK THE VOTE

A. Survey Results

Q1 Have you ever heard of Rock the Vote

Answered: 129   Skipped: 0
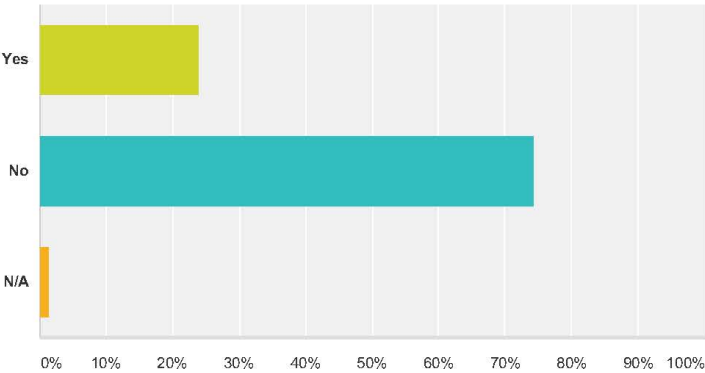
Answer Choices	Responses	
Yes	24.03%	31
No	74.42%	96
N/A	1.55%	2
Total		129

Q2 If you answered yes to the above question, do you know the main purpose of Rock the Vote?

Answered: 128   Skipped: 1
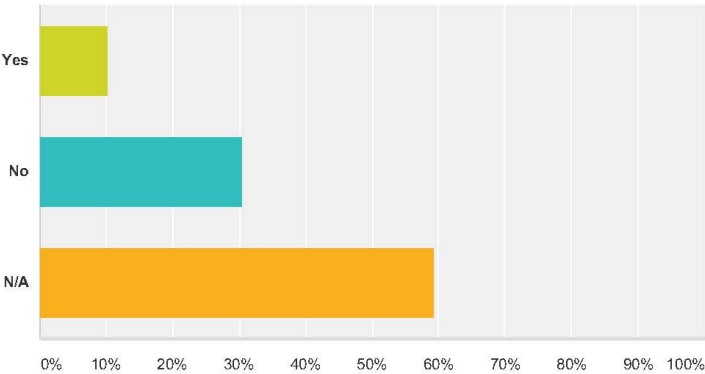
Answer Choices	Responses	
Yes	10.16%	13
No	30.47%	39
N/A	59.38%	76
Total		128

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Q3 If you answered yes to the above question please write down their purpose

Answered: 25   Skipped: 104

#	Responses	Date
1	N/A	4/6/2015 5:39 PM
2	They try to get young adults involved in voting and being informed about politics.	3/31/2015 5:38 PM
3	I answered no	3/31/2015 5:13 PM
4	did not	3/31/2015 8:13 AM
5	Get out and be an informed voter	3/29/2015 11:25 PM
6	I don't know.	3/29/2015 9:50 PM
7	N/A	3/29/2015 5:29 PM
8	to register to vote, get absentee ballot, anything that has to deal with voting	3/29/2015 12:06 AM
9	to get young adults to vote	3/28/2015 1:18 PM
10	What is this and why is it important	3/27/2015 5:37 PM
11	To get the younger generation hyped up about voting.	3/27/2015 3:24 PM
12	N/A	3/27/2015 11:40 AM
13	N/A	3/27/2015 11:36 AM
14	To get more young people involved with voting, help them to register to vote, and get their friends involved as well	3/27/2015 11:00 AM
15	No	3/27/2015 10:28 AM
16	idk	3/27/2015 10:14 AM
17	Make young people inspired to vote	3/27/2015 10:09 AM
18	To get people to vote	3/27/2015 9:43 AM
19	n/a	3/27/2015 9:36 AM
20	N/A	3/26/2015 10:38 PM
21	to get younger people to go out and vote	3/26/2015 9:10 PM
22	to vote	3/26/2015 4:26 PM
23	Concerts or events hosted by celebrities to encourage voting	3/26/2015 1:22 PM
24	N/A	3/26/2015 12:01 PM
25	Getting students to vote to in elections? youth not so much students. youth to participate in voting	3/26/2015 11:25 AM

Q4 When was the last time you saw an advertisement for Rock the Vote?

Answered: 127   Skipped: 2
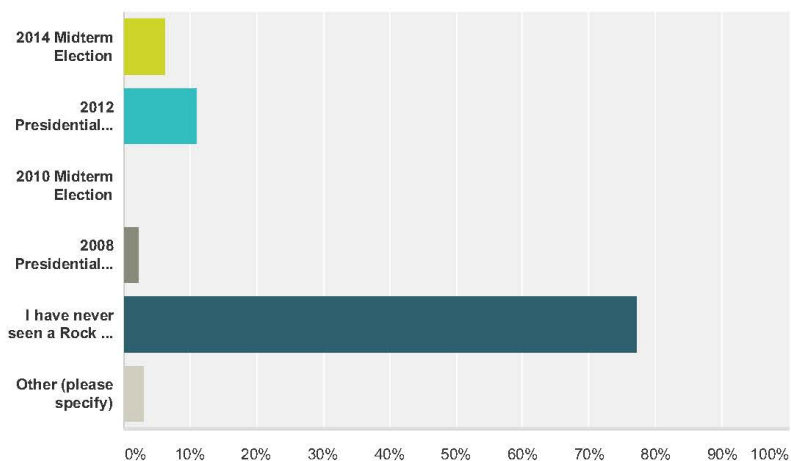
Answer Choices	Responses	
2014 Midterm Election	6.30%	8
2012 Presidential Election	11.02%	14
2010 Midterm Election	0.00%	0
2008 Presidential Election	2.36%	3
I have never seen a Rock the Vote advertisement.	77.17%	98
Other (please specify)	3.15%	4
Total		127

Q5 Do you know any celebrities associated with Rock the Vote? If yes, can you name a few?

Answered: 123   Skipped: 6

#	Responses	Date
1	N/A	4/6/2015 5:39 PM
2	No	4/6/2015 8:39 AM
3	No	4/2/2015 6:16 PM
4	No	4/2/2015 6:08 PM
5	No	4/1/2015 11:02 PM
6	no	4/1/2015 1:29 PM
7	No	4/1/2015 12:18 PM
8	No	4/1/2015 7:48 AM
9	No	4/1/2015 12:05 AM
10	no	3/31/2015 11:46 PM
11	no	3/31/2015 9:21 PM
12	No	3/31/2015 8:30 PM
13	no	3/31/2015 7:42 PM
14	I can't think off the top of my head. Maybe Darren Criss?	3/31/2015 5:38 PM
15	no	3/31/2015 5:35 PM
16	Don't know!	3/31/2015 5:14 PM
17	No	3/31/2015 4:57 PM
18	No	3/31/2015 4:48 PM
19	No	3/31/2015 11:12 AM
20	no	3/31/2015 9:18 AM
21	No	3/31/2015 8:13 AM
22	No	3/30/2015 11:53 PM
23	none	3/30/2015 11:23 PM
24	No	3/30/2015 10:50 PM
25	No	3/30/2015 10:10 PM
26	no	3/30/2015 7:49 PM
27	No	3/30/2015 4:43 PM
28	n/a	3/30/2015 4:33 PM
29	no.	3/30/2015 3:50 PM
30	no	3/30/2015 3:43 PM
31	no	3/30/2015 2:07 PM

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32	n/a	3/30/2015 12:59 PM
33	no	3/30/2015 9:01 AM
34	No	3/30/2015 8:38 AM
35	The Ramones	3/29/2015 11:26 PM
36	No	3/29/2015 10:59 PM
37	N/A	3/29/2015 10:57 PM
38	no	3/29/2015 10:43 PM
39	No	3/29/2015 9:50 PM
40	no	3/29/2015 9:19 PM
41	no	3/29/2015 8:18 PM
42	no	3/29/2015 8:14 PM
43	no	3/29/2015 8:10 PM
44	No	3/29/2015 8:08 PM
45	no	3/29/2015 7:38 PM
46	none	3/29/2015 6:31 PM
47	no	3/29/2015 6:04 PM
48	no	3/29/2015 5:38 PM
49	N/A	3/29/2015 5:29 PM
50	no	3/29/2015 5:24 PM
51	n0	3/29/2015 5:21 PM
52	no	3/29/2015 3:47 PM
53	P. Diddy (Vote or Die!!!)	3/29/2015 3:15 PM
54	N/A	3/29/2015 3:09 PM
55	No	3/29/2015 2:49 PM
56	No	3/29/2015 2:37 PM
57	No	3/29/2015 2:30 PM
58	No	3/29/2015 1:15 PM
59	no	3/29/2015 12:52 PM
60	N/a	3/29/2015 10:59 AM
61	no	3/29/2015 12:06 AM
62	none	3/28/2015 8:47 PM
63	no	3/28/2015 5:56 PM
64	no	3/28/2015 5:56 PM
65	N/A	3/28/2015 5:55 PM
66	no	3/28/2015 4:56 PM
67	No	3/28/2015 2:30 PM
68	No.	3/28/2015 1:50 PM
69	nope	3/28/2015 1:18 PM

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70	no	3/28/2015 12:48 PM
71	no	3/27/2015 6:52 PM
72	no because i have never heard of this	3/27/2015 5:37 PM
73	There was actually a funny or die video with a bunch of celebrities in it about Rock the Vote. Jane Lynch, Miley Cyrus, Joel McHale, Neil Patrick Harris, Darren Criss, ect.	3/27/2015 3:28 PM
74	Christina Agulera, Beyoncé, Fall Our Boy	3/27/2015 2:40 PM
75	Nonoe	3/27/2015 12:33 PM
76	no	3/27/2015 11:40 AM
77	no	3/27/2015 11:35 AM
78	No	3/27/2015 11:00 AM
79	N/A	3/27/2015 10:30 AM
80	No	3/27/2015 10:28 AM
81	No	3/27/2015 10:27 AM
82	none	3/27/2015 10:14 AM
83	Lil' Jon Chris Rock	3/27/2015 10:10 AM
84	no	3/27/2015 10:04 AM
85	No	3/27/2015 9:56 AM
86	None	3/27/2015 9:52 AM
87	no	3/27/2015 9:43 AM
88	Lil Jon Sophia bush Lena Dunham	3/27/2015 9:43 AM
89	Lil Jon	3/27/2015 9:40 AM
90	Nope	3/27/2015 9:39 AM
91	N/A	3/27/2015 9:39 AM
92	No	3/27/2015 9:39 AM
93	No	3/27/2015 9:37 AM
94	No	3/27/2015 9:36 AM
95	n/a	3/27/2015 9:36 AM
96	no	3/27/2015 9:22 AM
97	No	3/27/2015 9:00 AM
98	N/A	3/27/2015 8:51 AM
99	No	3/27/2015 8:38 AM
100	no	3/27/2015 1:03 AM
101	no	3/26/2015 11:29 PM
102	N/A	3/26/2015 10:40 PM
103	Brad Pitt, Oprah I don't really know	3/26/2015 10:08 PM
104	No	3/26/2015 10:01 PM
105	No	3/26/2015 9:24 PM
106	yes Dani Ruah	3/26/2015 9:10 PM

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107	No	3/26/2015 9:02 PM
108	No	3/26/2015 8:58 PM
109	No	3/26/2015 4:31 PM
110	no	3/26/2015 4:26 PM
111	nope	3/26/2015 3:08 PM
112	no	3/26/2015 2:46 PM
113	Bono	3/26/2015 1:23 PM
114	No	3/26/2015 1:23 PM
115	N/A	3/26/2015 12:38 PM
116	No	3/26/2015 12:05 PM
117	No	3/26/2015 12:01 PM
118	Gwen Stephani? There was a rapper... Kanye? I don't remember. I remember the shirts they wore though	3/26/2015 11:25 AM
119	No	3/26/2015 11:17 AM
120	No	3/26/2015 10:56 AM
121	No	3/26/2015 10:44 AM
122	Dont know of rock the vote	3/26/2015 10:35 AM
123	I don't know any celebrities associated with Rock the Vote.	3/26/2015 10:29 AM

Q6 Have you seen their video 'Turn Out for What' (2014)? If yes, did it make you want to vote? Why or Why Not?

Answered: 122   Skipped: 7

#	Responses	Date
1	N/A	4/6/2015 5:39 PM
2	No, I have not	4/6/2015 8:39 AM
3	No	4/2/2015 6:16 PM
4	I have not seen it	4/2/2015 6:08 PM
5	No	4/1/2015 11:03 PM
6	no	4/1/2015 1:29 PM
7	No	4/1/2015 12:18 PM
8	No	4/1/2015 7:48 AM
9	No	4/1/2015 12:06 AM
10	no	3/31/2015 11:46 PM
11	No	3/31/2015 9:21 PM
12	No	3/31/2015 8:30 PM
13	no	3/31/2015 7:42 PM
14	No I did not see it.	3/31/2015 5:39 PM
15	no	3/31/2015 5:35 PM
16	N/A	3/31/2015 5:14 PM
17	No	3/31/2015 4:57 PM
18	Did no see the video	3/31/2015 4:49 PM
19	I haven't seen it.	3/31/2015 11:12 AM
20	no	3/31/2015 9:18 AM
21	No.	3/31/2015 8:13 AM
22	No	3/30/2015 11:53 PM
23	Haven't	3/30/2015 11:24 PM
24	I have not seen this video	3/30/2015 10:50 PM
25	no	3/30/2015 10:10 PM
26	no	3/30/2015 7:49 PM
27	No	3/30/2015 4:43 PM
28	n/a	3/30/2015 4:33 PM
29	No.	3/30/2015 3:50 PM
30	no	3/30/2015 3:43 PM
31	na	3/30/2015 2:07 PM

32	No	3/30/2015 12:59 PM
33	no	3/30/2015 9:02 AM
34	No	3/30/2015 8:39 AM
35	no	3/29/2015 11:26 PM
36	No	3/29/2015 10:59 PM
37	no	3/29/2015 10:57 PM
38	no	3/29/2015 10:43 PM
39	No	3/29/2015 9:50 PM
40	no	3/29/2015 9:19 PM
41	no	3/29/2015 8:18 PM
42	no	3/29/2015 8:14 PM
43	no	3/29/2015 8:10 PM
44	No	3/29/2015 8:08 PM
45	no	3/29/2015 7:38 PM
46	no	3/29/2015 6:31 PM
47	i don't know what this is...	3/29/2015 6:04 PM
48	no... what.	3/29/2015 5:39 PM
49	N/A	3/29/2015 5:29 PM
50	no	3/29/2015 5:24 PM
51	no	3/29/2015 5:21 PM
52	yes	3/29/2015 3:47 PM
53	Nnnope!	3/29/2015 3:15 PM
54	No	3/29/2015 3:09 PM
55	No	3/29/2015 2:49 PM
56	No	3/29/2015 2:37 PM
57	No	3/29/2015 2:30 PM
58	No, I always vote.	3/29/2015 1:16 PM
59	no	3/29/2015 12:52 PM
60	N/a	3/29/2015 11:03 AM
61	no	3/29/2015 12:07 AM
62	I have not seen it.	3/28/2015 8:47 PM
63	no	3/28/2015 5:56 PM
64	no	3/28/2015 5:56 PM
65	No	3/28/2015 5:55 PM
66	ive never seen it	3/28/2015 4:57 PM
67	No	3/28/2015 2:30 PM
68	no	3/28/2015 1:50 PM
69	didn't see it	3/28/2015 1:19 PM

70	yes, and no it did not	3/28/2015 12:48 PM
71	no	3/27/2015 6:52 PM
72	No... also the first sentence is grammatically incorrect since you did not specify whom you are speaking of before saying 'their' so the reader will not know who 'they' are. I do not know what Rock the Vote is, if it is a company or a group of people.	3/27/2015 5:40 PM
73	No I have not seen it.	3/27/2015 3:28 PM
74	Yea, but it did not make me want to go out and vote. Granted it may have got me to feel more obligated to get informed. I need more than a commercial to go out and vote on anything.	3/27/2015 2:42 PM
75	No	3/27/2015 12:33 PM
76	no	3/27/2015 11:40 AM
77	no	3/27/2015 11:35 AM
78	Yes, and not really. It's clever to relate pop culture to important issues, but to me the importance of voting is deeper than a stupid song	3/27/2015 11:01 AM
79	N/A	3/27/2015 10:30 AM
80	No	3/27/2015 10:28 AM
81	no	3/27/2015 10:15 AM
82	Exciting	3/27/2015 10:10 AM
83	no	3/27/2015 10:04 AM
84	N/A	3/27/2015 9:56 AM
85	No	3/27/2015 9:52 AM
86	no	3/27/2015 9:43 AM
87	Yes it was funny and informative	3/27/2015 9:43 AM
88	Never seen it	3/27/2015 9:40 AM
89	N/A	3/27/2015 9:40 AM
90	No I haven't seen it	3/27/2015 9:40 AM
91	No	3/27/2015 9:40 AM
92	No	3/27/2015 9:37 AM
93	No	3/27/2015 9:37 AM
94	n/a	3/27/2015 9:36 AM
95	I have not seen it	3/27/2015 9:22 AM
96	No	3/27/2015 9:00 AM
97	N/A	3/27/2015 8:52 AM
98	No	3/27/2015 8:38 AM
99	no	3/27/2015 1:03 AM
100	no	3/26/2015 11:29 PM
101	I did not see this video	3/26/2015 10:40 PM
102	No	3/26/2015 10:08 PM
103	No	3/26/2015 10:01 PM
104	No	3/26/2015 9:24 PM
105	no	3/26/2015 9:10 PM

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106	No	3/26/2015 9:02 PM
107	No	3/26/2015 8:58 PM
108	No I have not.	3/26/2015 4:31 PM
109	no	3/26/2015 4:27 PM
110	nope	3/26/2015 3:08 PM
111	Didn't see the video	3/26/2015 2:46 PM
112	I did not see it	3/26/2015 1:24 PM
113	Haven't seen it	3/26/2015 1:23 PM
114	N/A	3/26/2015 12:38 PM
115	No	3/26/2015 12:05 PM
116	No	3/26/2015 12:01 PM
117	nope	3/26/2015 11:25 AM
118	No	3/26/2015 11:17 AM
119	No	3/26/2015 10:56 AM
120	No	3/26/2015 10:45 AM
121	Don't know of rock for vote	3/26/2015 10:35 AM
122	Nope	3/26/2015 10:29 AM

Q7 If you did not see it, please watch the video, and respond with your thoughts on why or why not it would make you want to vote.

Answered: 91   Skipped: 38

#	Responses	Date
1	I like it, th intro is just really long and would turn me away	4/6/2015 5:42 PM
2	I mean, it takes the standard political process and applies it the generation so that they might have some will to want to vote. So I suppose with catchy music it would entice me to vote more.	4/6/2015 8:41 AM
3	The video did not make me think they were serious about why they were voting for what they stated but maybe for others they thought it was good. I, however, did not care for the video.	4/2/2015 6:17 PM
4	I think it's great they all want to change something by voting but it did not make me think any of them were serious about anything they were voting for. They're celebrities and most of the time they do things like this for publicity. Maybe if they had a better song, or put more in depth of why they are voting for that it would persuade me more to vote.	4/2/2015 6:15 PM
5	This video would not entice me to vote because it shows improper polling practices.	4/1/2015 11:07 PM
6	i did not like it, I hate that song	4/1/2015 1:30 PM
7	I wish I had seen it before now	4/1/2015 7:48 AM
8	It did not make me want to vote any more than I originally did in the first place.	4/1/2015 12:06 AM
9	no	3/31/2015 11:46 PM
10	It makes it seem like your vote matters	3/31/2015 8:31 PM
11	It is interesting and I wish I had seen it before this	3/31/2015 7:43 PM
12	It seems a little pandering, like adults trying to be 'hip', but the message was good and the issues mentioned were important, so yes it would make me want to vote.	3/31/2015 5:43 PM
13	It would make someone want to vote because it presents all of the issues that are coming up in the following election, and if someone cared about a topic that was listed, then maybe it would persuade someone to come and vote.	3/31/2015 5:40 PM
14	This motivates me because it talks about the different issues and uses famous people who are inspiring me to follow in their footsteps. Also, it's fun and entertaining, which makes me more interested and inclined to vote.	3/31/2015 5:18 PM
15	Okay	3/31/2015 4:58 PM
16	It did make me want to vote by reminding me the reasons people need to vote	3/31/2015 4:53 PM
17	It is entertaining, so I would be more likely to vote.	3/31/2015 11:12 AM
18	This made me want to vote because of the celebrities that were voting.	3/31/2015 9:21 AM
19	It didn't tell me anything new, I already want to vote so didn't change my opinion.	3/31/2015 8:18 AM
20	it makes me want to vote because it makes me believe my vote matters	3/30/2015 11:53 PM
21	n/a	3/30/2015 11:24 PM
22	It was an okay video; I vote because it is my responsibility as a citizen of the United States of Anerica.	3/30/2015 10:51 PM
23	I naturally want to vote because it is the right thing to do and we are lucky we get to vote and I do think that everyone has a reason to vote whether they think they do or not.	3/30/2015 10:11 PM
24	To be completely honest, this video makes light of voting in what most would see as a humorous manner, but the video is filled with racial stereotypes and I feel as thought it sends the right message in the wrong way.	3/30/2015 7:54 PM

25	It reminds me that I should vote in midterm elections, especially because there are issues I care about. However, the medium through which it is displayed does not resonate with me and almost makes some issues seem like a joke.	3/30/2015 4:49 PM
26	I would want to vote period but this video emphasizes that want. However, the celebrities in the video kind of irked me.	3/30/2015 4:35 PM
27	it does remind me of important issues but i already want to vote. it doesn't make me want to vote because its not clever just kind of annoying.	3/30/2015 3:48 PM
28	n/a	3/30/2015 12:59 PM
29	its not entertainig	3/30/2015 9:02 AM
30	It was a stupid video that is using media and celebrities to influence voting.	3/30/2015 8:44 AM
31	No particular opinion, kind of feel pandered to	3/29/2015 11:26 PM
32	It would make me want to vote because the celebrities in the video list the reasons why they are voting, some of which are things that I personally stand for such as marriage and racial equality, which makes me think that voting will help achieve these things.	3/29/2015 11:03 PM
33	It really did not make a difference in my opinion on voting	3/29/2015 11:02 PM
34	interesting	3/29/2015 10:43 PM
35	It doesn't make me want to vote because of celebrity endorsers and I didn't agree with some of the issues that were mentioned.	3/29/2015 9:55 PM
36	its my opinion, i try not to have people influence me	3/29/2015 9:21 PM
37	naw	3/29/2015 8:18 PM
38	was not very serious	3/29/2015 8:14 PM
39	Interesting makes people see a different side of voting	3/29/2015 8:13 PM
40	because it was not very serious	3/29/2015 8:13 PM
41	Not sure what that means	3/29/2015 7:42 PM
42	it makes me want to vote because if it is important enough for celebrities, it is important enough for me	3/29/2015 6:32 PM
43	very interesting. my flash player wouldn't work and i have to fill this out for a grade. sorry guys.	3/29/2015 6:05 PM
44	It did not change anything for me. I thought Lil John's giant blunt was cool though.	3/29/2015 5:43 PM
45	It wouldn't make me wanna vote more then i normally do when needed	3/29/2015 5:30 PM
46	no	3/29/2015 5:25 PM
47	no its stupid	3/29/2015 5:23 PM
48	its cool	3/29/2015 3:47 PM
49	I despise this song. I'm unregistered. This "commercial" does not persuade me.	3/29/2015 3:17 PM
50	Interesting	3/29/2015 3:09 PM
51	The video has a good message and would make me want to vote	3/29/2015 2:50 PM
52	The video has a great message, and would make me want to vote.	3/29/2015 2:41 PM
53	It doesn't really change my mind about voting, I'm not into politics at all. Though it is creative, it doesn't really affect me.	3/29/2015 2:32 PM
54	It would make me want to vote because it makes voting look cool and shows all the issues that need to be voted on.	3/29/2015 1:19 PM
55	It was clever	3/29/2015 12:54 PM
56	I really liked it! It didn't affect my decision on whether or not I did, but I'm glad they're promoting it, and I'm sure it affects some people.	3/29/2015 11:04 AM

57	it makes me want to vote to make a change	3/29/2015 12:09 AM
58	Yes, it made me want to go out and vote. because it talked about some of the issues that are being voted on and it really peeked my interest and made me want to learn more about whats on the ballot. It made me want to use the voice I have to vote.	3/28/2015 6:00 PM
59	It didn't make me want to vote because the video was stupid and annoying and I already have my reasons for voting	3/28/2015 5:00 PM
60	I loved this video and what it is trying to say. It has such a good message saying how important these topics are and how important our views on them are.	3/28/2015 1:55 PM
61	.	3/28/2015 1:19 PM
62	because i am not really sure what it is	3/28/2015 12:49 PM
63	They make it look cool	3/27/2015 6:54 PM
64	Better than I thought it'd be, and I'd vote anyways, but I feel it hits its target audience very well and will make them want to vote, thus my support is won.	3/27/2015 5:45 PM
65	It makes sense to bring in celebrities who are very popular with our generation and lets us know that we have a say in what goes on in our government. This video would probably make me want to vote.	3/27/2015 3:33 PM
66	I did not like the video	3/27/2015 12:34 PM
67	The video did make me want to vote. I think it showed a variety of issues that are relevant to the younger generations to make you think about what you can do to impact some of these issues. It conveyed a message that government is not so extremely over our heads that we can't impact it in some way.	3/27/2015 11:44 AM
68	It was a good way to advertise because it was funny and it got the message across that you must vote in order for change to occur	3/27/2015 11:44 AM
69	I think the video is a catchy way to catch young voters attention. It made me want to vote	3/27/2015 10:31 AM
70	i dont get the purpose of it.	3/27/2015 10:15 AM
71	Interesting	3/27/2015 9:52 AM
72	It didn't really make me want to vote because I wasn't informed on any certain issues	3/27/2015 9:46 AM
73	It wouldn't persuade me to vote because it doesn't talk about why we should vote	3/27/2015 9:44 AM
74	It was very entertaining and had a great message	3/27/2015 9:41 AM
75	I would say that the video uses celebrity influence to make younger people want to vote. I think that the video was clever, and I recognized many of the celebrities they used. I think that this video would make me slightly more likely to vote - when I'm at the polls, I might think of the video due to that catchy song.	3/27/2015 9:25 AM
76	I think this video would make me want to vote, it's a little long but I think it does a good job in the beginning grabbing one's attention	3/27/2015 9:04 AM
77	no	3/27/2015 1:03 AM
78	The video did not make me any more or less inclined to vote, but I did think it was hilarious, catchy, and liked that several of my favorite personalities made an appearance.	3/26/2015 10:46 PM
79	No	3/26/2015 10:02 PM
80	It makes me want to vote, but mostly because it has celebrates that talk about voting	3/26/2015 9:25 PM
81	it should make people want to vote	3/26/2015 9:11 PM
82	Most of it was pretty clever, with some parts being cheesy. It mostly made me feel like I could make a diffrence in the world. Even though its in a small way, someway is better then no way.	3/26/2015 9:06 PM
83	It makes me want to vote because I always vote	3/26/2015 3:09 PM
84	The video did not change my view towards voting since I already feel it a necessary part of my citizenship though it is a good way to appeal to youth	3/26/2015 2:50 PM
85	Yeah, I would vote because of this video.	3/26/2015 1:26 PM

| 86 | Musicians and celebrities do not influence my vote | 3/26/2015 1:25 PM |
87	I think that its an interesting way to vote, yet would not make me want to vote. Personally, I vote anyway and I feel the video doesn't show why voting is really important, but rather plays it off as a cool thing. I think others might be influenced to do it but the video did't speak to me.	3/26/2015 1:02 PM
88	It would definitely make me want to vote. It's entertaining and geared towards our age group by including a fun song that is relevant to our lives. I think voting is important regardless, but this video makes it seem fun and more exciting!	3/26/2015 12:40 PM
89	Gives me passionate reasons to vote.	3/26/2015 12:09 PM
90	This video would not make me want to vote because the music is annoying and it's a very desperate attempt to reach younger members of society	3/26/2015 10:39 AM
91	The familiar celebrity appearances and video's sense of humor would make me vote.	3/26/2015 10:30 AM

Q8 Did you vote in either the 2014 Midterm Election?

Answered: 109   Skipped: 20
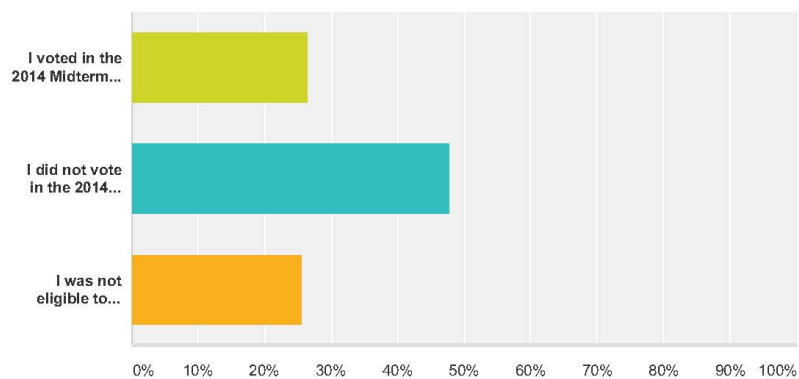
Answer Choices	Responses	
I voted in the 2014 Midterm Election.	**26.61%**	29
I did not vote in the 2014 Midterm Election.	**47.71%**	52
I was not eligible to vote in the 2014 Election.	**25.69%**	28
Total		109

Q9 If you did not vote in the 2014 Midterm Election, but were eligible, what were your reasons for not voting?

Answered: 52   Skipped: 77

#	Responses	Date
1	N/A	4/6/2015 5:42 PM
2	I was unsure whether I could vote in Columbus - since I'm registered to vote in my hometown.	4/6/2015 8:41 AM
3	Not eligible	4/1/2015 12:06 AM
4	I don't feel educated enough to make a good decision and I don't care enough to become educated on politics	3/31/2015 11:47 PM
5	I was overwhelmed with school work	3/31/2015 7:43 PM
6	Honestly forgot to register.	3/31/2015 5:43 PM
7	I wasn't registered to vote yet	3/31/2015 5:19 PM
8	I wasn't able to go to the polling location and didn't want to bother with absentee ballots.	3/31/2015 11:24 AM
9	Did not have time to go vote	3/31/2015 9:22 AM
10	I was at a wrestling tournament on voting day.	3/31/2015 8:19 AM
11	n/a	3/30/2015 11:25 PM
12	I was not well informed on the issues.	3/30/2015 7:55 PM
13	I did not have time to register in time beforehand.	3/30/2015 4:50 PM
14	I didn't have time to make it the polls because of work.	3/30/2015 4:36 PM
15	I do not support political parties.	3/30/2015 3:51 PM
16	I am waiting to register to vote till I have one address.	3/30/2015 3:48 PM
17	I don't want to vote because I don't want to have to go to jury duty.	3/29/2015 9:55 PM
18	didnt registar in time	3/29/2015 8:19 PM
19	I havw not voted before.	3/29/2015 8:15 PM
20	i was not eligible	3/29/2015 6:06 PM
21	N/A	3/29/2015 5:30 PM
22	didnt know about it	3/29/2015 5:23 PM
23	I'm unregistered and exceedingly lazy. I will vote for the 2016 Presidential as well as if there are any actual pertinent issues to me.	3/29/2015 3:18 PM
24	Have never voted before	3/29/2015 3:10 PM
25	Not registered.	3/29/2015 2:32 PM
26	not at home	3/29/2015 12:55 PM
27	N/a	3/29/2015 11:04 AM
28	not eligible	3/29/2015 12:09 AM
29	I was not informed enough on the topics to make an educated vote.	3/28/2015 6:01 PM
30	n/a	3/28/2015 5:01 PM
31	Just Didn't.	3/28/2015 1:55 PM

Rock the Vote   SurveyMonkey

32	was not registered	3/28/2015 1:19 PM
33	Not eligible.	3/27/2015 5:46 PM
34	I was not in the position to vote on issues that I was not knowledgable in.	3/27/2015 2:43 PM
35	I was not a registered voter at the time	3/27/2015 11:45 AM
36	I didn't know there was an election	3/27/2015 11:45 AM
37	N/A	3/27/2015 10:32 AM
38	I didn't really have time.	3/27/2015 10:16 AM
39	Did not have time to go vote	3/27/2015 9:57 AM
40	I was not old enough	3/27/2015 9:44 AM
41	I'm not registered yet	3/27/2015 9:44 AM
42	Honestly, laziness	3/27/2015 9:41 AM
43	I did not make time to go vote/didn't apply for my absentee ballot in time	3/27/2015 9:26 AM
44	Not registered	3/27/2015 8:52 AM
45	I did not feel well enough informed to cast a vote.	3/26/2015 10:46 PM
46	No time	3/26/2015 10:02 PM
47	I did not know about it	3/26/2015 9:07 PM
48	Didn't register	3/26/2015 9:02 PM
49	i voted	3/26/2015 3:09 PM
50	Was not satisfied with candidates	3/26/2015 1:26 PM
51	missed it. caught up in life honestly.	3/26/2015 11:26 AM
52	I'm from out of state	3/26/2015 10:31 AM

ROCK THE VOTE

B. Rock the Vote logo from www.rockthevote.com

C. Rock the Vote/The Voter Participation Center comparison chart

Charity Name	Brady Center To Prevent Gun Violence	National Coalition Against Censorship	Centurion Ministries	The Voter Participation Center	Rock the Vote
Location	Washington, DC	New York, NY	Princeton, NJ	Washington, DC	Washington, DC
Overall Rating	★★★☆ (88.51)	★★★★ (91.88)	★★★☆ (89.35)	★★★☆ (87.99)	★☆☆☆ (68.66)
Financial Rating	★★★☆ (88.05)	★★★☆ (88.52)	★★★★ (98.73)	★★★☆ (87.07)	★★★☆ (80.93)
A&T Rating	★★★☆ (89.00)	★★★★ (100.00)	★★★☆ (85.00)	★★★☆ (89.00)	★☆☆☆ (60.00)

D. Fundraising Efficiency Chart

CHARITY NAVIGATOR

Glossary

Fundraising Efficiency: The amount spent to raise $1 in charitable contributions. To calculate a charity's fundraising efficiency, we divide its fundraising expenses by the total contributions it receives.

Scoring Rubric for **Advocacy and Education** Charities

Score:	10	7.5	5	2.5	0
Fundraising Efficiency:	< $0.10	$0.10 - $0.20	$0.20 - $0.35	$0.35 - $1.00	>$1.00