



'Can You See It?'

Media & Messaging Guide

BACKGROUND

"Can You See It?" is a short video produced by the Othering & Belonging Institute's Blueprint for Belonging project and California Calls that calls on Americans—particularly young voters and youth of color—to exercise their civic power to address our country's structural economic inequalities. The video is part of a larger strategic narrative effort to restore the public's confidence in our government's ability to address growing inequality and decaying public infrastructure across the US by working to make the public sector more responsive to community needs and the public good, rather than corporate profits. One of the key actions towards that end: ensuring our cherished community resources are funded by mandating that the country's wealthiest companies contribute what they owe.

Voters can achieve that making their voices heard at the ballot box. Our political leaders too often overlook or ignore working class neighborhoods and communities of color when striking deals with big corporations and developers, but come to us when seeking to get elected. Voting as a community is a direct way to wield power and protect our neighborhoods from the abuses of corporate greed and injustice. [Learn more about the analysis behind the video.](#)

About California Calls

[California Calls](#) is a growing alliance of 31 grassroots, community-based organizations spanning urban, rural and suburban counties across the state. We engage, educate and motivate new and infrequent voters among young people, from communities of color, and from poor and working class neighborhoods to make California's electorate reflect our state's diverse population.

About the Othering & Belonging Institute

[The Othering & Belonging Institute](#) at UC Berkeley brings together researchers, organizers, stakeholders, and policymakers to identify and eliminate the barriers to an inclusive, just, and sustainable society in order to create transformative change. We are a diverse and vibrant hub generating work centered on realizing a world where all people belong, where belonging entails being respected at a level that includes the right to both contribute and make demands upon society and political and cultural institutions. To that end, the Institute's Blueprint for Belonging project develops narrative strategies to realize our vision and values.



About Time of Day Media

[Time of Day Media](#) is an Emmy & Webby award winning digital strategy and creative firm. A worker-owned cooperative based in Brooklyn, NY and Oakland, CA, Time of Day collaborates exclusively with progressive/social justice organizations to create inspiring content and combine it with effective digital strategy to organize communities and win real change.

HASHTAGS

#CanYouSeelt
#GOTV2020
#FundCommunitiesNotCorporations
#CommunitiesNotCorporations

SUGGESTED TEXTS FOR FACEBOOK / INSTAGRAM

Now, more than ever, we need our government to step in and make sure our communities have what they need to get through this crisis—and thrive.

We're proud of where we're from and we know our communities do great things with whatever they have. But while we've seen our neighborhoods get pushed to their limits during this crisis, huge corporations have continued to amass unimaginable wealth. Be sure to vote on Nov. 3 to make corporations pay what's fair for our common good.

In this moment of crisis, our government must step in and make sure our communities have what they need to stay healthy and thrive. Let's #GetOutTheVote this Nov. 3.

Through this crisis we've seen our communities get pushed to their limits, while huge corporations continue to amass unimaginable wealth. Make your vote count by Nov. 3 to demand corporations pay what's fair for our common good.

In this time of crisis, our people's needs must take precedence over those of corporations. Let's make sure our community gets what it deserves by making our voices heard Nov. 3.

Can you envision what our neighborhoods could look like with all the resources we need to thrive? On Nov. 3, don't just imagine it.

People, from immigrant backgrounds and communities of all kinds, are what make our state rich, not corporate profits. Big corporations need to pay what they owe.



Black and Brown communities, newcomers and established residents, are what make our state rich, not corporate profits. Big corporations need to pay what they owe so our communities can thrive in this moment of crisis.

The US has corporations with profits larger than some countries' economies—but it also has massive income inequality, underfunded schools, and the poorest public health response to the pandemic among wealthy countries. It doesn't have to be this way. Demand big corporations pay their fair share at the voting booth this November so that our public goods are funded during this moment of crisis.

We're proud of where we're from and we know our communities do great things with whatever they have. But while we've seen our neighborhoods get pushed to their limits during this crisis, huge corporations have continued to amass unimaginable wealth. Be sure to vote by Nov. 3 to make corporations pay what's fair for our common good.

SUGGESTED TEXTS FOR TWITTER

Now, more than ever, we need our government to step in and make sure our communities have what they need to get through this crisis moment—and thrive.

In this moment of crisis, our government must step in and make sure our communities have what they need to stay healthy and thrive. Let's #GetOutTheVote this November 3.

Through this crisis we've seen our communities get pushed to their limits, while huge corporations continue to amass unimaginable wealth. Make your vote count by Nov. 3 to demand corporations pay what's fair for our common good.

Can you imagine what our neighborhoods could look like with all the resources we need to thrive? On Nov. 3, don't just imagine it.

People, from immigrant backgrounds and communities of all kinds, are what make our state rich, not corporate profits. Big corporations need to pay what they owe.

We're proud of where we're from. But while we're making do with whatever we have, just blocks away we see corporations with unimaginable wealth. It's time they pay their fair share, especially in this moment of crisis when so many of us are struggling to get by.

We're all in this together—but some of us are at more risk than others during this moment of crisis. Our government must prioritize protecting people over corporate profits, especially in these unprecedented times. Let's make sure they do by voting this Nov. 3.



Our communities are making do with whatever they have to get through this moment of crisis, while corporations are only getting richer thanks to essential workers. Make sure big corporations pay what's fair by voting this November.

Our Black and Latino neighbors are too often ignored by those in power—and most likely to be exploited by the US' biggest corporations that refuse to pay their fair share. It's time to change that at the voting booth this November.