

# Content Guide

## 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 the midterm elections – that will inspire audiences to go vote alongside a friend, family, co-worker, neighbor, etc. this Election Day, November 6

## 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 22  
National Voter Registration Day

Tuesday, November 3  
Election Day

## 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  
Inspirational  
Optimistic

## 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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## 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