





# “The Ground Game” Script

		SHOT / TITLE	DESCRIPTION
1.	00:00	<b>Animated Open</b>	<b>Animated Open</b>
2.	00:07	Antonio Neves on camera  	<b>ANTONIO NEVES ON CAMERA:</b>  HI I'M ANTONIO NEVES. DURING ELECTIONS, YOU SEE AND HEAR A LOT FROM CANDIDATES ON TELEVISION, THE RADIO AND NOW, MORE THAN EVER, ON THE INTERNET. BUT BEYOND THE CAMERA, THEN LIGHTS AND HUGE RALLIES, THERE'S A LOT MORE GOING ON.
3.	00:20	Footage of campaign workers.  	<b>VOICE OVER:</b>  THIS IS WHAT AN ELECTION CAMPAIGN LOOKS LIKE HERE IN NORTHERN VIRGINIA AND IN COMMUNITIES ACROSS THE COUNTRY. CAMPAIGN WORKERS TRYING TO MAKE ONE-ON-ONE CONTACT WITH POTENTIAL VOTERS.



# the.Vote





4.	00:32	<p>Parag Mehta on camera</p>  <p>Parag Mehta Democratic National Committee</p>	<p><b>VOICE OVER:</b></p> <p>PARAG MEHTA WORKS FOR THE DEMOCRATIC NATIONAL COMMITTEE.</p> <p><b>Parag Mehta, Democratic National Committee:</b></p> <p>The Ground War is the thousands and thousands of volunteers who, in the final few days before the election, are out in the streets, knocking on the doors at the supermarkets, handing out literature, at the train station registering people to vote. All that effort, we're doing direct person-to-person communication.</p>
5.	00:51	<p>Footage of campaign workers</p>	<p><b>VOICE OVER:</b></p> <p>IT'S SOMETHING THAT BOTH PARTIES DO.</p>
6.	00:54	<p>Sarah Simmons on camera</p>  <p>Virginia Victory Headquarters Sarah Simmons Republican National Committee</p>	<p><b>VOICE OVER:</b></p> <p>SARAH SIMMONS WORKS TO GET OUT THE VOTE FOR THE REPUBLICAN NATIONAL COMMITTEE.</p> <p><b>Sarah Simmons, Republican National Committee:</b></p> <p>We have thousands of volunteers coming into phone centers like this one, making millions of phone calls week after week, to talk to those voters who are undecided and we know we can reach out to.</p>



# the.Vote



7.	01:06	Footage of Michael Lee Pope	<p><b>VOICE OVER:</b></p> <p>MICHAEL LEE POPE WORKS FOR THE ALEXANDRIA GAZETTE PACKET NEWSPAPER IN NORTHERN VIRGINIA.</p>
8.	01:12	<p>Michael Lee Pope on camera</p> 	<p><b>VOICE OVER:</b></p> <p>HE SAYS, “POLITICS IS PERSONAL.”</p> <p><b>Michael Pope, Alexandria Gazette Packet Newspaper:</b></p> <p>Person-to-person contact, but more importantly face-to-face contact, is what is really persuasive in getting people to vote for a given candidate.</p>
9.	01:20	<p>Footage of campaign workers</p> 	<p><b>Michael Pope, Alexandria Gazette Packet Newspaper:</b></p> <p>You are literally asking people for their votes.</p> <p><b>Man in his house:</b></p> <p>Hi</p> <p><b>Neighborhood volunteer:</b></p> <p>Hi, we’re neighborhood volunteers.</p>



# the.Vote




10.	01:27	Footage of Jared Leopold	<p><b>VOICE OVER:</b></p> <p>THAT CONTACT IS ORGANIZED FROM CAMPAIGN OFFICES LIKE THIS.</p> <p>JARED LEOPOLD WORKS FOR FEDERAL, STATE AND LOCAL CANDIDATES.</p>
11.	01:34	Jared Leopold on camera	<p><b>Jared Leopold, Virginia Democrat:</b></p> <p>It's an extraordinarily busy office. We often see people coming in making phone calls, making decisions about what we want to do politically,</p> <p>who we want to talk to, who are the people that we need to get out to vote. There's constant activity in the office, which is one of the great things about working on a campaign. You never have a dull day.</p>
	01:42	Footage of campaign workers	
	01:48	Jared Leopold on camera	
12.	01:51	Footage of contact list	<p><b>VOICE OVER:</b></p> <p>AT THE BEGINNING OF A CAMPAIGN, THE LOCAL PARTY OFFICES DRAW UP A LIST OF LIKELY TARGETS BASED ON PEOPLE WHO VOTED IN THE LAST ELECTION. THEN THEY TRY TO CONTACT EVERYONE ON THE LIST.</p>
13.	02:04	Jared Leopold on camera	<p><b>Jared Leopold:</b></p> <p>To talk to them about why it is important to support our candidates. And then we have other people who are just preparing all of our data that we get coming in about voters.</p>
	02:07	Footage of campaign workers	



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14.	02:10	Footage of campaign workers	<b>VOICE OVER:</b>  THE DATA EACH CAMPAIGN GATHERS IS USED TO TARGET SPECIFIC TYPES OF VOTERS.
15.	02:17	Michael Lee Pope on camera	<b>Michael Lee Pope</b> <b>Alexandria Packet Gazette</b>  If you are a likely voter you're a one, right, if you are leaning you're a two, if you are undecided you're a three, if you are leaning to someone else you're a four, and if you are likely to vote for someone else you're a five.
16.	02:28	Animation - Man on street on camera	<b>Man on street:</b>  McCain and Palin.
	02:31	Animation -Woman on street on camera	<b>Woman on street:</b>  Um, Obama.
	02:33	Animation -Woman on street #2 on camera	<b>Woman on street #2:</b>  I'm probably the swing voter, I'm the one on the fence, so I could be swayed.
	02:38	Animation -Man on street #2 on camera	<b>Man on street #2:</b>  Barack Obama, definitely.
	02:40	Animation -Man on street #3 on camera	<b>Man on street #3:</b>  John McCain
	02:42	Animation -Man on street #4 on camera 	<b>Man on street #4:</b>  Uh, I haven't made up my mind yet.





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20.	03:16          03:24	Footage of campaign workers     Mary Ann Cannon on camera	<p><b>Mary Ann Cannon, Volunteer Coordinator:</b></p> <p>If you don't have volunteers, if you don't have grass roots support you don't have a campaign. They are out there doing the work, giving out literature, knocking on doors. They're at the fairs, they're at the parades. They show the strength of the candidate.</p>
21.	03:30	Footage of campaign workers  	<p><b>VOICE OVER:</b></p> <p>RECRUITING VOLUNTEERS IS A CRITICAL PART OF ANY CAMPAIGN. PEOPLE THAT STRONGLY SUPPORT A CANDIDATE ARE ASKED TO HELP. IT'S HOW MANY GET THEIR FIRST TASTE OF POLITICS.</p>
22.	03:40	Kevin Brown on camera  	<p><b>Kevin Brown, Republican Volunteer:</b></p> <p>I enjoy talking to people, getting out and seeing how American politics works. I mean the real process of it.</p>
23.	03:48	Erinn Beckner on camera  	<p><b>Erinn Beckner, Democratic Volunteer:</b></p> <p>All it takes is to talk to one person, that's all that matters. You change one person's mind, they start talking to other people...</p>



# the.Vote




24.	03:55	Footage of campaign workers 	<b>VOICE OVER:</b>  THE GRASS ROOTS EFFORT CONTINUES RIGHT UP TO ELECTION DAY. EACH PARTY WORKS TO GET THEIR SUPPORTERS, THE NUMBER ONE AND NUMBER TWO VOTERS, TO THE POLLS.
25.	04:04	Sarah Simmons on camera	<b>Sarah Simmons, Republican National Committee:</b>  We need to have the infrastructure in place to turn out those voters on election day, and make sure that... make sure that we actually turn out our 50 percent plus one person to win the election.
26.	04:12  04:16	Campaign workers on camera  Parag Mehta on camera	<b>Parag Mehta, Democratic National Committee:</b>  Every campaign focuses on “Get Out the Vote” efforts. This is when we knock on people’s doors, make the phone calls, offer rides to the polls, do all those things that make sure that we actually get our votes in on election day.



# the.Vote



27.	04:23	Footage of campaign workers 	<b>VOICE OVER:</b>  THIS SORT OF GROUND WAR IS BEING FOUGHT ACROSS THE COUNTRY. HOW WELL THE PARTIES MOBILIZE THEIR VOTERS WILL DECIDE THE ELECTION.  I'M ANTONIO NEVES FOR THE.NEWS.
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**If you wish to stop the video at any time, refer to the running time listed on the printed script. Each segment begins at 00:00 and the time is displayed in the lower corner of your video player.**