



THE HOMETOWN PROJECT

2020
IMPACT REPORT





2020 STORIES, VOICES, VOTES

2020 IMPACT REPORT

In 2020 we began to reach beyond the ballot to become more involved in issues-based stories. In tandem with our long-term goals of electing progressive leaders, we told the story of how these important issues directly impacted our daily lives and ultimately connect to policy and the state and local leaders who make change.



WHAT WE DO

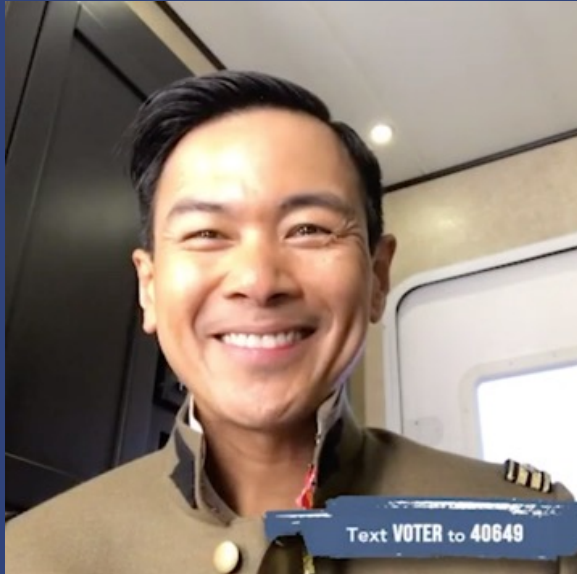
**WE EDUCATE & MOTIVATE
VOTERS IN LOCAL ELECTIONS BY
CONNECTING CULTURAL LEADERS
TO THEIR HOMETOWNS**

OUR STORY

The Hometown Project is a political advocacy organization founded in 2017. We help elect progressive leaders at the local level by connecting actors, musicians & athletes to voters in their hometowns. Our efforts bring attention to local candidates, campaigns and issues important to the community.



OUR “ENERGIZER” STRATEGY



Motivate
voter turnout



Bring visibility
to local
elections



Support the
next generation
of leaders

HOW WE APPROACH OUR WORK



Harness relationships across political organizations to identify local causes and candidates in purple districts.

Connect directly with actors, athletes & musicians.

Introduce Energizers to local progressive candidates running for office in their hometown.

Produce video content to inspire, motivate and educate the electorate.

CLEAR BENEFITS TO LOCAL CANDIDATES

- Generate awareness about candidates
- Drive traffic to website and social media pages
- Reach key demographics and “unreachable voters” in a new way
- Boost morale among campaign volunteers and staff
- Provide a creative and fun way for voters to learn more about candidates’ goals as a community leader
- Energize voters and motivate voter turnout

Thank you Eric Kripke and The Hometown Project! Your help was tremendous. My children went to Sylvania Southview and they and so many others were so impressed by your help.

I know your influence and connection to the community helped solidify my victory. Keep making us proud Thanks again.

*~Judge Myron Duhart,
Newly elected Ohio Sixth
District Court of Appeals*

Thanks to Kathryn Hahn and everyone at The Hometown Project for your amazing support during the campaign.

What you’re doing truly makes a difference, especially to suburban/rural districts like OH14.

*~Hillary O’Connor Mueri
Ohio Candidate for US
Congress District 14*

The Hometown Project knocked it out of the park! Our Ohio Hometown Energizers went above and beyond to help promote legislative and judicial candidates from across the Buckeye State. Ohio Democrats LOVE our Hometown Energizers!

*Liz Shirey &
Kirstin Alvanitakis,
Ohio Democratic Party*

MAKING A DIFFERENCE

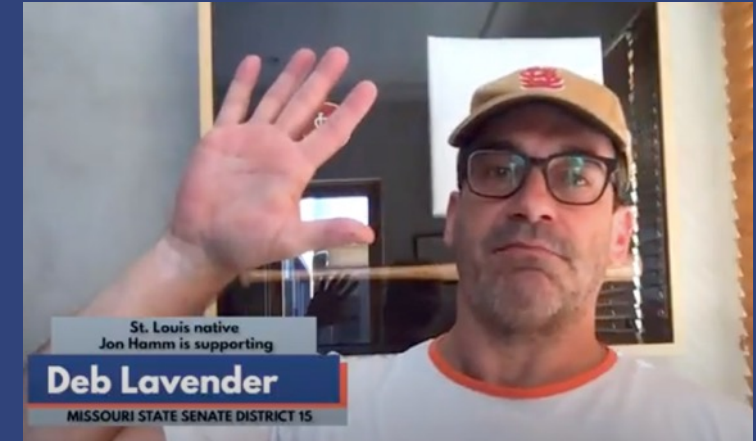
2020

2020 CAMPAIGN HIGHLIGHTS

In the 2020 election cycle, we produced **140+ voter facing videos** concentrated in Michigan and Ohio with additional engagement in Arizona, Florida, Illinois, Minnesota, Missouri, Pennsylvania, Texas and Wisconsin.

Using various creative vehicles, including animation and a game-show format, **26 Energizers contributed to Get Out the Vote content** for their home states as well as a national piece focused on down-ballot voting featuring Kerry Washington.

36+ Energizers supported 50+ local candidates in crucial races in their hometowns. By developing, producing, and fielding geo-targeted videos from our hometown artists and influencers, we brought these progressive candidates valuable name recognition and support.



2020 CANDIDATES

The Hometown Project and our electoral partners support and give voice to diverse, progressive candidates who have a connection to their communities and a proven record of constructive, positive work within their districts. We make a dedicated effort to ensure these candidates embody different and varied perspectives, including gender, age, and ethnicity. Each year, our goal is to ensure that our candidates are informed, balanced representatives and reflections of the communities they serve.



WE SUPPORTED 57 CANDIDATES ACROSS 10 STATES

63%

**WOMEN
CANDIDATES**

23%

**CANDIDATES
OF COLOR**

WE FACILITATED THE INVOLVEMENT OF 44 HOMETOWN ENERGIZERS

50%

**WOMEN
ENERGIZERS**

23%

**ENERGIZERS
OF COLOR**

2020 MARGINS: OUR RACES AND THEIR DETERMINING VOTES

2 RACES

< 300 VOTES

4 RACES

< 1,500 VOTES

7 RACES

< 2,000 VOTES

10 RACES

< 2,500 VOTES

2020

STATES

2020 OHIO

20 well-known Ohioans supported **28 different candidates** running in key districts in a wide variety of positions across the state, with the goal of increasing voter participation up and down the ballot and flipping two of the seats needed to break the GOP supermajority in the Ohio State House.

HOMETOWN ENERGIZERS

Columbus! Cincinnati! Youngstown! Toledo!
Rocky River! Akron! Dayton! Cleveland!!



Yvette Nicole Brown
Warrensville
Heights, OH

Sarah Jessica Parker
Nelsonville, OH

James Pickens Jr.
Cleveland, OH

Kathryn Hahn
Cleveland Heights,
OH

Sherri Saum
Dayton, OH

Ed O'Neil
Youngstown, OH

Molly Shannon
Shaker Heights, OH



Michael Chernus
Rocky River, OH

Reggie Lee
Strongsville, OH

David Wain
Shaker Heights, OH

Liz Carey
Toledo, OH

Phoebe Robinson
Cleveland, OH

Josh Radnor
Columbus, OH

Rachael Harris
Worthington, OH



Crystal Bowersox
Elliston, OH

Matt Berninger
Cincinnati, OH

Carrie Coon
Copley Township, OH

Kevin Allison
Cincinnati, OH

Eric Kripke
Toledo, OH

Eli Maiman
Cincinnati, OH

2020 MICHIGAN

As a part of The Hometown Project, artists such as Judy Greer (*Archer*), Ernie Hudson (*Ghostbusters*), Paul Feig (dir. *Bridesmaids*), Toni Trucks (*SEAL Team*), Lisa LoCicero (*General Hospital*) and more created videos supporting candidates running down-ballot for offices in the communities where the artists grew up.

11 Michigan natives supported **18 different candidates** running in key districts in a wide variety of positions across the state, with the goal of flipping the four seats needed to gain a Democratic majority in the Michigan State House and increasing voter turnout.

HOMETOWN ENERGIZERS

Detroit! Livonia! Bay City! Benton Harbor!
Traverse City! Manistee!



Ernie Hudson
Benton Harbor, MI

Betsy Brandt
Auburn, MI

Sam Richardson
Detroit, MI

Paul Feig
Clinton Township, MI

Judy Greer
Livonia, MI

Lisa LoCicero
Grosse Pointe, MI

Toni Trucks
Manistee, MI



Patch Darragh
Birmingham, MI

James Wolk
Farmington Hills, MI

Brian Vander Ark
Holland, MI

Brian Holden
Traverse City, MI

2020 KEY STATES

In addition to our work in the Midwest, we worked in partnership with state tables on the c3 and c4 sides to produce focused GOTV and candidate campaigns in key districts and states across the country, Arizona, Florida, Illinois, Minnesota, Missouri, Pennsylvania, Texas and Wisconsin.

We created state and local specific content and delivered to partners to geotarget distribution in each respective state.

HOMETOWN ENERGIZERS



Selena Gomez
Grand Prairie, TX



Jon Hamm
St. Louis, MO



Phillipa Soo
Libertyville, IL



Laura Linney
Manhattan, NY



Steven Pasquale
Hershey, PA



Josh Gad
Hollywood, FL



Billy Crudup
Fort Lauderdale, FL



Kate Hudson
Snowmass, CO



Joe LoTruglio
Margate, FL



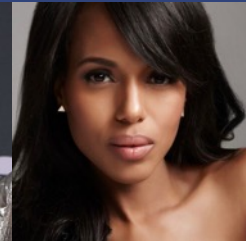
Beth Dover
Valrico, FL



Kate Walsh
Tucson, AZ



Lisa Loeb
Dallas, TX



Kerry Washington
Bronx, NY

2020

After confirming Energizers and pairing with key districts and candidates, we produced creative content to begin distribution in October 2020.

Led by Writer & Producer Tracey Scott Wilson, creatives in our community like Liz Tuccillo (Sex and the City), Beau Willimon (House of Cards) Paul Feig (Bridesmaids) and many others collaborated in a series of Writer's Rooms, and creative working sessions and to craft compelling stories and approaches for engaging local communities in democracy.

CREATIVE CONTENT



A screenshot of a Facebook post by Kerry Washington, dated October 23, 2020. The post features a graphic of a map of the United States with stars and the text "LEARN ABOUT YOUR LOCAL CANDIDATES AND WHAT THEY STAND FOR". Below the graphic, it says "Find out who's on your ballot www.thehometownproject.org". The post has 4.7K likes, 213 comments, 379 shares, and 83.4K views. The engagement buttons for Like, Comment, and Share are visible at the bottom.

Kerry Washington ✓
Oct 23, 2020 · 🌐

I want to let you in on a little secret— your vote is WAY more powerful than you think. Your voice can change your world. Learn about your local candidates and what they stand for at www.thehometownproject.org And get out and VOTE!!!! #downballot #votelocal The Hometown Project

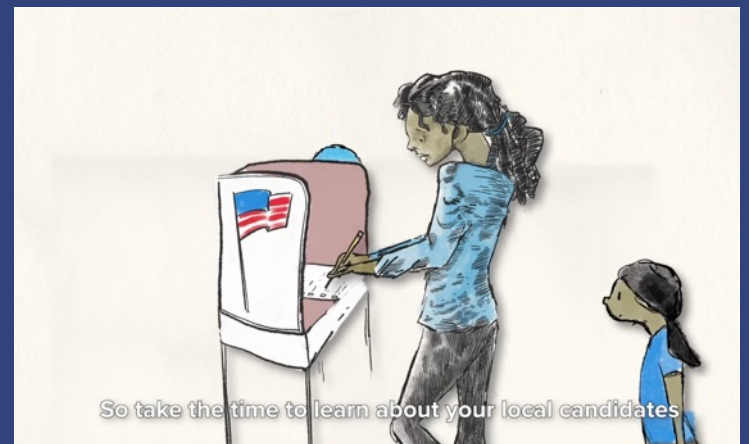
LEARN ABOUT YOUR LOCAL CANDIDATES AND WHAT THEY STAND FOR

Find out who's on your ballot
www.thehometownproject.org

Paid for by The Hometown Project, A Project of Tides Advocacy

4.7K 213 Comments 379 Shares 83.4K Views

Like Comment Share



2020

Energizers: recruited for specific high-priority districts and strategically paired with candidates

Scripts: written for individual campaigns, candidates and energizers

Videos: display Energizer's local connection and call to action at the start and throughout the video (voter info website, candidate name etc)

CREATIVE CONTENT



- All of our videos are positive and do not mention opponents
- Each video led with Energizer (actor, musician etc) , emphasized connection to hometown, and quickly named candidate to boost Name ID and awareness
- Brief bio of candidate, shared values, local issues, hometown feel (doesn't look/feel like a political ad)
- All have a clear call-to action



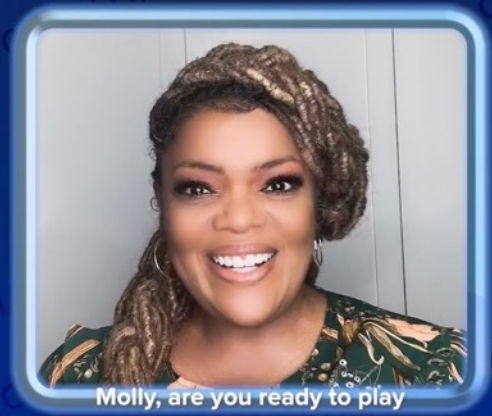
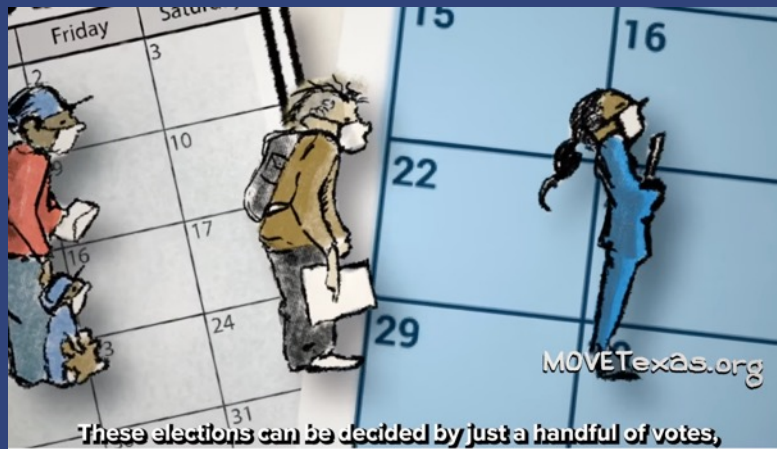
2020

During the pandemic, we provided a critical benefit to voting access and voting rights.

We met a clear and critical need to encourage early voting, vote by mail and absentee ballot. We educated voters on which state and local leaders on their ballot could guide their community safely through the pandemic. Get out the vote content directed people on where, when, and how to vote safely in their state.

We created functional videos that encouraged early voting and educated voters on their respective state voting rules.

CREATIVE CONTENT



TRUE | FALSE

You must sign your ballot envelope for your vote to count.

True or false? You must sign your ballot



OHIO

UNIQUE, CREATIVE & PERSONAL ADS

Candidate videos ran as digital ads targeted in the district, as organic posts on Twitter and Facebook, and programmatically across various platforms.

CLEVELAND AREA

[Molly Shannon](#) *from Cleveland*

Phil Robinson | [TW](#) | IG | [FB](#)

Joan Sweeny | [TW](#) | IG | [FB](#)

[Phoebe Robinson](#) *from Cleveland*

Tom Jackson | [TW](#) | IG | [FB](#)

Phil Robinson (*Black Frasier*)
| [TW](#) | IG | [FB](#)

[James Pickens Jr.](#) *from Cleveland*

Stephanie Howse | IG | [FB](#)

Monique Smith | [TW](#) | IG | [FB](#)

[Yvette Nicole Brown](#) *from Cleveland*

Stephanie Howse | IG | FB

Thomas West | TW | [IG](#) | [FB](#)

Emilia & Vernon Sykes | [TW](#) | IG | [FB](#)

[David Wain](#) *from Cleveland*

Tom Jackson | [TW](#) | [IG](#) | [FB](#)

Phil Robinson | [TW](#) | IG | [FB](#)

[Reggie Lee](#) *from Strongsville*

Zach Stepp | [TW](#) | IG | [FB](#)

Tom Jackson | [TW](#) | [IG](#) | [FB](#)

Joan Sweeny | [TW](#) | IG | [FB](#)

[Kathryn Hahn](#) *from Cleveland*

Monique Smith | [TW](#) | IG | [FB](#)

Hillary O'Connor Mueri
| [TW](#) | IG | [FB](#)

[Michael Chernus](#) *from Rocky River*

Monique Smith | [TW](#) | IG | [FB](#)

Zach Stepp | [TW](#) | IG | [FB](#)

TOLEDO AREA

[Eric Kripke](#) *from Toledo*

Myron Duhart | [TW](#) | IG | [FB](#)

Alexis Miller IG | [FB](#)

[Crystal Bowersox](#) *from Elliston*

Alexis Miller | IG | [FB](#)

DAYTON AREA

[Sherri Saum](#) *from Kettering*

Amy Cox | [TW](#) | IG | [FB](#)

Desiree Tims | [TW](#) | IG | [FB](#)

Leronda Jackson | [TW](#) | IG | [FB](#)

AKRON AREA

[Carrie Coon](#) *from Copley or Akron*

Casey Weinstein | [TW](#) | IG | [FB](#) ([OH House Dems](#))

Matt Shaughnessy | IG | [FB](#)

Tavia Galonski | [TW](#) | IG | [FB](#)
(candidate commented
but did not initiate post)

YOUNGSTOWN AREA

[Ed O'Neill](#) *from Youngstown*

Chris Stanley | [TW](#) | IG | [FB](#)

Sean O'Brien | IG | [FB](#)

COLUMBUS AREA

[Rachael Harris](#) *from Columbus*

Rachael Morocco | [TW](#) | IG | [FB](#)

Alaina Shearer | [TW](#) | IG | [FB](#)

Crystal Lett | [TW](#) | IG | [FB](#)

Nancy Day-Achauer | [TW](#) | IG | [FB](#)

[Josh Radnor](#) *from Columbus*

Crystal Lett | [TW](#) | IG | [FB](#)

Nancy Day-Achauer | [TW](#) | [IG](#) | [FB](#)

CINCINNATI AREA

[Sarah Jessica Parker](#)
from Cincinnati

Sara Bitter | [TW](#) | [IG](#) | [FB](#)

Jessica Miranda | [TW](#) | IG | [FB](#)

[Kevin Allison](#) *from Cincinnati*

Jessica Miranda | [TW](#) | IG | [FB](#)

Alicia Reece | TW | IG | FB

[Eli Maiman / WALK THE MOON](#) *from Cincinnati*

Kate Schroder | [TW](#) | IG | [FB](#)

Sara Bitter | TW | IG | FB

Jessica Miranda | [TW](#) | IG | [FB](#)

MICHIGAN

UNIQUE, CREATIVE ADS

Candidate videos ran as digital ads targeted in the district, as organic posts on Twitter and Facebook, and programmatically across various platforms.

DETROIT AREA

[Paul Feig](#) from Mount Clemens

Nate Shannon | [TW](#) ([Retweeted by Nate](#)) | [FB](#)

Elissa Slotkin | [TW](#) | [FB](#)

Mary Chrzanowski | [TW](#) | [FB](#)

[Judy Greer](#) from Livonia

Laurie Pohutsky | [TW](#) | [FB](#)

[Patch Darragh](#) from Birmingham

Dave Coulter | [TW](#) | [FB](#)

Padma Kuppa | [TW](#) | [FB](#)

Haley Stevens | [TW](#) | [FB](#)

[Lisa LoCicero](#) from Grosse Pointe Park

Julia Pulver | [TW](#) | [FB](#)

Laurie Pohutsky | [TW](#) | [FB](#)

Padma Kuppa | [TW](#) | [FB](#) ([Shared by Padma](#))

[Sam Richardson](#) from Detroit

Chokwe Pitchford | [TW](#) | [FB](#)

Vincent Gregory | [TW](#) | [FB](#)

Elissa Slotkin | [TW](#) | [FB](#)

Jon Hoadley | [TW](#) | [FB](#)

BAY CITY AREA

[Betsy Brandt](#) from Bay City

Brian Elder | [TW](#) | [FB](#)

Sarah Schulz | [Betsy Brandt](#) | [TW](#) | [FB](#)
([Shared by Sarah](#))

TRAVERSE CITY AREA

Brian Holden from Traverse City

Dan O'Neil | [TW](#) ([Retweeted by Dan](#)) | [FB](#)

GRAND RAPIDS AREA

Brian Vander Ark from Grand Rapids

Christine Morse | [TW](#) | [FB](#)

Jon Hoadley | [TW](#) | [FB](#)

Hillary Scholten | [TW](#) | [FB](#)

BENTON HARBOR AREA

[Ernie Hudson](#) from Benton Harbor

Chokwe Pitchford | [TW](#) | [FB](#)

MANISTEE AREA

[Toni Trucks](#) from Manistee

Angela Witwer | [TW](#) | [FB](#)

Beth McGill-Rizer | [TW](#) ([Retweeted by Beth](#)) | [FB](#)

KEY STATES

Distribution partners in each state drove content strategies by running videos as district-targeted digital ads and as organic posts on Twitter, Facebook, and Instagram.

FLORIDA

Joe LoTruglio

Jim Bonfiglio | [TW](#) | [Instagram](#) | [FB](#)

Josh Gad

Linda Thompson Gonzale | [TW](#) | [Instagram](#) | [FB](#)

Beth Dover

Fentrice Driskell | [TW](#) | [Instagram](#) | [FB](#)

ILLINOIS

Phillipa Soo

Mary Edly-Allen | [TW](#) | [Instagram](#) | [FB](#)

MISSOURI (2)

Jon Hamm

Deb Lavender | [TW](#) | [FB](#)

Doug Beck | [TW](#) | [FB](#)

PENNSYLVANIA

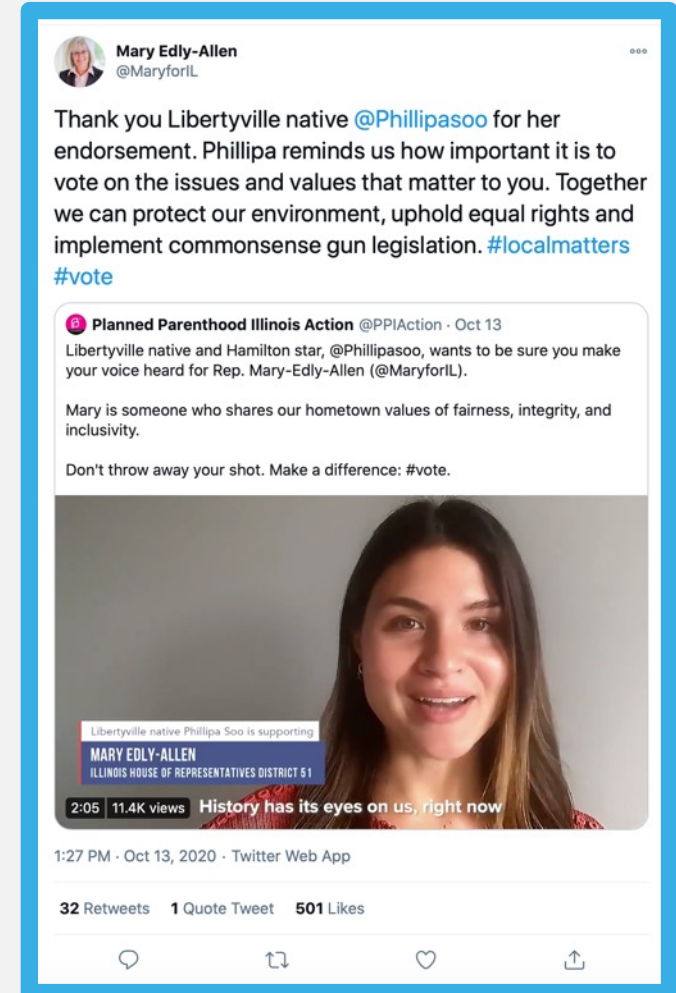
Steven Pasquale

Brittney Rodas/George Scott | [TW](#)

Lindsay Drew/ George Scott | [TW](#)

TEXAS

Lisa Loeb



MAKING A DIFFERENCE

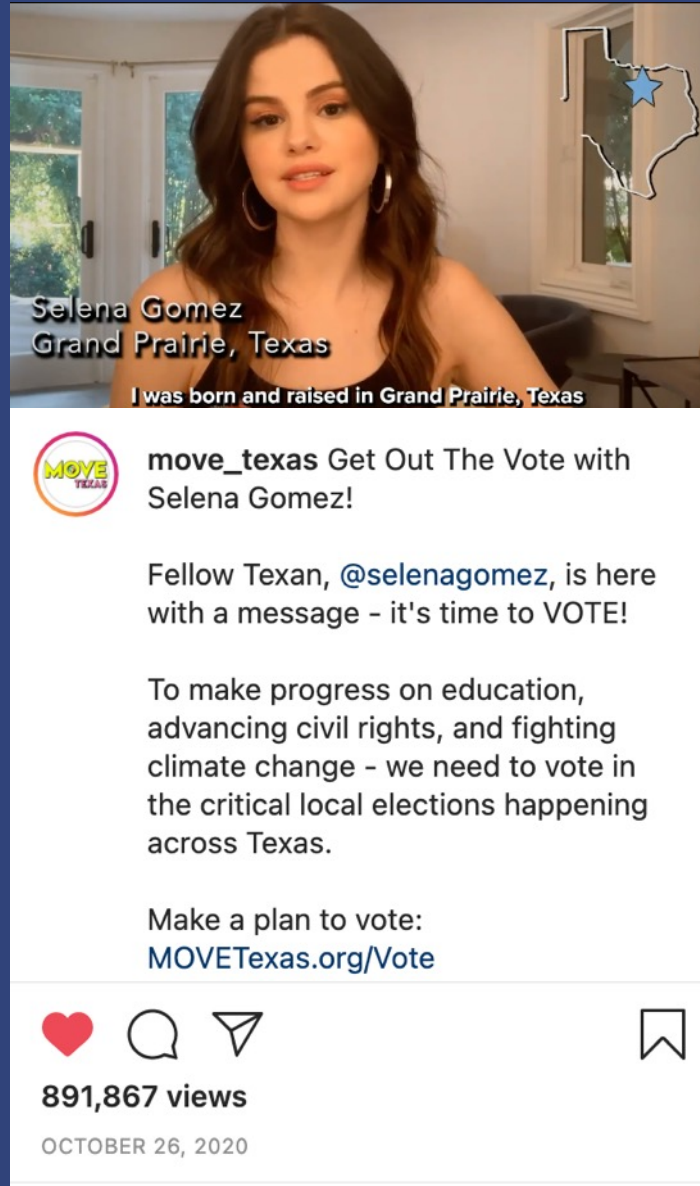
GO T V

GOTV HIGHLIGHT: SELENA GOMEZ

Native Texan Selena Gomez created a videos to promote early and safe voting in her home state. The video was delivered to our instate partner, MOVE Texas and posted organically as well as run as an ad on Facebook and Instagram.

77,500 total engagement

2,341,800 total impressions



Selena Gomez
Grand Prairie, Texas
I was born and raised in Grand Prairie, Texas

move_texas Get Out The Vote with Selena Gomez!

Fellow Texan, @selenagomez, is here with a message - it's time to VOTE!

To make progress on education, advancing civil rights, and fighting climate change - we need to vote in the critical local elections happening across Texas.

Make a plan to vote:
[MOVETexas.org/Vote](https://www.MOVETexas.org/Vote)

891,867 views
OCTOBER 26, 2020

As we work with young voters across Texas, having access to a hometown hero like Selena Gomez was hugely beneficial to our efforts. I hope we can continue to partner together to bring more great Texas talent together to register and turnout a new generation of voters.

Charlie Bonner,
Communications Director
MOVE Texas

GET OUT THE VOTE

GOTV and voter information campaigns ran as state-targeted digital ads, organic posts on Twitter and Facebook, and programmatically across various platforms.

NATIONAL

Kerry Washington

GOTV | [TW](#) | [FB](#) | [IGTV](#) | [YouTube](#)

ARIZONA

Kate Walsh

GOTV | [TW](#) | [IGTV](#) | [FB](#)

FLORIDA

Billy Crudup

GOTV | [TW](#) | [IGTV](#) | [FB](#)

ILLINOIS

Phillipa Soo

GOTV | [TW](#) | [IGTV](#) | [FB](#)

MINNESOTA/WISCONSIN/ MICHIGAN

Kate Hudson

GOTV- Register/Vote final push
[Programmatic Ad only](#)

TEXAS

Selena Gomez

GOTV | [TW](#) | [IGTV](#) | [FB](#)

OHIO

**Do You Know Ohio True or False
(Early Voting) with host Yvette Nicole Brown**

David Wain [TW](#) | [FB](#)

Kevin Allison [TW](#)

Molly Shannon [TW](#) | [FB](#)

Walk the Moon [FB](#)

Voting Early From Home: Animation

James Pickens Jr. [TW](#) | [FB](#) | [IGTV](#)

Phoebe Robinson [TW](#) | [FB](#) | [IGTV](#)

Reggie Lee [TW](#) | [FB](#)

Sherry Saum [TW](#) | [FB](#)

Yvette Nicole Brown [TW](#) | [IGTV](#)

Voting Early / Absentee: Comedic

Kathryn Hahn and Laura Linney [TW](#) | [FB](#)

Rachael Harris [YouTube](#) | [FB](#)

Liz Carrey [FB](#)

GOTV Rally: Women Focus/ Live event

[Sarah Jessica Parker](#)

[Yvette Nicole Brown](#)

MICHIGAN

**Michigan Minute True False
(Early Voting) with host Paul Feig**

James Wolk [TW](#) | [FB](#)

Judy Greer [TW](#)

Voting Early From Home: Animation

Betsy Brandt [TW](#) | [FB](#) | [IGTV](#)

Judy Greer [TW](#) | [FB](#) | [IGTV](#)

Lisa LoCicero [TW](#)

Patch Darragh [TW](#)

Toni Trucks [TW](#) | [FB](#)

MAKING A DIFFERENCE

DATA

The word "DATA" is rendered in a large, white, outlined font. The background is split horizontally into a dark blue upper half and a bright blue lower half. The letters are positioned such that they span across both color sections, with the top half of each letter in the dark blue and the bottom half in the bright blue.

DISTRIBUTION AND CONTENT TARGETING

Facebook and Programmatic video ads:

(1) can target specific priority voters in the district using the voter file as well as district shapefiles

(2) can target broader voter universes within the specific districts.

Organic Shares:

Candidates, Energizers and Local Organizations shared the videos organically on social media for supporters to amplify locally.

Our Voter-File Targets:

We targeted voters that state partners have had the most trouble reaching (they gave us the hard cases).

Voter files usually lacked phone numbers and email addresses, making them a challenge to match in Facebook in particular, so we use district shapefiles to ensure reach.

DIGITAL ADVERTISING: MULTI-CHANNEL APPROACH

Facebook video ads:

Pluses: Peer-to-peer sharing, large audience, reaches people who watch video on Facebook only. Higher CTR. District Shapefile partner supported cost of ad spend.

Minuses: Lower video completion rate, higher costs in the run-up to Election Day, ads run only on Facebook/Instagram, low match rate for voter files

Programmatic video ads:

Pluses: Higher completion rate (~35% vs. 2% for Facebook), high voter file match rate, lower ad cost, ads reach people on many websites and apps (ads follow the voter, not the site)

Minuses: Ads do not penetrate the social web, no opportunity for social sharing

**TOGETHER THEY
REACH VOTERS MORE
EFFECTIVELY THAN
EITHER DOES ALONE**

MICHIGAN CASE STUDY

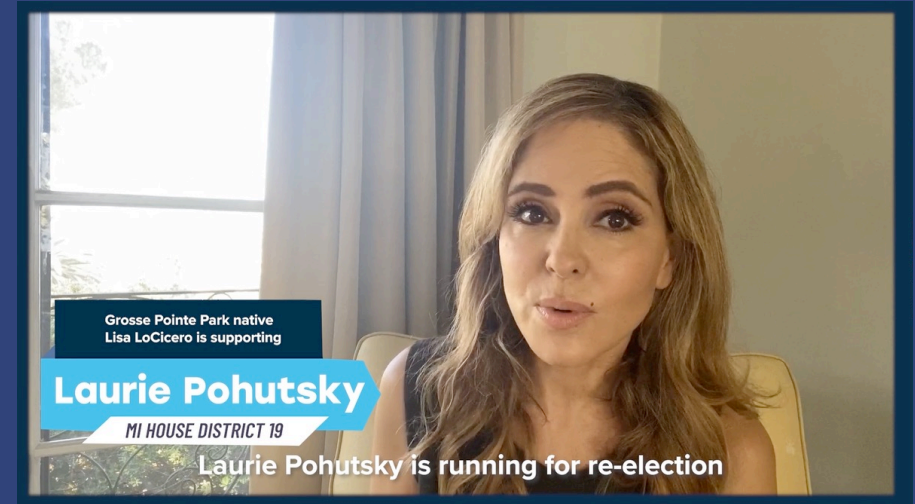
Actors Judy Greer and Lisa LoCicero created videos for their local Livonia, Michigan state legislature candidate Laurie Pohutsky for MI State House District 19 that were served as ads within the district, in a race that Pohutsky won by just 258 votes!

Candidate Laurie Pohutsky

200,416 total impressions

58,667 voters in district

Pohutsky won by: **258 votes**



MICHIGAN CANDIDATE VIDEOS

3,340,558

**TOTAL MICHIGAN CANDIDATE
AD IMPRESSION**

\$45,100

**TOTAL MICHIGAN
AD SPEND**

\$.013

COST PER TARGETED VOTER CONTACT

OHIO CASE STUDY

Actors James Pickens Jr, Kathryn Hahn and Michael Chernus created videos for their local Cleveland state legislature candidate Monique Smith for OH State House District 16 that were served as ads within the district, in a race that Smith won by just 938 votes!

Candidate Monique Smith

147,745 total impressions

69,088 voters in district

Smith won by: **938 votes**



Monique Smith for State Rep
@Smithfor16

Oh hey, it's #OrangelsTheNewBlack's own @MichaelChernus endorsing our campaign! With @RrCitySchools Pirates gear, too! West siders for life 🍌

We're so thankful to have your support in this last stretch. Thank you @HometownVoices! @OHDems #MakeItCountOH #MichaelChernus

Rocky River native
Michael Chernus is supporting

Monique Smith
OHIO STATE HOUSE DISTRICT 16

She did great work on the Lakewood City Council, o

3:39 PM · Oct 26, 2020 · Twitter for iPhone

2 Retweets 1 Quote Tweet 8 Likes

Michael Chernus @MichaelChernus · Oct 26
Replying to @Smithfor16 @RrCitySchools and 2 others
Go Monique, Go!!!!

Cleveland native
James Pickens Jr. is supporting

Monique Smith
OHIO STATE HOUSE DISTRICT 16

Hey there, you may know me

Cleveland native Kathryn Hahn is supporting

Monique Smith
OHIO STATE REPRESENTATIVE DISTRICT 16

1.0x

OHIO CANDIDATE VIDEOS

1,314,267

**TOTAL OHIO CANDIDATE
AD IMPRESSIONS**

\$22,000

TOTAL OHIO AD SPEND

\$.016

COST PER TARGETED VOTER CONTACT

BY THE NUMBERS: STATEWIDE GOTV VIDEOS

MICHIGAN

AD IMPRESSIONS SERVED: 292,806

REACH: 102,187

SPEND: \$5,100

Targets: Statewide lists of Democrats who may need a push to vote early, plus fans of individual energizers

OHIO

AD IMPRESSIONS SERVED: 305,849

REACH: 201,988

SPEND: \$4,500

BY THE NUMBERS: MICHIGAN CANDIDATE VIDEOS

PROGRAMATIC ADVERTISING

LEGISLATIVE & LOCAL CANDIDATES

IMPRESSIONS: 1,301,702

SPEND: \$14,500

CONGRESSIONAL CANDIDATES

IMPRESSIONS: \$651,382

SPEND: \$8,000

Programmatic Audience:
Priority voters, plus
district-specific wider
GOTV targeting

FACEBOOK ADVERTISING

FEDERAL, STATE & LOCAL CANDIDATES

IMPRESSIONS: 1,387,474

REACH: 256,738

SPEND: \$22,600

Facebook Audience: District-
specific priority voters, plus
district-specific wider GOTV
targeting.

BY THE NUMBERS: OHIO CANDIDATE VIDEOS

PROGRAMMATIC ADVERTISING

STATE LEGISLATIVE & LOCAL CANDIDATES

IMPRESSIONS: 1,074,012

SPEND: \$14,500

Programmatic Audience:
District-specific priority
voters only.

FACEBOOK ADVERTISING

STATE & LOCAL CANDIDATES

IMPRESSIONS: 240,255

REACH: 72,615

SPEND: \$7,500

Facebook Audience:
District-specific priority
voters only.

8,569,230

TOTAL IMPRESSIONS

\$67,100

TOTAL AD BUDGET

\$.007 **COST PER TARGETED VOTER CONTACT**

THE HOMETOWN PROJECT TEAM



**Founder & Chair
of Advisory Board**

Peter Salett

**Executive
Director**

Erin Frederick

**Program
Director**

Amy Diprima Forste

**Communications &
Content Coordinator**

Kirsten Garrison



**Digital
Distribution**

Colin Delany

Head Writer

Tracey Scott Wilson

Fall Intern

Sydney Oshuna

**Summer Intern &
Fall Assistant**

Andrew Abramson

2020 CREATIVE TEAM

Script Coordinator & Writer: Grace Critchfield

Illustrator: Michael Arthur

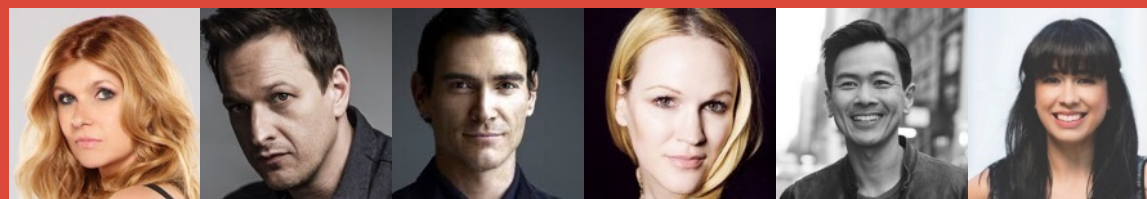
Graphic Designer: Ben Tostado

Editors: Justin Cannon, Fidel Ruiz-Healy, Shannon Meneses, Tyler Walker, Patrick O'Grady

Writers & Creative Collaborators:

Alexis Buryk, Peter Ackerman, Brooke Berman, Autumn Dornfeld, Azie Dungey, Chris Eigeman, Trey Ellis, Paul Feig, Shannon Frederick Meneses, Joanna Hershon, Stephen Kay, Jenna Krasowski, Kate Moira Ryan, Jess Morales Rocketto, Kashi Nikore, Pippin Parker, Piper Perabo, Jennifer Rau, Celine Robinson, Joshunda Sanders, Steven Shainberg, Jessica Sharzer, Liz Tuccillo, David Wain, Beau Willimon, Pauline Zalkin

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Activist

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Actor & Activist

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Actor

Laura Dawn
Art Not War

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Actor & Activist

Kelly Convors-Fowler
Virginia Delegate



Jason George
Actor, Producer &
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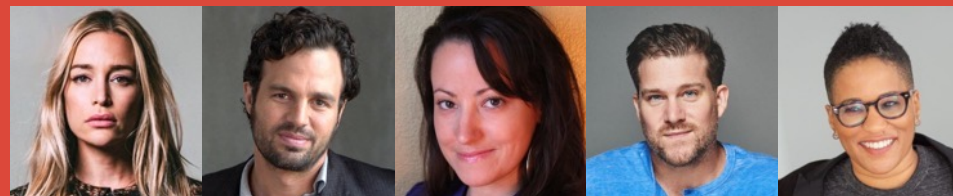
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Activist



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