



BACKGROUND ON JAY-Z “VOTE AGAIN 2010” PSA PRODUCED BY HEADCOUNT

- The Jay-Z “Vote Again 2010” PSA is a 30 second spot that will appear on CBS, Fuse and several major cable networks, encouraging participation in the midterm elections.
- The clips of Jay-Z in the spot were shot during his headlining performance at Bonnaroo on June 12 of this year.
- The spot was produced by HeadCount (www.HeadCount.org), a nonpartisan nonprofit that works with musicians to promote participation in democracy. HeadCount’s founding board members include Bob Weir of the Grateful Dead and Marc Brownstein of The Disco Biscuits (the organization’s co-chair).
- HeadCount’s executive director Andy Bernstein conceived the spot immediately after hearing Jay-Z tell the crowd “We changed the world” by voting in 2008.
- QUOTE by Andy Bernstein, HeadCount executive director:
“In a year when there is such negativity in this country, Jay-Z’s positive message is jolting and inspirational. When he told the crowd at Bonnaroo ‘We changed the world,’ it was a truly electric moment. Thousands of people got goosebumps, and I knew it would make an unforgettable PSA.”
- HeadCount sends volunteer street teams to concerts to register voters, working with about 50 artists this year including Jack Johnson, John Mayer, Dave Matthews Band, MGMT, The National, Passion Pit, Furthur and Tom Petty. The organization has registered over 10,000 voters this year and signed up over 100,000 for the presidential election in 2008.
- The footage was provided by Superfly Presents (co-promoter of Bonnaroo), with final approval of the spot granted by Jay-Z’s management and Fuse (rights holder for all Bonnaroo television broadcasts). Hip-hop video producer Brian Turner was the editor.
- HeadCount produced television PSAs in 2004 – also using footage from Bonnaroo – featuring Dave Matthews, Trey Anastasio (Phish) and members of the Grateful Dead. Those spots aired on CBS, TNT and TBS.
- “Vote Again 2010” is a slogan being used by several nonpartisan organizations dedicated to driving youth voter turnout. (www.voteagain2010.com)
- 22.4 million Americans under the age of 30 voted in 2008 – the highest number in U.S. history. Nearly half (48.5%) of voters age 18 to 24 cast their ballots. These young voters were the only age group to show an increase in voter turnout on a percentage basis (compared to 2004).

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