



SLAY THE DRAGON

END GERRYMANDERING OR DEMOCRACY DIES. WE CAN STOP IT.

SCREENING GUIDE

MAGNOLIA PICTURES AND PARTICIPANT PRESENT
IN ASSOCIATION WITH REACT FILMS
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AN ARK MEDIA PRODUCTION
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arkmedia



WELCOME

Welcome! We're thrilled that you're interested in bringing SLAY THE DRAGON to your community.

Here at Participant, we believe that a story well told can change the world. With the release of *Slay the Dragon* we have a once-in-a-decade opportunity to amplify the threat of gerrymandering, build capacity to fight back against special interests, and take back our democracy.

We believe that voters should choose their representatives, not the other way around. We are excited to partner with you to use the power of film to accelerate democratic change.





ABOUT THE FILM

After the 2008 election, a secretive, well-funded partisan initiative poured money into state legislative races in key states to gain control of their redistricting process. They used high-tech analytics to dramatically skew voting maps based on demographic data. The result is one of the greatest electoral manipulations in U.S. history, one that poses a fundamental threat to our democracy.

Gerrymandering, the practice of redrawing electoral maps to serve the party in power, has been around for centuries. But in today's hyper partisan political environment it has been taken to unprecedented extremes, fueled by the elimination of corporate campaign contribution limits and the vast amounts of personal data.

The effects of gerrymandering continued to prove themselves in the 2018 midterms. But voters, fed up with cynical efforts to sidestep the will of the majority, are fighting back. A grassroots movement led by a young woman with no former political experience gathered hundreds of thousands of signatures to run an anti-gerrymandering ballot initiative campaign in Michigan.

Slay the Dragon shines a light on this timely issue, and follows a handful of citizen's groups, outraged by what they see as an attack on the core democratic principle that every person's vote should count equally, as they battle party operatives and an entrenched political establishment to fix a broken system.

ABOUT THE IMPACT CAMPAIGN

We [launched](#) the *Slay the Dragon* campaign to increase awareness of gerrymandering and galvanize citizens to participate in a more fair and equitable electoral system. We partnered with All on the Line, Princeton Gerrymandering Project, RepresentUs, and Voters Not Politicians, which are all organizations that support fair and transparent redistricting reform nationwide. Alongside our partners, we will work to strategically accelerate their work using the film in Colorado, Michigan, and Wisconsin and more broadly empowering organizations across the country to use the film to increase awareness of gerrymandering and catalyze all citizens to participate in a more fair and equitable electoral system, no matter where they live. The goal of the campaign is to accelerate efforts to create a democracy that works for all Americans by reversing the trend towards unfair district maps, ensuring fairer representation across the country.

Learn more about our impact campaign and how to take action by visiting our [website](#).

PLANNING YOUR SCREENING EVENT

Thank you for hosting a screening of this powerful film! Whether you're hosting an intimate screening with neighbors at your home, or organizing a large public event, this guide will provide you with the tips and suggestions you need to execute a successful event.



ACCESS THE FILM

When planning your *Slay the Dragon* screening event, you have a number of options to access the film:

1. **Watch from home.** On April 3, 2020, the film will be [available](#) on VOD and digital platforms (iTunes, Amazon Video, Google Play, Vudu, YouTube, XBOX, PlayStation, and Fandango NOW).
2. **Host a screening in your community.** To host a screening at a community venue (library, community center, parish, etc.) or on a college campus, once these venues re- open to the public and it is safe to congregate, please reach out to Allie Silvestri at RO*CO Films at Allie@rocofilms.com.



DEFINE YOUR AUDIENCE

Who are you hoping to engage in the discussion of redistricting reform? Engaging friends, family, and members of your community to join you in watching is one of the most important things you can do to make an impact and mobilize toward reform.

You may want to consider inviting local grassroots organizations in the democracy reform and voters' rights arena. These may include political organizations, local political parties, or advocacy groups. Members of these organizations may also be in-

terested in participating in a post-screening panel discussion to help draw out themes from the film and make your event more robust. Visit our impact campaign [website](#) to find out what organizations are fighting for redistricting reform in your state!

Additionally, promote your event and invite your guests to watch with you in-person or from home using the Screening Resources provided in this Screening Guide.



HOST YOUR SCREENING

It's almost showtime! Make sure you:

- Create an event page/Send your guests an invitation to screen the film
- Follow-up with your guests by sending out a reminder and/or updating your event page before the screening.
- Welcome your guests and speakers and thank them for coming.
- Take a photo of your event and post it on social media with the hashtag #SlayTheDragon and use our screening resources to help amplify your event.
- Check out our discussion prompts and use it in your post-film conversations!



SCREENING RESOURCES

Our screening resources (below) can be used to create a memorable screening for your community!

- [Film Trailer](#)
- [Production Notes](#)
- [Film Stills](#)
- [Invitation Template](#)
- [Film Poster](#)
- [Social Assets](#)

SPREAD THE WORD



Please share pictures of your event using the hashtag #SlayTheDragon, and tag @participant.

Example Posts & Social Messaging:

- ★ End gerrymandering or democracy dies. We can stop it! Don't miss @SlayTheDragon, available on-demand on April 3rd.. #SlayTheDragon @participant
- ★ @SlayTheDragon is here! With the next redistricting process set to take place in 2021, this film could not be more timely. See this powerful story and learn how to get involved in the fight to end gerrymandering!
- ★ We're so excited for @SlayTheDragon! This film shines a much-needed light on gerrymandering and the activists across the country who are fighting to save our democracy. Available on-demand on April 3rd. #SlayTheDragon @participant

Also, make sure to follow the film on all of its social channels:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)



TAKE ACTION & ORGANIZATIONS TO CONNECT WITH

Below are a number of organizations fighting for redistricting reform across the country but it's not an all-inclusive list! Be sure to check out our impact campaign [website](#) to find out how redistricting happens in your state, and who are the organizations behind reform.

- ★ [All On The Line](#)
All On The Line is a national campaign whose mission is to restore fairness to our democracy and ensure every American has an equal say in our government. All On The Line's major initiative, [RedistrictingU](#), is a free, in-person organizing training program. They send dedicated organizers to cities across the country to train volunteers, give them the tools to impact the redistricting process in their state, and empower them to make change in their communities.
- ★ [Campaign Legal Center](#)
Campaign Legal Center (CLC) is a nonpartisan, non-profit organization that works with state and local governments, Congress, national organizations and grassroots advocates to draft model legislation and offer legal advice on how to pass the most effective and sound laws and regulations. CLC's [DemocracyU](#) toolkit provides the information you need to achieve inclusive and transparent solutions that promote democratic ideals in your community.
- ★ [Common Cause](#)
Common Cause is a nonpartisan, grassroots organization dedicated to upholding the core values of American democracy. They work to create an open, honest, and accountable government that serves the public interest; promote equal rights, opportunity, and representation for all; and empower all people to make their voices heard in the political process. Common Cause has state chapters in 30 states across the country.
- ★ [FairVote](#)
FairVote is a nonpartisan champion of electoral reforms that give voters great choice, a stronger voice, and a representative democracy that works for all Americans. In addition to tackling gerrymandering, FairVote serves as the driving force behind advancing ranked choice voting and fair representation in multi-winner districts. To learn more and find out how to get involved, [check out](#) their advocacy portals.
- ★ [League of Women Voters](#)
The League of Women Voters of the United States encourages informed and active participation in government, works to increase understanding of major public policy issues, and influence public policy through education and advocacy.
- ★ [Princeton Gerrymandering Project](#)
The Princeton Gerrymandering Project does nonpartisan analysis to understand and eliminate partisan gerrymandering at a state-by-state level. To understand how redistricting occurs in your state and what organizations are fighting for reform, [visit](#) their interactive map.

TAKE ACTION & ORGANIZATIONS TO CONNECT WITH (CONT.)

★ [RepresentUs](#)
RepresentUs is the nation's largest grassroots anti-corruption campaign. By bringing together voters from all sides of the political spectrum, RepresentUs works to stop political bridgery, ending secret money, and fixing our broken election system. [Check out](#) their volunteer resources portal to learn how to get started with the anti-corruption movement.

★ [USC Schwarzenegger Institute for State and Global Policy](#)
The USC Schwarzenegger Institute for State and Global Policy is committed to advancing post-partisanship, where leaders put people over political parties and work together to find the best ideas and solutions to benefit the people they serve. The Institute seeks to influence public policy and public debate in finding solutions to the serious challenges we face.

★ [Southern Coalition for Social Justice](#)
The Southern Coalition for Social Justice is a nonprofit organization founded in 2007 in Durham, North Carolina by a multidisciplinary group, predominantly people of color, who believed that families and communities engaged in social justice struggles need a team of lawyers, social scientists, community organizers, and media specialists to support them in their efforts to dismantle structural racism and oppression.

★ [Voters Not Politicians](#)
A major inspiration for Slay the Dragon was the organization Voters Not Politicians, a nonpartisan advocacy organization dedicated to shifting redistricting control in Michigan away from political parties and putting it into the hands of a citizens' commission comprising people from across the state and ideological spectrum. The organization's argument that voters should choose their politicians - rather than the other way around - struck a chord with Michiganders: the group collected nearly 500,000 signatures, far more than they needed to get to the anti-gerrymandering initiative, also known as Proposal 2, on the 2018 midterm ballot.

Today, Voters Not Politicians continues to fight for a truly representative democracy, where the will of the voters drives government decision-making and public policy. In addition to ensuring the state's first-ever Independent Citizens Redistricting Commission is as successful as possible, Voters Not Politicians has added a number of other issues to their policy platform that work to strengthen not only the state of Michigan, but democracy as a whole: Free and Fair Elections; Direct Democracy; Ethics, Transparency, and Accountability in Government; Ending the Corruptive Influence of Money in Politics; and An Independent Judiciary.

If you live in Michigan or are interested in learning more about their work, you can find their contact information [here](#).

DISCUSSION PROMPTS

- What surprised you the most about this documentary?
- Who draws the electoral lines in your state?
- Do your state and local electeds represent you and the issues you care about?
- What role do you think money plays in electing your state and local candidates?
- What did you see in the film that made you skeptical or concerned about redistricting affects your community?
- What did this film make you think about the future of democracy?

REPORT BACK

We would love to see where and how this film is supporting your work. Please tell us about your screening by reaching out to slaythedragon@participant.com and please don't hesitate to reach out with any questions.

