

## Goal

To shift the culture of voting and create a common expectation for voter participation using entertainment by integrating authentic non-partisan messaging into storylines and content.

## Key Learning

Research shows having a “voter” identity (i.e., “I am a voter” instead of “I vote”) is an important predictor of actual voting.

## Key Dates

**Tuesday, September 25:**  
National Voter Registration Day

**Tuesday, November 6:**  
Midterm Election Day

## Key Phrases to Use

*I am a voter.*

*The Future is Voting*

*Early Voting*

*Midterms matter*

*Register while you wait*

## Key Emotions

Sense of community and collective power

Empowering

Culturally relevant

Celebratory

## Additional Integration

- Include I am a voter. Call to Action card at end of show
  - Promote I am a voter. on show’s social media platforms
  - Provide additional information and downloadable toolkits on show website
  - Encourage audiences to adopt I am a voter. campaign
  - Integrate audience participation into live tapings
  - Gauge authentic reactions / engagement to voting
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## Set Design

### Campaign Specific:

- I am a voter. poster on bus shelter, recreation center, billboards, placed inside classroom, school hallway, or in bedroom
- I am a voter. sticker on laptop or notebook
- I am a voter. shirt on character
- Character texting the word VOTER to 26797

### Voting Visuals:

- Feature scene on the way to or at a polling place (typically community centers, fire stations and schools)
- Feature scene of friends or family being excited about voting
- Feature scene of friends discussing their plan to vote
- Feature scene of friends registering to vote – both manually and online
- Feature scene of friends volunteering to register voters
- Feature scene intergenerational families and friends walking into a polling place
- Place “I voted” sticker on character
- Place “Election Day” on a calendar

### What Not to Do:

- Showing long lines or dense crowds that could discourage voters with limited time
  - Inside imagery of booths or ballots, as each state has its own machinery
  - Non-accessible buildings that visually or physically impaired voters could not enter
  - Discussion social issues, current elected officials and this administration
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