

# Educational Resources

## PARLIAMENT IN THE NEWS

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### **Election Readiness and the Chief Electoral Officer**

The Chief Electoral Officer of Canada ensures that everything will be ready when the Government calls an election.

Members of the public can get involved in the electoral process in many ways.

Use information available to you about the Chief Electoral Officer. Make a “to do” list of all the things he/she must think about doing as soon as an election is called.

Design a display advertisement for one of the following:

- To encourage people to vote
- To inform young Canadians of the reasons why they should vote

Before designing your advertisement, study several examples in various news sources.

- What techniques are used to get the reader’s attention?
- Are there variations in the techniques used in print news sources and online news sources? Why?

Use some of these techniques in your ad.