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2/5/15
Period 5
Broadcast Media

Elevator Speech

Topic – Racism

Why – We want to do racism because it was a huge problem in the twentieth century and it still a problem today. Kids get bullied just because of their race and ethnic background. Racism isn't only at schools but wherever society exists. Racism isn't only against black people but it can be against Asians, Koreans, and lots of other people.

Target audience – Anyone who has witnessed racism and people who are racist to people.

Benefit – People don't have to be ashamed of their race and everybody can get along. People can be who they are without people judging them before they know them

Call to action – Be nice to someone of a different race and stand up for someone if someone is being racist. Be color blind.

How long – We're thinking maybe 1 minute and 30 seconds or 2 minutes.

Source of information – We're going to get our information off of google and we're making the rest of the video ourselves.

How is it made – We're planning on recording each other. We're going to have some black backgrounds with white text to put facts. We haven't figured out a song to use yet but we are going to have a song.