

CUSTOM CONTENT PROGRAM

UPRISING

Powerful, interactive articles, Q&A and infographics showcase the acute contemporary relevance of Nat Turner's story—and drive The Washington Post's socially engaged readers to view the film and unite in constructive conversation.

Overview

Hero or terrorist; liberator or murderer: Nat Turner's place in history is as complex and controversial as the state of race relations in America today. The rebellion he died for is the kind of meaningfully provocative subject matter that engages the curious minds of Washington Post readers.

Through compelling custom content, we'll highlight the inclusive, positive and healing message behind *Birth of a Nation*. We'll whet the appetites of WP readers for the full story, driving them to theaters to see it brought to life and inspiring them to organize for action through constructive dialogue.

Execution

Leveraging The *Washington Post's* award-winning investigative lens, we'll create interactive historical context that makes the movie even more interesting. We'll engage the country's best and brightest thought leaders and icons of cultural change to invite readers to experience and contribute to the story in a dynamic fashion, encouraging a healthy conversation.

On the following slides, we'll present possible program pieces to choose from, based on client preference and budget level. The selected pieces would be sequentially launched and individually promoted. Pieces include:

- **Roundtable-Style Panel Q&A**
- **Interactive Poll with Real-Time Tally**
- **Illustrated Interactive Timeline**
- **Modern-Day Video, Photo or Article Tour**

Possible Program Elements

Roundtable-Style Panel Q&A

We'll digitally bring together a panel of cultural icons, thought leaders, community luminaries and experts in areas such as history, economics, religion and policy. A respected moderator will engage the panelists in a solutions-based discussion of today's social challenges.

•**Possible moderator:** Gail Christopher, VP for Policy at the W.K. Kellogg Foundation's America Healing program

•**Nate Parker** could ideally be on the panel to speak about both his personal experience and his experience making the film

- **Topics** could extend beyond race into other areas that have shown meaningful recent change (LGBT rights, etc.) and also include panelists' **stories** of overcoming adversity or standing up for what they believe in
- **Q&A** could be transcribed as an article and/or streamed on Facebook Live
- For **Facebook Live event**; readers could leave their questions in the "comments" section during the event; a WP BrandStudio editor would monitor and screen the questions in real-time and feed the best ones to the panelists/ moderator
- The broadcast would then be saved and added to the "Uprising" custom content so readers could view it at a later time

Program Elements cont'd

Interactive Poll

What's the best way to effect change? We'll ask readers to rank a list of options that could include:

- Political elections
- Street demonstrations/ protests
- Pressure on officials
- Non-violent protest
- Media campaign

A tally graphic alongside the options would show readers' response percentages in real time.

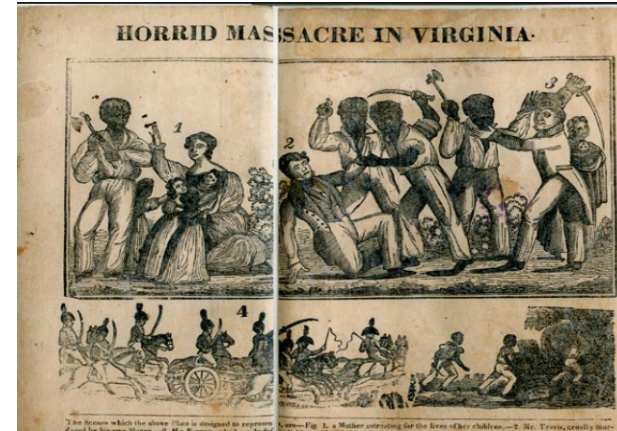


Program Elements cont'd

A deep dive into the backstory of the era could include:

Illustrated Interactive Timeline

- Compelling graphic images show the day-by-day story of the uprising and the aftermath, from Turner's initial spiritual vision to the chain of events between August 22 and November 11
- Upon click or hover, readers see informative text overlay boxes with fascinating details of what happened, going beyond what the movie imparts
- Text boxes could also include images of historical artifacts such as photos, newspaper clippings, etc.



Program Elements cont'd

What is Nat Turner's legacy in modern-day Southampton County? We'll find out through:

Photo essay, rich-media article or video (depending on budget & timetable)

A guide like H. Khalif Khalifa, founder and owner of the Nat Turner Library, would lead a tour to meaningful places in the Nat Turner story, showing what these areas look like today while providing colorful commentary and not-in-the-movie (or history book) insights.



Khalifa has spent decades preserving Turner's legacy because, he says, "I want people to take away the fact that somebody fought for our freedom in an uncompromised way."

Tour could include places such as:

- Site of the plantation where Turner was born
- Location where Turner planned the rebellion
- Home of Joseph Travis (Turner's last master)
- Courthouse where Turner was tried

We could also include **interviews** with people like Maurice and Wendy Person, owners of Turner's Bible and descendants of a family in which some members were killed during the rebellion while others were hidden by the family's own slaves.

Finally, we could create a **Facebook Live** tour of one of the above locations; creating a highly shareable look at a place that readers might not be able to visit themselves.