DIGITAL PRODUCTS
ELECTION 2020

Can You See It?
We know it better than anyone: Americans of all backgrounds and communities are doing extraordinary things with whatever they have. But can you imagine what our neighborhoods could look like with all the resources we need to thrive? This is the question posed in “Can You See It?,” a 30 or 90 second digital short featuring a young Latina woman biking through her beloved neighborhood imagining what could be if there were money to fund community resources like public libraries and improved school buildings. Watch the video or access the messaging guide.

Are Our Elders Expendable?
This is the first episode in a larger series "(ILL)Logic: Rethinking the Covid-19 Story," which seeks to expose how dominant political narratives around this crisis moment are flawed or false, and are being strategically wielded by political actors to avoid culpability for ongoing suffering. This first 10-minute episode, which can also be viewed in an abridged 2 minute version, explores the narrative that our elders should be expendable for the economy, as exemplified by comments from political leaders suggesting that the economy has more value than the safety of vulnerable people.

We The People
This animated short exposes how US corporations have used divide and conquer tactics to distract from the harm they do to society and the environment—and generate enormous profits for the wealthy few. The video sheds light on how narratives of scarcity ("There aren’t enough jobs for everyone," “We can’t afford to pay a living wage," etc.) are wielded to distract the public from seeing just how wide these corporate profit margins really are. It is our government’s responsibility to ensure that corporations serve us, not exploit us. Watch the video or access the messaging guide.

IN PRODUCTION

VOTE BY MAIL PSA
In partnership with xxxx
An explainer video on how to vote by mail—and why it’s critical in the upcoming November election.

BLACK VOTERS MATTER
In partnership with the Black Voters Matter Fund

BLACK VOTERS MATTER
A get out the vote video aimed specifically at Black voters