

POPUL&R

 **O T E**

DECISION 2024



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 2024 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 tax increases? Can you articulate these positions clearly?

In this fast-moving program students are led down a path of politically informed games and trivia with real life scenarios where they must 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 2024 election. Participants leave with a better grasp of various sides of the topics critical to the 2024 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, it utilizes the Socratic method to draw ideas from the voice of the students, guide them to common ground where they thought there was none, and to see that when it comes to conflicting views they can agree to disagree.

PROGRAM DESCRIPTION

Stories and scenarios presented by two different people of two different genders, races, and life experiences with a combined 20 plus years of work in political forums will challenge your students to break down barriers, think critically and participate in the political process that governs their lives!

Your host Syrus is a standout cast member from MTV's *The Real World*, *The Challenge*, & *The Challenge Allstars* seasons 1,2 and 3 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 to spontaneous responses on a variety of topics, soliciting audience participation in live, on-stage game show style events.



A co-host, from different reality shows, Challenge shows, Big Brother, Survivor and a DJ can be added sweeten the already lively atmosphere with politically relevant music throughout the program as Syrus engages the audience.

TALENT



Syrus 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 between all 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 seasons of *The Challenge*. He has also been featured in popular music videos such as Eminem's *Without Me*.

Currently starring on The Challenge Allstars seasons 1 & 3 airing on Paramount Plus

MARKET

- COLLEGE CAMPUSES ACROSS THE UNITED STATES

Because undergraduate age college students often represent a demographic with lowest voter turnout in local and national elections, this show targets college students 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 2024 election. Content and activities are tailored to meet the specific desires of 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 may be made to local non-partisan election related organizations and local election boards.