

POPUL&R



OTE

DECISION 2020: AGREE TO DISAGREE



PURPOSE STATEMENT



To provide an experience at college campuses across the US that taps into the pulse of our Nation's youngest voters around issues relevant to the 2020 election. This interactive show engages students in debates around politics, voting and the political process in America. Imagine college students speaking out in front of their peers about controversial topics in a fun, sometimes funny yet structured and unbiased game show atmosphere.

PROGRAM DESCRIPTION

Are you a liberal? Perhaps you consider yourself conservative. Are you for gun control and against an increase in taxes? Can you articulate what these positions really mean?

In this fast moving program students will be led down a path of politically informed music, games, and trivia with real life scenarios in which they have to think, respond, and react on their toes. Entertaining and educational, this program is a safe and innovative forum for debate and discussion that enhances the way students learn about current events and politics, while generating interest in the 2020 election. Participants leave with a better grasp of various sides of the topics critical to the 2020 election, why participation in the political process matters and where and how to vote.



While the format of the show intentionally polarizes students to provoke meaningful debate, the hosts utilize the Socratic method to propose questions that stimulate critical thinking, draw ideas from the voice of the students, and guide them to common ground where they thought there was none to show that when it comes to conflicting views they can agree to disagree.

PROGRAM DESCRIPTION

Real life facts, stories and scenarios from two different people of two different genders, races and life experiences. With a combined 20 plus years of work in political forums these two will challenge your students to break down barriers, think critically and participate in the political process that governs their lives!

The host, Syrus, is a standout cast member from the MTV reality series The Real World and media personality who has led election related forums for the past decade. Syrus will



facilitate lively discussions by roaming the crowd, singling out audience members to contribute spontaneous responses on a variety of topics, and soliciting audience participation in on-stage game show events.

The co-host, DJ Southpawz is beyond just a beauty. Possessing dual graduate degrees Stacy is an experienced public speaker and DJ who has served over 15 years in the government. Stacy will sweeten the already lively atmosphere with politically relevant music throughout the program and augment Syrus engaging the audience and leading games.

TALENT



SYRUS YARBROUGH is a highly recognizable entertainment and media personality with extensive experience in television, music videos, radio, on stage lecturing, video game production, event emceeing and casting. Over time he has

developed a fan base that appreciates him for his personal views, real-life experiences, fashion, style and cultural preferences. His way of life embraces harmonious coexistence among many social and cultural groups. Syrus is a graduate of the University of Hawaii who has starred in eleven MTV reality shows including season six of *Real World* and multiple editions of *The Challenge*. He has also been featured in popular music videos such as Eminem's *Without Me*.



STACY ELMER aka DJ Southpawz has been spinning at clubs and events for over a decade.

Outside of her talent for music, Stacy is an amateur boxer who possesses a MPA from Columbia University and a MA in Philosophy from the University of Kansas. Stacy spent the past

15 years working for county, state and Federal governments, including as a former member of the National Security Council at The White House, and has been involved in political campaigns since the late '90s. Her expertise includes National Security, healthcare, IT, emergency preparedness and response, and public policy development. Stacy has published in law, philosophy and healthcare journals, and is a highly experienced public speaker.

MARKET

- COLLEGE CAMPUSES ACROSS THE UNITED STATES

Undergraduate age college students consistently represent the age demographic with lowest voter turnout in local and national elections. This show targets college campuses across the United States including major universities, private colleges, community colleges, and historically black colleges and universities with the goal of increasing interest and participation in the 2020 election. Content and activities are tailored to meet the needs specific to each academic institution.



VENUE

- AUDITORIUMS, STUDENT CENTERS, CLASSROOMS

This show can accommodate a wide array of participation ranging from 20 to 5,000 students in a variety of venues such as outdoor spaces, large auditoriums, gymnasiums, conference rooms, and classrooms depending on the size of the audience and space availability. Space and size requirements are at the discretion of the booking academic institution.



MARKETING

- PROMOTIONAL CAMPAIGN

Social media outlets; targeted Facebook, Instagram and Twitter campaigns; campus and local radio stations; on-campus advertising; student and university senate distribution lists; advertising boards in relevant academic departments; and other media outlets specific to each academic institution.



- MARKETING PARTNERS

Negotiations are underway to partner with major sports, music, clothing lines, and credit card companies. Upon booking, additional outreach will be made to local non-partisan election related organizations and local election boards.

TECHNICAL REQUIREMENTS

● AV MATERIALS

Laptop projection capabilities and screen

Four wireless microphones

PA

Two turntables (negotiable)

Power strips with six outlet capability

Extension cord



● OTHER MATERIALS

Bin for raffle tickets

Table for turntables (at least 2 ft wide by 4 ft long)

10 chairs & 2 tables (seating for audience participation)

SAMPLE SCRIPT

● POPUL&R VOTE – START TIME 8:00 PM

Pre-show Survey

- Real time polling app will be used to survey general demographic and political preferences of the audience upon entry; data in statistics, word bubbles, etc. will be projected in real time on the stage. App will be used to survey the audience throughout the program.

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|-------------|----------------------------------|
| 8:00 – 8:05 | Talent Introductions |
| 8:05 – 8:10 | Show Introduction |
| 8:10 – 8:20 | Selection of Teams from Audience |
| 8:20 – 9:00 | Trivia Game Show |
| 9:00 – 9:20 | Q & A |
| 9:20 – 9:30 | Awards and Outro |



Post-show Voter Registration and Raffle

- Exiting participants will be provided information relevant to the voting process and the 2020 election and asked to participate in a post-show survey on topics covered during the show. Voter registration will be available on-site with a raffle for registrants.

TOPICS FOR DISCUSSION

● POTENTIAL TOPICS FOR DISCUSSION

**topics will be tailored to meet the needs/requests of each academic institution

- Immigration/Border Policy
- Reproductive Rights
- Economic Policy
- Foreign Policy
- Death Penalty
- Civil/Human Rights
- Healthcare
- Gun Control
- Drug Policy
- Terrorism
- Environmental Policy
- Nuclear Energy
- Space Policy
- Education

- ❖ Throughout the show video snippets of interviews with political figures, athletes, musicians, educators, average Americans, etc. will be used to enhance the experience by introducing topics and ideas.
- ❖ Success of this program will be measured by the number of new voters registered, and by post-show survey results.