
Mission Incorporated



Bold, Black, & Informed

Voter Education & Civic Engagement for a Better Black Future



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The Problem:

When the pendulum of the “swing voter” stops and lands somewhere – someone wins and someone loses. Conventional wisdom seems to imagine that swing voters only come one way – White, Working Class, and from the Midwest. Black Voters by contrast, are viewed as monolithic – steady and relatively easy to manipulate. This perception is not only incredibly insulting to the richness and complexity of Black Thought & Experience, it fails to connect Black voter behavior to a coordinated to discourage, suppress, and misinform. The proposed project is a springboard for a more empowered and engaged Black electorate. Leading up to the 2020 election, we intend to do this by tackling Voter Apathy, Voter Suppression, and Misinformation Campaigns.

Voter Apathy:

According to an American University survey, “the new swing voter is young and black and they aren’t sold on Biden or voting.” This survey of 1,215 African Americans in the battleground states of Wisconsin, Pennsylvania, Michigan, Florida, North Carolina, and Georgia reveals that 31% of Black Americans under 30 say they probably won’t vote in this election.

Voter Suppression:

Voter suppression is warping our democracy as structural racism purges Black names from the voter rolls, closes neighborhood polling places, and employs intimidation tactics making some feel fearful and unsafe to participate in our democracy.

Misinformation Campaigns:

A December 2018 report commissioned by the US Senate found that a research agency called IRA identified “assets” in the black community whose trust in black media could be exploited to spread disinformation. To target them, the IRA looked for people who were using the keywords Black is Beautiful, MLK, Malcolm X, Black History Month, Pan-Africanism, and Black Power. They determined that these people had a distrust for government power and engaged them with false information. That false information then spread throughout communities of color online.

Proposed Solution:

Bold, Black and Informed is a Mission Incorporated project in collaboration with The Northwest Local paper in Philadelphia to target prospective black voters in vulnerable Republican districts for the 2020 election.

The purpose of the project is to combat voter apathy, raise awareness around voter suppression tactics, and to block the spread of misinformation to communities of color.

We intend to do this by launching digital campaign that:

Provides tangible evidence of the power and impact of voting

Raises Awareness of Common Voter Suppression Tactics and Offers Ways to Circumvent Them

Identifies Incidences of Disinformation/Misinformation and Re-Directs People to Evidence Based Sources



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Anticipated Needs:

- This project relies heavily on design for digital and print mediums and includes things like memes, infographics, videos, cartoons, and other creative content.
- Examples of materials would include: voter registration information, mail-in ballot information, election day checklists, information on reliable media sources, information about voter suppression tactics, information about the content and targets of disinformation campaigns.
- Funding to support targeted digital ad campaigns.
- Funding to support “Everyday Influencers”, artists and content creators.

Potential Partners:

- Artists/Arts Organizations
- Anchor Institutions
- Influencers
- Group Admins

Challenges posed by the previous vision of this project: COVID-19 could provide limitations on public assembly and face-to-face dissemination of materials and information. The proposed project moves all activities online while retaining the creative and engaging tone through incorporating influencers, artists and other content creators.

Project Hashtag: #boldblackinformed

<https://theconversation.com/young-black-americans-not-sold-on-biden-the-democrats-or-voting-143884>

<https://www.theatlantic.com/politics/archive/2018/07/poll-prri-voter-suppression/565355/>

<https://www.bbc.com/news/technology-49987657>

<https://www.bowdoin.edu/news/2020/07/chryl-laird-wants-you-to-understand-black-votersand-the-various-factors-that-inform-their-decisions.html>



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Please drop us a line to share why you support this project. Some responses will be used during an online Thank You Campaign with shout outs to our donors.

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