

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.

Need

Create a compelling, effective video to be distributed ahead of your local, statewide and national elections – that will inspire audiences to go vote alongside a friend, family, co-worker, neighbor, etc.

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 Phrases to Use

I am a voter.

The Future is Voting

Early Voting

Register while you wait

Key Emotions

Creates a sense of community & collective power, but also individually motivating
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

Watch Outs

Tone/Content

- **What works:** See list of tone/vibe/creative spirit above.
- **What doesn't work:** Partisan, angry, snarky, scolding, shaming, berating, or negative about current conditions. Rewards (free rides, free candy, etc.) cannot be given to voters. Let's also avoid any references that can be perceived as luxurious/coastal elitist.

Social Change

- **What works:** Envisioning "the future"
- **What doesn't work:** Change, Choice, or Decisions, as those imply political problems with our present-day status quo – potentially leading to partisanship, conflict, and disillusionment. Also, alluding to candidates, issues, or ideals.

Voting Visuals

- **What works:** outdoor images of polling places (typically community centers and schools), high volume of people walking into a polling place, parties outside and slightly away from the polling place (in fact, we are partnering with an organization that does this!)
 - **What doesn't work:** Anything that can be perceived as voter suppression/inauthentic to voting process, including:
 - Long lines or dense crowds that could discourage voters with limited time
 - Inside imagery of booths or ballots, as each state has its own voting machinery
 - Stating/showing the character's name, identification, or signature
 - Non-accessible buildings that visually or physically impaired voters could not enter
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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

Discussing social issues, current elected officials and this administration
