

WWW.RIGGEDTHEFILM.COM

RIGGED

THE VOTER SUPPRESSION PLAYBOOK

VIRTUAL SCREENING KIT



ABOUT THE FILM



RIGGED: The Voter Suppression Playbook is an award-winning documentary that exposes the nefarious tactics used to suppress the vote and serves to spark discussion on the actions needed to protect our democracy. Shot principally during the 2016 election, the film tracks a systematic, decade-long effort to reverse the impact of the growing demographic tide of non-white and younger voters who helped elect President Barack Obama in 2008. It details a variety of voter suppression "plays," or tactics, ranging from the purging of voting rolls and passing of new, restrictive voter ID laws to gerrymandering and voter intimidation. The film includes revealing interviews with Republican strategists detailing how the voter suppression game is played as well as cogent insights from leading voting rights advocates, law professors and Democratic strategists. It is narrated by Tony & Emmy award-winning actor, Jeffrey Wright.

WHAT WE OFFER

FULL FILM SCREENING

We are prepared to offer a full **70-minute viewing** of the film via our Zoom Webinar platform. This platform can host up to 500 participants. If your audience is big enough (over 75 attendees), we can arrange for the screening to be followed by a 35-50 minute panel discussion with voting right's experts. For smaller groups (30-60 attendees), we can offer a Q&A with one of the film's executive producers.

ALTERNATE OPTIONS FOR VIRTUAL SCREENINGS:

- Book club style screening: We send you a private, password-protected link to the film for your group to view in advance of the Zoom panel discussion. They will have access to this link for roughly two weeks prior to the event, and can come to an hour long panel discussion armed with questions and comments for the filmmakers.
- Voting rights panel discussion and two documentary shorts (14-minutes & 9 minutes) on voter purging in North Carolina and Voter Intimidation in Texas. These are meant to provide more discussion time.

**Please let us know if you'd like to view the film BEFORE your event.*

Q&A WITH EXECUTIVE PRODUCERS OF RIGGED

Executive producers Mac Heller and Tim Smith are available for post-screening Q&A sessions. Both are well-versed in discussing the issues of voter suppression and voter fraud. For smaller screenings (30-60 people) we encourage you to select other experts/leaders from your community (no more than three) to join Tim and/or Mac during the Q&A discussion.

WHAT WE OFFER

PANELISTS

For screenings with more than 75 attendees, The American Issues Initiative team may be able to provide your screening event with additional panelists for a more inclusive, informative and robust discussion. **In the past, we've included the following panelists on previous screenings and many more!**

**All panelists are subject to availability and acceptance of our invitation.*

- **Carol Anderson** – Prof. of African Amer. Studies, Emory Univ. Author, *One Person, No Vote*
- **David Daley** – Author, *Unrigged: How Americans are Battling Back to Save Democracy*
- **Gilda Daniels** – Prof., Univ. of Baltimore Law School, Attorney W/Advancement Project, Author, *Uncounted*
- **Justin Levitt** – Prof., Loyola Univ. Law School, Fmr. Justice Dept. attorney with Civil Rights Division
- **Tomas Lopez** – Exec. Director, Democracy NC
- **Melanye Price** – Prof., African Amer. Studies, Prairie View A&M; Author, *Barack Obama: The Race Whisperer & the Political Uses of Race*
- **Rev. Cassandra Gould** – Exec. Dir., Missouri Faith Voices
- **Judith Browne Dianis** – Exec. Dir. Advancement Project
- **Sherrilyn Ifill** – Exec. Dir., NAACP LDF
- **Gerry Hebert** – Voting Rights Director, Campaign Legal Center
- **Naila Awan** – Voting Rights Attorney – Demos
- **David Blight** – Prof. of American History, Yale Univ., author, *Frederick Douglass: Prophet of Freedom* (winner of Pulitzer Prize)
- **Congressman John Sarbanes** – (D-MD)
- **Congresswoman Terri Sewell** – (D-AL)
- **Myrna Perez**, Dir. of Voting Rights & Elections Program, The Brennan Center
- **Valerie Jarrett**, Sr. Advisor to Pres. Obama, Exec. Dir., *When We All Vote*
- **Juan Cartagena**, President, Latino Justice

WHAT YOU NEED TO BRING

Before the start of your virtual event, we encourage you to select one person from your group who will host and moderate for the duration of the film and discussion. We encourage this because YOU know YOUR audience best.

As the screening host / moderator, we'll expect you to bring with you the following things:

- A strong internet connection
 - Please sit as close to your Wifi source as you can, or use an ethernet cable to make sure you are properly connected to the internet throughout the entire event.
 - If you have invited panelists of your own to speak, please also stress that they must sit as close to their Wifi as possible.
 - If you know you sometimes have Wifi connectivity issues, please designate a Plan B point person to jump in and moderate the Q&A portion of the event in case your Wifi goes out
- Headphones
 - Again, it is important that you also encourage all of your invited panelists to wear headphones as well. It prevents feedback and other sound issues if everyone is wearing headphones.
- A set of questions
 - We can provide you with a template run of show for your event, however, if you know there are specific questions your panelists might be best suited to answer or your audience might want to know, please do not hesitate to come prepared with them.
- Enthusiasm and energy
 - The best way to generate interest in your event is through consistent posting on social media and the best way to keep people engaged throughout is by asking thoughtful, energetic questions.

HOW IT WORKS



ZOOM WEBINAR

Our primary platform for hosting our screenings and panel discussions is Zoom Webinar. Once you have selected a day and time for your event, we will schedule the Zoom webinar and send you the link well in advance of your screening. On the day of your event, the film is played directly from the Zoom webinar via screen share. All panelists will be able to control their own video and audio, but attendees will not be seen or heard. Learn more about Zoom Webinar [here](#).

With Zoom Webinar we can:

- Host up to 500 attendees in one webinar. If you anticipate having a larger group, please let us know!
- Stream directly to Facebook Live.
- Chat capabilities before, during and after the screening.
- Q&A function for the discussion portion of the screening.
- All chats are saved and sent to the facilitator following the event.
- A full recording (audio & visual) of the Zoom webinar can be saved for research and follow-up purposes at the discretion of the client.
- Announcement capabilities
 - Provided by your team, we can run promotional slides and marketing for your group before and after the screening while attendees are waiting for the event to start/end.

We also provide step-by-step guides for Mac & PC users on how to download and log in to Zoom.

- [ZOOM guide for PC users](#) (password: rigged)
- [ZOOM guide for Mac users](#) (password: rigged)

HOW IT WORKS



EVENTBRITE PAGE

Our team will happily create and manage an Eventbrite page for your Rigged screening. Eventbrite is a global self-service ticketing platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives. Learn more here.



By utilizing Eventbrite for your screening we can:

- Manage the attendees
- Gather Attendee info (Name, email, # of attendees)
- Automatically send the Zoom screening link and additional information to all registered attendees two days, one day and two hours BEFORE the event
- Include all event details including: description, time, date, synopsis, trailers, link and more!

FACEBOOK LIVE STREAMING

We are also excited to offer a Facebook Live Stream option for your RIGGED: The Voter Suppression Playbook virtual screening!



For this, you would go to our RIGGED Facebook page on the day of your virtual screening. From there, you can share the livestream to your personal profile or organization's page.

We will only broadcast the Q&A portion of the screening.



PROMOTING YOUR SCREENING

HANDLES TO USE:

- [@RIGGEDTHEFILM](#)
- [RIGGED FACEBOOK PAGE](#)

BELOW ARE LINKS TO CLIPS FROM THE FILM WITH SAMPLE ACCOMPANYING POSTS FOR PROMOTIONAL PURPOSES. ALL CLIPS ARE AVAILABLE FOR DOWNLOAD.

[TRAILER 1](#)
[TRAILER 2](#)



Please join me and [ORGANIZATION] on [DATE] for a screening of @riggedthefilm, followed by a Q&A with voting right's panelists [TAG PANELISTS BY HANDLES]. Our democracy depends on it! [INSERT RSVP LINK HERE].

PROMOTING YOUR SCREENING

MOLLY-MCGRATH-2.MP4

"If somebody needs help exercising their fundamental right to vote we should all be stopping what we're doing and figuring out as a society how to make that better." Don't miss a virtual screening of @riggedthefilm on [DATE, TIME]. [INSERT RSVP LINK HERE]

MYRNA-PEREZ-1.MP4

Join [ORGANIZATION] on [DATE] at [TIME] for a virtual screening of @RiggedTheFilm, a doc that captures real-time voter purges in North Carolina and voter intimidation in Texas. Followed by a Q&A with [PANELISTS]. [INSERT RSVP LINK HERE].

MYRNA-PEREZ-2.MP4

EVERY SINGLE election day, voters across the country are turned away from the polls and denied their right to vote. To learn more about voter suppression and what you can do to stop it, join me for a screening of @RiggedTheFilm. [DATE, TIME]. [INSERT RSVP LINK HERE].

MICHAEL-WALDMAN-1.MP4

"We need all of our institutions of power to protect the right to vote." Learn more about voter suppression and how to protect our right to vote by joining our virtual screening of @riggedthefilm on [DATE, TIME]. [INSERT RSVP LINK HERE]

REVEREND-BARBER-1.MP4

Join @RevDrBarber and [ORGANIZATION] in the fight against voter suppression with a virtual screening @riggedthefilm on [DATE, TIME] followed by a panel discussion with [PANELISTS]. [INSERT RSVP LINK HERE]

STACEY-ABRAMS-3.MP4

Hear more from @staceyabrams and many other voting activists on how you can act in protecting our fundamental right to vote. Register for our virtual screening of @riggedthefilm on [DATE, TIME]. [INSERT RSVP LINK HERE]

PROMOTING YOUR SCREENING

ELIJAH-CUMMINGS-4.MP4

"If I didn't have a democracy, I wouldn't be here." Hear more from experts like @RepCummings on why our democracy is in peril—and what you can do to stop it. Join us for a virtual screening of @RiggedTheFilm on [DATE] at [TIME]. Register here: [INSERT RSVP LINK HERE].

KAREN-WILSON-MCKOY-1.MP4

Join [ORGANIZATION] on [DATE] at [TIME] for a virtual screening of @RiggedTheFilm, a doc that captures real-time voter purges in North Carolina and voter intimidation in Texas. Followed by a Q&A with [PANELISTS]. [INSERT RSVP LINK HERE].

KAREN-WILSON-MCKOY-2.MP4

EVERY SINGLE election day, voters across the country are turned away from the polls and denied their right to vote. To learn more about voter suppression and what you can do to stop it, join me for a screening of @RiggedTheFilm. [DATE, TIME]. [INSERT RSVP LINK HERE].

MICHAEL-WALDMAN-1.MP4

Don't continue to let the history of our voting rights go in the wrong direction. Join us for a virtual screening of @RiggedtheFilm on [DATE] at [TIME] followed by a panel discussion with [PANELISTS]. [INSERT RSVP LINK HERE]

PROMOTION GUIDE

BEFORE THE SCREENING

Send Public & Private Invites

Many public screenings will be followed by thoughtful, provocative panel discussions featuring local leaders, influencers, activists and thought leaders. When you invite panelists to participate, remember to ask them to commit to posting an event flyer or invitation on their social media properties at least a week in advance. Make sure the social flyer includes the hashtag #RIGGEDthefilm and an RSVP link or email address.

Leverage Panelists

Many public screenings will be followed by thoughtful, provocative panel discussions featuring local leaders, influencers, activists and thought leaders. *When you invite panelists to participate, remember to ask them to commit to posting an event flyer or invitation on their social media properties at least a week in advance.* Make sure the social flyer includes the hashtag #RIGGEDthefilm and an RSVP link or email address.

Signage

You may want to consider helpful signage for your event. It can go a long way for branding and help with your event's aesthetic. You can have signs and posters made to help with direction, event recognition and potentially use them as a backdrop for pictures and social posts.

PROMOTION GUIDE

SCREENING DAY

Screening day can be just as exciting as it is busy. All your hard work and commitment has come to fruition.

To complement all of your efforts, when you first introduce RIGGED, ask panelists, guests, and audience members to post on social media of themselves during and after the event. Empower them to communicate their thoughts and questions about voter suppression, and offer feedback about the film, in their posts.

Be sure to continue encouraging your audience members to use the hashtag #RIGGEDthefilm. Include this request in your introduction, and/or after the film ends, but before the panel discussion.

POST SCREENING WRAP-UP & RECAP

Helpful Wrap Up Tips:

1. Send personal thank you emails to special guests and panelists.
2. Send an email to the list of RSVPs with helpful call to action links/resources.
3. Upload the video recording of the discussion to your Facebook, Youtube or website page so others can view.
4. Post a photo on social media with a "thank you for coming" to those who attended. In the caption below the photo, encourage guests to share their thoughts about the film always using the hashtag, **#RIGGEDthefilm**.

WHAT'S NEXT?

Once the film and discussions are over, the real job begins. People who view RIGGED are often disturbed and upset by what they have seen. You can guide audience members to organizations and resources that will help them channel their anger and frustration constructively.

A few of the organizations below are doing great work to combat voter suppression. They are striving to assure every citizen who has a right to vote, can and does vote. Encourage the audience to visit the websites of the organizations below to learn how to fight voter suppression specifically in their communities, state, or in other states. Feel free to include the names of some of these voting rights groups on your social media. The more resources and information people have, the more aware and empowered they are to join the movement to stop it. Click on the link to view their website.

[ADVANCEMENT PROJECT](#)

[AMERICAN CIVIL LIBERTIES UNION](#)

[BLACK VOTERS FUND](#)

[BRENNAN CENTER FOR JUSTICE](#)

[COMMON CAUSE](#)

[CAMPAIGN LEGAL CENTER](#)

[CARPOOL VOTE](#)

[FAIR FIGHT](#)

[HISPANIC FEDERATION](#)

[LATINO JUSTICE](#)

[LEAGUE OF WOMEN VOTERS](#)

[MI FAMILIA VOTA](#)

[NAACP](#)

[NAACP LEGAL DEFENSE FUND](#)

[NATIONAL ASSOCIATION OF LATINO ELECTED &
APPOINTED OFFICIALS](#)

[NATIONAL COUNCIL OF NEGRO WOMEN](#)

[NATIONAL URBAN LEAGUE](#)

[ROCK THE VOTE](#)

[THE CENTER FOR COMMON: GROUNDS RECLAIM THE
VOTE](#)

[UNIDOSUS](#)

[US BLACK CHAMBERS INC](#)

ABOUT THE TEAM

MAC HELLER

Executive Producer

Mac is the executive producer of the award-winning documentary, *Rigged: The Voter Suppression Playbook*. He believes that voters should choose their politicians – not politicians choose their voters. *Rigged* shows what happens when it is the latter. Mac Heller retired from Goldman, Sachs & Co. in 2002, where he was the Head of Worldwide Mergers and Acquisitions; Co-Head of the Investment Banking Division, and a Member of the Management Committee. He went on to launch an electric car company based in California, Coda, where he served as Founder. He is a graduate of Harvard and Harvard Law School. He started the American Issues Initiative, which produced, *Rigged*, in 2016.



TIM SMITH

Executive Producer

Mr. Smith is a veteran of both television and documentary production, having been a production executive with MSNBC, Unapix Entertainment, Newsweek Productions and now, the American Issues Initiative. For the American Issues Initiative, he is the executive producer on its new theatrical documentary, *Rigged: The Voter Suppression Playbook*. At MSNBC, he was a senior producer with MSNBC's Long Form (documentary) unit. There, he has executive produced documentaries and series with Lester Holt, Chuck Todd, Rachel Maddow, Norah O'Donnell, Chris Hayes and Chris Matthews. Mr. Smith's work has won two Emmys and five Emmys nominations, two Gracie Awards, a Grierson as well as Cable Ace and Genesis Award nominations. Two of his documentaries became television movies for HBO and ABC. His programs and series have been supported by prestigious grants from the National Endowment for the Humanities, Sloan Foundation, Kauffman Foundation, JGS Foundation, Annenberg Foundation, Robert Wood Johnson Foundation and Corporation for Public Broadcasting. He has written articles for *The Washington Post*, *The Nation*, *Christian Science Monitor*, *Talking Points Memo* and *Brown Alumni Monthly*. He received his B.A. with honors from Brown University and a masters from the Columbia University Graduate School of Journalism. He lives with his family in Wilton, CT.

ABOUT THE TEAM

CHRISTINA SHAMAN

Associate Producer/Editor

Christina Shaman is a graduate of Columbia University's Graduate School of Journalism. She is a journalist, documentary filmmaker and podcast producer. Before starting at American Issues Initiative, Christina was a multimedia fellow at the Texas Tribune and an associate producer and editor on Inside/Outside, a feature-length documentary about mass incarceration in Pennsylvania. She is also the producer and editor of the duPont-Columbia Awards' podcast, "On Assignment".



DARNELL SHARPERSON

Virtual Screenings Coordinator

Darnell Sharperson is a recent graduate of The University of Alabama with a BA in Public Relations accompanied by minors in French and global & cultural perspectives. Skilled in Creative Writing, Brand and Event Management, Entertainment, Client Relations, Public Speaking and Intercultural fluency, Darnell is a passionate art and culture curator with a mission centered on a globalized environment where diversity is the standard. Previously, Darnell interned at the Spears Group, an award-winning communications firm, where he project managed the 2019 Millennial Awards presented by Yelp and helped to produce ESSENCE's "Day in the Park" festival.



KRISTI HENDERSON

Cause-Marketing Strategist, 2fifty Seven Group

Kristi Henderson stands firmly at the intersection of social change, political advocacy, popular culture and corporate social responsibility. Earning a bachelor's degree from Howard University and a master's from The London School of Economics. Kristi's commitment to impact, inclusion, racial equity, and culture is rooted in her dedication to systematic change and social innovation. Kristi is the founder of The 2fifty Seven Group, a full service marketing and communications firm specializing in social impact and experiential marketing campaigns. Kristi has worked with and consulted for leading companies and award winning campaigns like Color of Change, Essence, Time Inc., Microsoft, American Airlines, Viacom, Proctor & Gamble, Obama For America '08/'12, Elizabeth Warren For President, and gubernatorial campaigns for Stacey Abrams and Andrew Gillum.



ABOUT THE TEAM

MATT DELMAN

Chief Digital Strategist, 3rd Impression

Matt Delman is the Founder and Principal Strategist of 3rd Impression, a data-driven digital marketing agency that specializes in social media advertising for independent film. He has worked on many political documentaries such as Oscar-nominated *The Edge of Democracy*, Oscar-shortlisted *Unrest*, and SXSW-winning *The River and the Wall*. He was recently featured in *Filmmaker Magazine* for his innovative digital strategies, including for some of the work he is doing for *Rigged*. Matt and his team have been promoting *Rigged* and its impact campaign since the 2018 midterms across a variety of channels. He is most excited about our upcoming effort to help purged voters get back on the voter rolls before election day.



ELLIS FELDMAN

Social Media, 3rd Impression

Ellis Feldman is the Social Media Manager at digital marketing agency 3rd Impression. She is a recent graduate of Columbia University with a BA in history and philosophy. She worked as an intern at media company Bungalow Entertainment and documentary production company Firelight Media. She focuses on increasing engagement and building the *Rigged* following across social platforms. She is particularly excited about helping to re-register purged voters so that everyone who wants to vote can vote.

FLORIAN EENKEMA VAN DIJK

Purged Voter Specialist

Florian is a recent college graduate from Tufts University who previously served as a Field Organizer for the Pete For America campaign in New Hampshire and California. He is also an avid sports fan and participant and is deeply intrigued by new media technologies and their effects on the human psyche. He is thrilled to help out with the American Issues Initiative and believes that many American values and Democracy itself are in peril. The continued efforts of activists and filmmakers are truly inspiring and critical in the lead up to the 2020 election season. Currently, he is trying to locate and contact voters who have been purged from their respective voter registration rolls and make sure that they are registered to vote prior to election day.



MODERATOR SUPPORT & MATERIALS

In order to produce a successful and effective discussion after the film, we also make the following resources available to all moderators:

- [The Democracy Playbook](#) -- which is a call-to-action for viewers, providing step-by-step instruction on how to take our democracy back.
- Talking Points memo backgrounding the moderator on the issues of voter suppression
- Questions to pose to your audience
- More information about the film (sent before the event)
- Rigged Press Releases
- Trailers & Short Videos Clips

ADDITIONAL INFORMATION

PLEASE ACCESS OUR WEBSITE: WWW.RIGGEDTHEFILM.COM

CLICK [HERE](#) TO VIEW THE AWARDS AND FILM FESTIVALS FOR RIGGED.

[TESTIMONIALS](#) ABOUT RIGGED.

WHAT ARE PEOPLE SAYING IN THE NEWS? [CLICK HERE!](#)

RIGGED ON [FACEBOOK](#), [INSTAGRAM](#), [TWITTER](#) & [YOUTUBE!](#)

VOICES OF VOTING RIGHTS

For additional content, check out our new Youtube page, Voices of Voting Rights, which features never before seen interviews with some of the experts from the film.

ABOUT THE AMERICAN ISSUES INITIATIVE

The American Issues Initiative has a simple charge: to inform and educate the American public about the pressing issues of our day – from criminal justice to education to the challenges of maintaining the vibrancy of our democracy.

The Initiative will seek to maintain a narrow, laser focus – tackling one critical issue at a time. But equally important is to give voice to viable solutions, ones that we believe will make America a better, fairer place for Americans of every race, creed and sex.