

CIC Game Helps Get Out 'Vote'

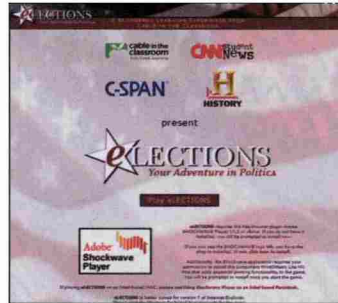
Schoolchildren across the nation are getting in touch with their inner **Obama**, their hidden **Hillary** and their mental **McCain**, via a Cable in the Classroom broadband application.

CIC has updated its presidential election online game for use in schools. "eLections: Your Adventure in Politics" has some technical enhancements, including more interactivity, a presidential host named **George (Washington, not Bush)** and video clips from programming partners History, C-SPAN and CNN student news.

Student candidates must do what real office hopefuls do: Decide how to spend campaign dollars, which events to attend and what to put in their platforms. Choose wisely, and make your way across the board and around Washington, D.C., landmarks all the way to the White House.

The junior politicians can dig deeply into the process, using video to learn about the good (campaign experience clips from past competitors) and the bad (mudslinging).

CIC reports that, even in pre-launch, the site (ciconline.org/elections) had 5,000 visitors and



Cable in the Classroom's virtual campaign.

that 3,000 cable-operator co-branded versions of the game had been played.

Half of all players complete the entire presidential election process. The average time spent on the site is 17 minutes.

The Wire hopes that attention span lengthens as they become old enough to actually vote.

