

## Animate the Race

### **WHO WE'RE LOOKING FOR**

We're seeking 10-15 Minneapolis residents to become Animate the Race Fellows. These individuals should be civically-minded and engaged, and able to reach Minneapolis residents through any of the following: an active social media presence, a blog, an engaged social circle, a podcast, and/or any other platform.

We are *intentionally* seeking to elevate a racially, geographically, and ideologically diverse set of perspectives.

Animate the Race Fellows will receive \$1,000 for actively participating in the project, which runs from mid-August through early November, 2016. While Fellows should expect to spend 2-4 hours per week on the project, much of the work will be flexible in nature, allowing Fellows to complete blog posts, social media engagement, podcasts, etc. on their own schedules. Some scheduled activities will take place on evenings and weekends.

The application deadline is rolling. We will begin reviewing applications on Tuesday, August 16. To apply, visit: <https://goo.gl/forms/t99fvW9WXqViGZSk2>

### **WHAT THE PROJECT IS**

Animate the Race Fellows will help create a public conversation about the Minneapolis Public Schools (MPS) board race. The Fellows will spend time getting to know each of the candidates in the race at informal meetings (dinners, social events) and at more structured gatherings (forums and debates). As Fellows learn about the candidates, they'll share their perspectives through various mediums (social media, blogs, podcasts, traditional media) to reach a broad audience of Minneapolis voters.

Fellows will be expected to regularly engage with their social circles to reach the broadest audience possible and ensure that the MPS school board electorate is informed and engaged as they vote for school board on Tuesday, November 8.

### **WHAT WE'RE HOPING TO ACCOMPLISH**

The goal of this project is to elevate and bring to life the school board race, especially within communities that are most impacted by decisions that will be made by the MPS school board—communities of color and young families across the city. Ultimately, the objective is simply to ensure that the MPS school board electorate is informed and engaged in this race.

### **WHY WE THINK THIS IS IMPORTANT**

On election day this fall, Minneapolis residents will be voting for President of the United States, their state legislative representatives in both the Minnesota House of Representatives and the Minnesota Senate and—way down on the ballot—for Minneapolis Public Schools Board of Directors.

With a few exceptions, the race for Minneapolis School Board often goes relatively unnoticed. In the midst of a heated race for President and competitive legislative races, the school board election can become “invisible” to many voters, who are often under informed.

### **FOR MORE INFORMATION**

Contact Daniel Martin at 612.280.8310.

*Turn over for disclaimers*

**DISCLAIMERS**

*The Animate the Race project is funded in part by MN Comeback, a 501c3 non-profit organization and The JD Graves Foundation, a private family foundation. MN Comeback and the JD Graves Foundation are non-partisan and do not take positions in political campaigns. The political opinions of contributors should not be interpreted as an endorsement from these organizations. The project seeks to elevate a racially, geographically and ideologically diverse set of voices and perspectives and encourage civic engagement. No part of the project is intended to support any individual candidate and no formal endorsements will be made.*