




Thank you so much for volunteering your time to help in this crucial election year!

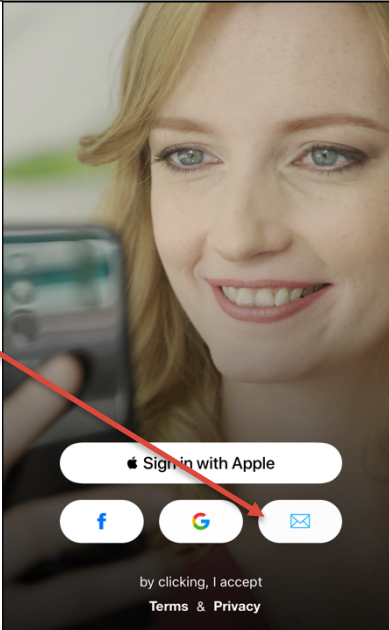
Below you'll find drafted sample language for our **Early Voting/GOTV effort** rolling out over the next few weeks.

To make it easy for you, and so you don't have to memorize anything, we have uploaded the draft script (s) into a teleprompter recording app.

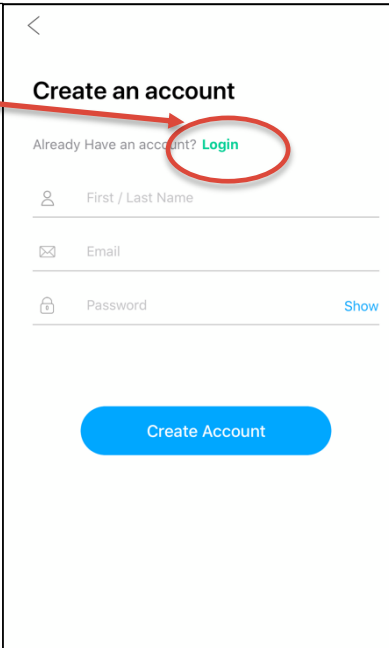
PLEASE FOLLOW THE INSTRUCTIONS BELOW TO RECORD A SHORT SEGMENT.

1. **Download** the teleprompter recording app called [BIGVU Teleprompter Video Maker](https://bigvu.tv/).
<https://bigvu.tv/>

2. Click on the Mail/envelope icon

on the bottom right.

A screenshot of the BIGVU app's login screen. It features a background image of a smiling woman holding a smartphone. At the bottom, there are three login options: 'Sign in with Apple', a Facebook icon, and a Google icon. A red arrow points from the 'Mail/envelope icon' mentioned in the text to the email icon on the right side of the login buttons.

3. Click on Already Have an account **Login**
Do NOT create an account

A screenshot of the 'Create an account' screen in the BIGVU app. It shows a back arrow at the top left, the title 'Create an account', and a link 'Already Have an account? Login' which is circled in red. Below this are input fields for 'First / Last Name', 'Email', and 'Password' (with a 'Show' link). At the bottom is a blue 'Create Account' button. A red arrow points from the 'Login' link in the text to the circled 'Login' link on the screen.

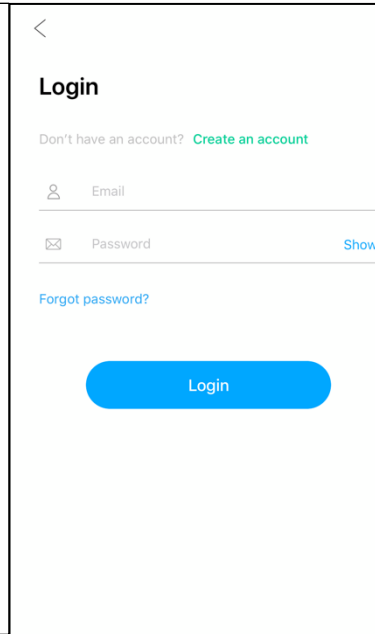
4.

Login using the following information

Email:

erin@thetownproject.org

password: Victory2020!



5. Click on the bottom left icon of the app  /Projects

6. Then select the script with: **"Your Name": GOTV Animation** Note: There will be scripts for other artists listed amongst yours. If you do not see your script immediately, try swiping down to refresh the script page.

7. **When you are Ready to Record, press camera button in the bottom center of the screen.** (you may get a prompt that says "Camera permission required" to enable your camera and microphone in device settings). After ensuring this is done, return to the app/script. The scripted text and front facing camera will appear. PLEASE RECORD IN HORIZONTAL/LANDSCAPE (not vertical). Please center yourself in the frame with some space on either side.

- *Instead of holding the phone, we suggest propping the phone up on a level surface, at eye level, and keeping the phone stationary on the surface while recording.*
- *Please record against a white background to allow for animation integration in post. Anything in italics will be animation and not to be read. Italics will not appear in teleprompter.*
- *This app allows you to record several takes and save them - feel free to try a few if you wish.*
- *To add or edit the text - simply click on the words to edit.*
- *If you wish to change the teleprompter speed, go to settings on the lower right of the app, and click on "Teleprompter settings" and Words per minute to adjust as you wish.*

- *Press record, and watch the countdown to “1”. The text will scroll and you can begin reading/recording!*
8. Once you have a take that you are happy with, select the video you wish to use, then click Upload. **You may have to scroll down a bit to find the upload icon. This is an important step that will allow us to access the video.**
 9. After we receive the upload, we will review and follow up with you on next steps regarding our distribution process. We will tag you and candidates in the post so that you can re-share if you wish.

Thanks again, and let us know if you have any questions.

TIPS FOR TAKING VIDEO

Have good lighting
& avoid backlighting

Center yourself and make sure
your face fits in the screen



Shoot horizontally & leave space on either side
(we may crop the sides later)

Other tips:

- Instead of holding the phone, we suggest propping the phone up on a level surface, at eye level, and keeping the phone stationary on the surface while recording.
- Shoot in a quiet place and limit background noise
- At the end of the scrolling of text, take a beat, the video will automatically stop recording once the text is finished.

GOTV ANIMATION SCRIPT

Please record against a white background to allow for animation integration in post. Anything in italics will be animation and not to be read. Italics will not appear in teleprompter.

ENERGIZER

Hi, I'm [Energizer Name]. Before I was [role] from [credit], I was [First name] from [Hometown]

We see the ENERGIZER as a child in front of a house in Hometown in Michigan.

ENERGIZER

This community made me who I am today.

Shot of a GRADE SCHOOL ENERGIZER raising hand in classroom.

Shot of SLIGHTLY OLDER ENERGIZER getting temperature taken by doctor.

Shot of HIGH SCHOOL-AGED ENERGIZER and MANAGER in front of a store with a "Help Wanted" sign.

The Manager removes the "Help Wanted" sign and shakes the Energizer's hand.

ENERGIZER

When I was a kid, I didn't know how it all came together but now I know it's because people voted for Representatives who looked out for our interests.

Shot of REPRESENTATIVES debating in the State House of Representatives chamber.

ENERGIZER

The same is true today. We can elect state and local leaders who prioritize the needs of the people they represent - in rural communities, small towns and cities like our own and make Michigan a place where everyone has access to quality education, affordable healthcare, clean water and decent housing...

Shot of ENTHUSIASTIC KIDS in a classroom

Shot of a MAN drinking clean water from a sink

Shot of a HAPPY COUPLE in front of a house with a SOLD sticker on a real estate lawn sign.

ENERGIZER

All registered voters have the option to vote by mail, we can visit [Vote dot Michigan dot gov](https://www.vote.michigan.gov), to check our registration status, request our absent voter ballots, and learn about the candidates from the safety and comfort of home.

We see a CANDIDATE speaking at a podium and pull out to see the Candidate is being viewed by a VOTER on computer screen

ENERGIZER

Instead of election-day lines, we can fill our ballots out with family and friends - whether it's around the kitchen table, or via video chat.

Shot of a FAMILY filling out ballots around a kitchen table.

Shot of a MAN chatting via Zoom with a WOMAN.

Shot of an OLDER WOMAN putting her ballot in a mailbox.

ENERGIZER

Given the state of the Postal Service, it's recommended that voters get their ballots in the mail by October 20th

Shot of a large wall calendar with Oct 20th circled.

ENERGIZER

And even track them online, to make sure they're received by the local clerk ahead of the November 3rd deadline.

Shot of ENERGIZER checking the computer. The screen says "VOTE RECEIVED"

The ENERGIZER turns to the camera and points to the computer screen at the Michigan.gov website

ENERGIZER

Visit Vote dot Michigan dot gov, today for more information, including sample ballots, online voter registration, and ballot drop box locations.

We all play a role in democracy. Let's represent Michigan together.

MICHIGAN MINUTE/ TRUE FALSE EARLY VOTING

A clean version of this script will appear under your login on the app (without production notes or alt language) The full version is provided here simply to give you a sense of the overall campaign. Please read the "ENERGIZER" lines and pause for the VOG (we will add in post). Have fun with this one!

Production Note: The first beat of all GFX TEXT appears at the top of the screen as the Energizer reads the True/False statement. The second beat appears on the side of the screen just after she makes her guess. The third beat appears at the bottom of the screen, and remains up while the VOICE OF GOD delivers the following line.

VOICE OF GOD

From [Hometown], Michigan, it's [Energizer Name!]

ENERGIZER

Hello! (holds up hand as a mitten) I'm from here! / Lower Peninsula in the house! / Thumb in the house! / I like cherries! / Mitten power! / They call me Snow Day because I'm nice to wake up to! / I miss Saunders caramel cake! / Go Tigers!

VOICE OF GOD

[Name], are you ready to play Michigan Minute: True or False?

ENERGIZER

True. I mean, yes. / False. I was BORN ready to play Michigan Minute! / Um, are Coney Islands the best hot dogs in the world? The answer to both questions is yes! / Well, I ain't playing Ohio Minute! Ha! Just kidding. Ohio's nice too. / Um, do bears live up north? That's a yes. / Um, do bears poop up north? That would be a big yes.

VOICE OF GOD

So then read the first question already. / We've only got a minute. / It's called Michigan Minute because we've only got 60 seconds. / The clock's ticking. / Tick tock, funny person. / Gotta go. / Don't have all day. / Huh boy. Can you just read the question?

ENERGIZER

Oh, right. / Sorry. I'm just excited. / I don't get out much. / Sorry, I haven't been out of my house in six months. / Sorry, it's just so nice to be talking to somebody other than my cat. / Moving on! / I gained twenty pounds during quarantine and it's affected my brain. / Mouthy Michigander. Sorry! / And away we go! / Why, yes I can!

(peers at the screen, clearly reading)

"True or False - All registered voters in Michigan can request an Absent Voter Ballot today."

(beat)

True? / False! / Pass! / Can I call a lifeline? / Ooo, I know this one. / Can I repeat the question? / Oh, that's an easy one. It's ... (waits for VOG to say it then tries to say it at the exact same time)

GFX TEXT:

- All registered voters in Michigan can request an Absent Voter Ballot today
- TRUE
- To check your voter registration status and fill out a request, visit Vote.Michigan.gov. Requests must be submitted before 5pm on Friday, October 30th.

VOICE OF GOD

That is correct! Let's see how you do with the next question. / (if false) C'mon, really? You didn't know that? / Lucky guess. Next question. / You had a fifty percent chance of getting that right. Congratulations. / Don't get cocky.

ENERGIZER

Now I'm getting nervous. Okay. / (if false) I choked. Next one! / Spike the ball! / Celebration dance! / Can I get a what what?! They still say that, right? / It's a Michigan miracle! / (if false) I couldn't understand the person reading the question. Okay ... / Drop the mic! Oh, wait, picking it back up again. (reading)

True or False - Starting September 24th, you can vote in person at your Local Clerk's office.

(beat)

I'm going to say that's true. / Please tell me that's true. / Hey, that's my birthday! / If it's not true, it should be. / Faaaalllll-rrruuuue? / Like I actually have to say it. (mouths along with the answer.) / True blue! / I'll bet you a Stroh's that's true.

GFX TEXT:

- Starting September 24th, you can vote in person at your Local Clerk's office:
- TRUE
- For your Local Clerk's office location and polling hours, visit Vote.Michigan.gov.

VOICE OF GOD

Right again! You're on a roll! Are you ready for the final question? / You really ARE a Michigander. / (if false) This is not going well. / (if false) You're sure you're not from Ohio? / Two for two. Final question! / Batting a thousand. Last question.

ENERGIZER

Yeah, I'm feeling good about it. / This is a lot of stress. / Can I just say true before you ask the question? / There seems to be a pattern here. / You're just letting me win, aren't you? / Are you making fun of me? / There's gotta be one false in here. / This is very informative but not very challenging. / Do I get a prize at the end of this? / Will there be a parting gift?

(reading)

True or False - Sending your ballot early will help the postal service and Local Clerk manage the volume of ballots closer to November.

(beat)

That seems true. / Okay, now you're just acting like I'm stupid. True! / What do YOU think? / Starts with a T, ends with an E and stick a "RU" between the two! / What is true, Alex? / No, wait until the day of the election. Psych! That would be terrible! / Teeeeeee-ruuuuuuuue!!!

GFX TEXT:

- *Sending your ballot early will help the postal service and Local Clerk manage the volume of ballots closer to November:*

- *TRUE*

- *Your signed Absent Voter Ballot must be received by your Clerk's office before 8 p.m. on November 3rd, and given the state of the Postal Service, it's recommended that voters get their ballots in the mail by October 20th. To find your Ballot Drop Box location, visit Vote.Michigan.gov.*

VOICE OF GOD

You did it again - three out of three! But wait! A bonus question, for double the points-- / And now for the bonus round. / Are you ready to go for the million dollars? / Okay, now for a hard one. / Okay, now that you're all warmed up.

ENERGIZER

Was I getting points? / I didn't know we were keeping score. / Yes, prizes!!! / We're playing for MONEY??? / Oh, I'm warmer than an August day with a broken air conditioner. /

VOICE OF GOD

-- triple the points! Here it is now... / There's always points in life. / Millions of dollars! Sure, why not? / A whole truckload of points! / Whatever you want. They're not worth anything. / You're a very goal oriented person, aren't you?

Something dings and the Energizer peers at her screen again.

ENERGIZER

(reading)

True or False - You must sign your ballot envelope for your vote to count.

(beat)

True again, definitely. / Pull out those pens because that's a big true! / There's gotta be a hard one in here somewhere. / Do you own stock in the word "true?" / I would respectfully like to say, "Duh."

GFX TEXT:

- *You must sign your ballot envelope for your vote to count:*

- *TRUE*

- *The signature on your ballot envelope must match the digitized signature in your Qualified Voter File, often the signature on your Driver's License or State ID.*

VOICE OF GOD

You got it! Incredible.

ENERGIZER

Wait, so they were all true? The name of this game is very misleading. / You might want to change the name of the game. / What was this game? True and truer? / You made this really easy for me, didn't you?

VOICE OF GOD

There's already too much false information going around.

ENERGIZER

That's true. / Oh, drop the mic on that one! / Boom, there it is! / Oh, nice one! / Oh, that's gonna leave a mark. / I'd high five you if you were here. / I've grown quite fond of you in the past 55 seconds. / Can I call you later? / You've got a nice voice.

(beat, reading)

For more voting truths, including sample ballots, candidate information and ballot tracking, visit Michigan - dot - gov - slash - vote. / You'll truly be glad you did. / I so aced this. / I never knew I was this smart.

Additional True/False Statements

ENERGIZER

(reading)

True or False - Postage requirements will vary by district, but using two Forever Stamps will help ensure a timely delivery.

(beat)

I've heard a few different things about stamps, but I think that's true? / It's better than taping a fiver to the envelope. / Okay, one of these has to be false. / I'm a better safe than sorry guy, so I'm gonna say true. / Well, why break the pattern now? True! / You're just trying to make me feel better about myself, aren't you? /

GFX TEXT:

- Postage requirements will vary by district, but using two Forever Stamps will help ensure a timely delivery:

- TRUE

- While having no postage or only one stamp may slow down delivery, it is USPS policy to deliver the ballot no matter what.