



NASPEs 2019

Eva N. Santos Communications Award Winner 2019

Louisiana State Civil Service

Pop Up Video: Every Day for Every Citizen

Every Day for Every Citizen – A Louisiana Pop-Up Video is a short video produced to highlight how state government services impact and enrich the daily life of the citizens of Louisiana. The video follows the morning routine of a Louisiana citizen, depicting how she encounters numerous services provided by multiple state agencies and how those services enrich our lives daily. At every state of her routine, a pop-up appears indicating which government agency provides and/or supports whatever she is doing in that scene. A subsequent pop-up presents more information on the agency and the program. For example, information about the Safe Water Program offered by the Louisiana Department of Health appears while the woman is brushing her teeth. Later on, the woman walks her toddler into day care, as the pop-up highlights the Louisiana Department of Education program that inspects childcare facilities. Overall, 19 agencies and more than 25 programs are highlighted in the video.

Watch the video [here](#).

