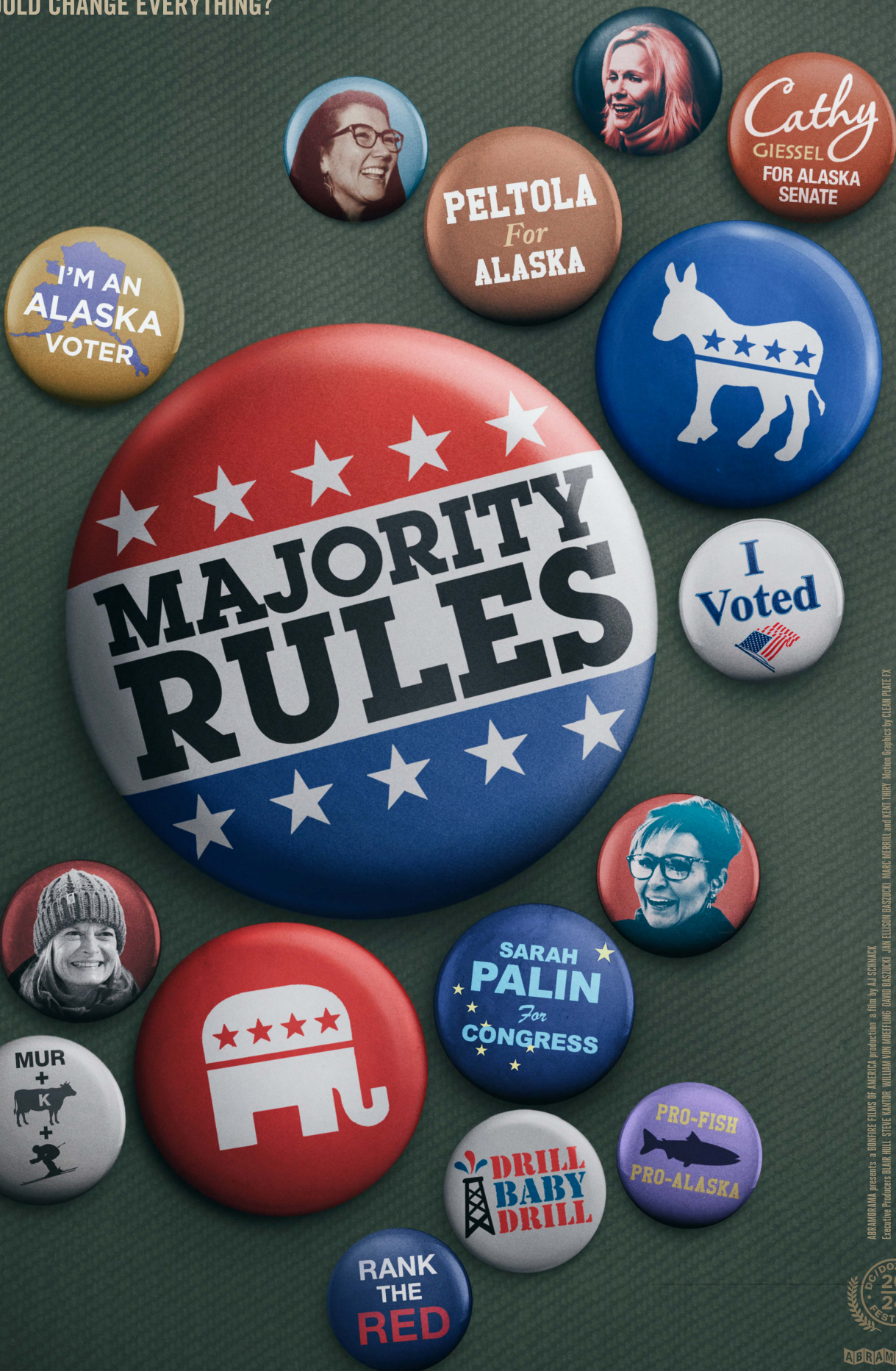


WHAT IF CHANGING THE WAY WE VOTE COULD CHANGE EVERYTHING?



ABRAMOWITZ presents a **WINIFRED HUNTS OF AMERICA** production a film by **AL SCHWICK**
Executive Producers **BLAIR HILL STEVE TUNNEY WILLIAM VAN MEERBEEK DAVID BASTICKIAN JIM ELLISON BASTICKIAN** MUSIC BY **KEVIN THURTY** Motion Graphics by **CLEAN PLUTE FX**
Original Score by **MARK KLEIN ANTON** Sound Recording and Design by **DAVID C. NEHMEJATZ** Cinematographer **CHRIS HO** Director of Photography **ADAM DEWITT** Edited by **LESLIE SUMNER**
Production Designers **JOHN WILSON** and **JOHN WILSON** Produced by **AL SCHWICK** and **ADAM SCHWARTZ** Produced by **WICK TRONARD** Written and Directed by **AL SCHWICK**
Producers **BETH LADICK CHRIS HO** and **BETH REIN**



Documentary

SCREENING GUIDE

2024



WELCOME

Welcome! We're thrilled you're interested in bringing MAJORITY RULES to your community.

The number of voters who feel satisfied with how democracy works in the U.S. has reached a record low, as fewer and fewer voters have a meaningful say in elections. It doesn't have to be this way.

Majority Rules followed Alaska as it became the first state to implement election reforms that eliminated traditional party primaries and allowed voters to rank their candidates by preference. The film provides a powerful case study of how voters can bring about more representative and fairer elections.

We are excited to partner as we show voters a powerful and practical solution to the political dysfunction we are experiencing today.



ABOUT THE FILM

Alaska is gearing up to do something no other state has ever done: Adopting a pair of election reforms that will eliminate traditional party primaries and allow voters to rank their candidates by preference. Just as election workers, citizens, and politicians are beginning to adapt to this new system, the state's longest-serving Congressman unexpectedly dies, creating an open seat and prompting a special election that will test this system months earlier than expected. As dozens of candidates — including former Governor Sarah Palin — jump into the race for the highly coveted seat, everyone must learn how these new voting reforms will change the rules of campaigning and winning. The surprising outcome in that special election leads to a groundswell of support for election reform in other states and fierce pushback from political parties and partisans, just as the Alaska general election gets underway.

Veteran political documentary filmmaker AJ Schnack (Caucus, Convention) returns to the campaign trail asking whether these new Alaska reforms, an all-candidate open primary and an instant runoff general election, might be a prescription for what ails the American democratic experiment. Traveling across the country, Schnack and his crew interview reform supporters and opponents, looking at where these reforms are already in place and where they may soon be adopted. The resulting film answers two of our nation's most pressing questions: How did the American electoral system become so dysfunctional, and can changes to how we vote change our entire system for the better?



ABOUT UNITE AMERICA

Unite America is a philanthropic venture fund that invests in nonpartisan election reform to foster a more representative and functional government. We focus on addressing the biggest solvable problem in politics today — how partisan primaries disenfranchise millions of voters and disincentivize our leaders from working together to solve problems. State by state, we are liberating America from the Primary Problem and improving governance across the country.

Unite America Executive Director Nick Troiano and Research and Outreach Director Beth Hladick – a born-and-raised Alaskan – served as producers on the film.



Nick Troiano

Executive Director



Beth Hladick

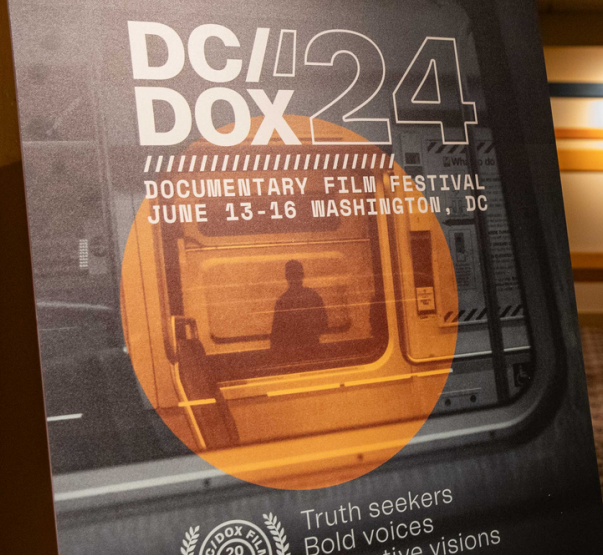
Director, Research & Outreach



ABOUT THE IMPACT CAMPAIGN

Unite America launched the Majority Rules impact campaign to drive awareness and understanding around the power and practicality of election reform – specifically the adoption of nonpartisan primaries and instant runoff elections. Today, five states use some form of nonpartisan primaries and instant runoff election for state or federal elections – with half a dozen more states driving toward ballot initiatives to open primaries in 2024. Whether you are a partner organization, a voter-led state campaign – like the one that transformed elections in Alaska – or an engaged citizen, we hope this film will serve as a resource for you to spark discussion and inspire new possibilities.

Learn more about election reform and the Primary Problem [here](#).



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.

HOST YOUR SCREENING

01

To host a screening at a community venue (library, community center, parish, etc.) or on a college campus, please reach out to impactcampaign@uniteamerica.org

02

SCREENING RESOURCES

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

- [Trailer](#)
- [Film Stills](#)
- [Film Poster](#)
- [Sticker Templates \(requires printing\)](#)
- [Invitation Template](#)
- [Primary Problem Factsheet](#)

If you want to include media in a more formal event, you can use the [media advisory template](#) to fill out relevant information.



DEFINE YOUR AUDIENCE

How states conduct elections impacts everyone – but many voters do not know that how states conduct elections can be changed by the state legislature or in the ballot box. Majority Rules can help generate conversation among voters about their hopes for our election system and our government. Most importantly, we hope it will inspire voters who are tired of feeling like their voices aren't being represented. Engaging friends, family, and members of your community to join you in watching Majority Rules is one of the most important things you can do to bring about real improvements to American politics.

There are many different networks you can include when hosting a film screening: your place of worship, a school community, your local library or community center, your workplace, or even a knitting club! Screenings can be for 20 people or 200 people.

Many states also already have campaigns underway to bring about statewide election reform. If you are not already connected with local advocates, but would like to be, please fill out this form.

[Link to form](#)



HOST YOUR SCREENING

Before hosting your screening:

- Consider inviting a guest speaker from your state's campaign to join the screening.
 - Create an events page or send an invite. [Here is a sample invitation](#) you can customize for your event.
 - Follow up with your guests by sending a reminder and/or updating your event page before the screening.
 - Use the [social toolkit](#) below to amplify the film and your event. Before posting, you can customize all text.
 - Check out our discussion prompts to help facilitate a conversation following the screening.
-

SPREAD THE WORD

Use our [social media toolkit](#) to share Majority Rules on Facebook, X, and Instagram.

Don't forget to follow Majority Rules on:

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



Please share pictures using the hashtag #MajorityRulesFilm



DISCUSSION PROMPTS

- While watching Majority Rules, what surprised you the most?
 - Do your state and local electeds represent you and the issues you care about? How might nonpartisan primaries and instant runoff voting impact that?
 - What did this film make you think about the future of democracy?
 - What questions do you still have about election reform?
-

TAKE ACTION

Want to learn more about election reform? Get involved through our impact partner, RepresentUs, which is working to advance policy change.

RepresentUs is a nonpartisan anti-corruption organization fighting to fix America's broken and ineffective government. They unite people across the political spectrum to pass laws that hold corrupt politicians accountable, defeat special interests, and force the government to meet the needs of the American people.

Ready to take action and join the Voters First movement? Visit represent.us/actions/ and have your voice heard!





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 impactcampaign@uniteamerica.org, and don't hesitate to reach out with any questions.

