

# FRONTLINE ELECTION DEFENDERS PRESENTS: JOY TO THE POLLS!

## MUSIC DE-ESCALATION PLAN

**LET'S BRING JOY TO THE POLLS IN 2020, AND DIFFUSE ANY TENSIONS BY  
USING MUSIC TO UNITE US ALL!**

**\*\*\*100% NON-PARTISAN\*\*\***

With long wait lines at polling stations, we want to ensure every voter stays in line until they vote. With the help of Live Nation, we are organizing artists and musicians to provide roving concerts to highly trafficked polling sites across the country to motivate every single person to stay in line!

### ● **DATE**

Voting day, Tuesday, November 3rd

### ● **STAGE**

Artist(s) will perform on or in front of a vehicle that will travel to various polling sites throughout the day. This vehicle can be a pick-up truck, flatbed truck, van, box truck, bus, etc. depending on the size and vibe of the artist.

### ● **SHOW DETAILS**

We are asking for a few different UNANNOUNCED pop up performances, each short -- 15-20 minutes -- across various polling sites we have targeted. We will take care of all backline needs, tour routing, and production. Music pop-ups will be short, and meant to entertain those in line and excite the country about voting but NOT TO DRAW CROWDS.

### ● **SAFETY MEASURES**

Due to the Covid-19 pandemic we will be implementing a series of safety guidelines including PPE, temperature checks, and full sanitization of all equipment between sets and between artists. Masks will be required by all. Social distancing will be enforced.

### ● **NON-PARTISAN ARTIST MESSAGING**

Joy To The Polls is 100% non-partisan. The only message artists will be offering is get out the vote, free and fair elections, and most of all, ENJOY VOTING! There will be no partisan signage, clothing, verbal or written messaging, it is strictly prohibited.

# MUSIC DE-ESCALATION PLAN

## ELECTION DEFENDERS: JOY TO THE POLLS!

Music is a sure fire way to make voting a celebration, regardless of cynical tactics to engender fear. Voting must be as safe as possible which is possible with PPE, social distancing and a lack of intimidation.

We aim to **de-escalate any tensions with music** and community, while infusing the process of voting with joy, energy and excitement!

This endeavor is **completely non-partisan** as part of the Election Defenders 501c3, and is simply an exercise in drumming up excitement around voting, keeping folks happy in the lines and preserving free and fair elections by reducing the chances of voter intimidation.

[Click here for more on FRONTLINE ELECTION DEFENDERS.](#)

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## DE-ESCALATION IS THE GOAL! NO CROWDS!

### ● NO MARKETING: SURPRISE POP-UPS!

This campaign is an exercise in reducing tension and bringing joy to those waiting in lines at the polls - NOT to create new lines. No artists or tour routings will be announced ahead of time. Each performance will be a surprise pop-up with no marketing ahead of time.

### ● ARTIST EMBARGO ON SOCIAL MEDIA

Artists will agree to a complete embargo on posting or sharing this campaign publicly until AFTER they perform. No one will have knowledge of who is set to show up, or at which polling sites.

### ● MUSIC KEEPS PEOPLE IN LINE AND KEEPS PEOPLE HAPPY!

In addition to de-escalation, we aim to entertain citizens exercising their right to vote. We know lines can be long and people can get weary. Our goal is to keep people in line, HAPPY, and energized to vote. Think of it like the activations to offer ticket-buyers hot coffee in long lines.

### ● ELECTION DEFENDER VOLUNTEERS

Each pre-selected polling site will also have volunteers from ElectionDefenders.org on site to help with de-escalation tactics, to watch polling sites to ensure no voter suppression is happening, and to make sure everyone is safe.