

IMPACT CAMPAIGN REPORT

ELECTION WORKERS ARE GROUND ZERO FOR DEMOCRACY.



ARCH + BOW FILMS PRESENTS
IN ASSOCIATION WITH GENUINE ARTICLE PICTURES AND TIME TRAVEL PRODUCTIONS
"NO TIME TO FAIL" A DOCUMENTARY FILM BY SARA ARCHAMBAULT & MARGO GUERNSEY
EDITOR LYNN TRUE ORIGINAL MUSIC PETER SCARTABELLO
EXECUTIVE PRODUCER MAIDA LYNN
DIRECTED & PRODUCED BY SARA ARCHAMBAULT & MARGO GUERNSEY
NOTIMETOFAILFILM.COM



THE FILM

Amidst an onslaught of attacks from a sitting President and the deadly threat of a global pandemic, local election administrators work around the clock to secure the vote for their community. Rhode Island's election teams take center stage in this unprecedented voting adventure.

THE IMPACT CAMPAIGN

Election administrators were once invisible to the general public. Despite the unbelievable challenges and desperate attempts to disrupt and upend the 2020 election, they pulled off the most secure election in our history - and they did it amidst a global pandemic. Rather than receiving a hero's welcome, they have become the focus of an ongoing coordinated campaign of disinformation.

Through the film's release and impact campaign, we sought to give voice to this largely invisible, yet completely indispensable workforce, at this critical time in our country's relationship with election management. In the lead up to the midterms, we focused on increasing voter awareness of the job of election officials and celebrating their dedication, tenacity and service to our democracy that ensures accessible, secure and fair elections. As we continued our campaign, we deepened our work to educate audiences about concrete ways they can support election officials locally, create opportunities for building community trust and knowledge about the election process, and offer the film as a tool for fellowship and connection within the election community.

"There has never been a better time to see how elections work. With intense interest in campaigns, and with the foundations of representative democracy at stake, filmmakers Sara Archambault and Margo Guernsey have brought us No Time to Fail, a behind-the-scenes look at the 2020 election [which] shows how public servants ensure voters are able to participate in the American experiment."

- [Political Theater with Jason Dick](#)



ENDURING IMPACT WITH ELECTION OFFICIALS

An unexpected success of our work is how deeply the film has been embraced as a tool within the election official community and those who work to support them. With record turnover in the industry, addressing burnout and mental health support is vital. Through the success of this campaign, we've learned that:

- It is incredibly rewarding to feel seen and appreciated. The film provides a safe space to bond and heal with colleagues.
- By showcasing others experiencing the same struggles, the film helps motivate election workers to come together and stand up for truth because others are in the same boat.
- Conversations around mental health in the field supported by our impact campaign work are sorely needed and will continue thanks to our partners.

CAMPAIGN LAUNCH: SCREENING IN WASHINGTON D.C.

Our impact campaign launched in September of 2022 with a special screening for the elections community in Washington, D.C. Jason Dick, editor-in-chief of Roll Call, moderated a conversation with filmmakers Sara Archambault and Margo Guernsey, film participant and Rhode Island Director of Elections Rob Rock, and Elizabeth Howard, Senior Counsel, Democracy Program at the Brennan Center for Justice, with remarks from Congressman David N. Cicilline (RI-01) and Amy Cohen, Executive Director, National Association of State Election Directors.

COLLABORATORS AND PARTNERS



“I urge you to see it, maybe with any younger folks who might be hanging around the house. Civic duty always sounds boring until you see it in action. Then it becomes inspiration.”

- Ty Burr,
[Ty Burr's Watch List](#)

“Every American voter should see No Time To Fail. It tells the story of local and state election officials in a compelling way: watch their competence, determination, and humanity in the face of running an election during covid and attacks on the integrity of the system.”

- Rick Hasen, UCLA Professor of Law, and Director, Safeguarding Democracy Project

IMPACT THEATRICAL RELEASE

The film premiered theatrically just prior to the 2022 midterm elections in 10 cities across the country including Providence, RI, Portland, ME, Los Angeles, San Francisco, Madison, WI, Detroit, and New York and was embraced immediately as a tool for educating the public about the work election officials do to ensure safe and secure elections. In collaboration with local chapters and partners of the League of Women Voters, Common Cause, Election Hero Day, Power to the Polls, Vote Early Day, Students Learn Students Vote Coalition and others, we presented panel conversations with local election officials and civic leaders committed to strengthening democracy. In the fall of 2022, more than 1500 attendees saw *No Time to Fail* in a theater, at a film festival or online. See a full list of screenings and expert panels on the *No Time to Fail* website.

The film's hashtag, #NoTimetoFail, trended on social media, generating over 166K impressions and 4000+ engagements in the lead-up to the midterm elections. Audiences actively engaged in discussions surrounding voter education and the vital role of election officials in ensuring safe and secure elections.

HIGHLIGHTS INCLUDE:

Rhode Island screenings in Providence and Newport in partnership with the Newport League of Women Voters.

Filmmakers Margo Guernsey and Sara Archambault, Rhode Island Director of Elections Rob Rock, Registrar and Director of Elections for the City of Cranston Nick Lima, and Kathy Placencia, sponsored by.

Los Angeles, CA at the Laemmle Royal with Executive Producer Maida Lynn in conversation with Professor Richard L. Hasen, Director of UCLA Law's Safeguarding Democracy Project, and Jeremy Gray, Chief Deputy Registrar-Recorder/County Clerk, moderated by Warren Olney, host, KCRW's To the Point.

San Francisco, CA in partnership with the Coalition of Bay Area Election Officials. Executive Producer Maida Lynn with Tommy Gong, Deputy County Clerk-Recorder for Contra Costa County, moderated by Otis R. Taylor, Jr, Managing Editor, KQED.

New York, NY at the DCTV Firehouse Cinema in partnership with the Brennan Center for Justice. Archambault and Margo Guernsey, Derek Tisler, Counsel, Elections & Government, Brennan Center for Justice at NYU School of Law, moderated by David Bornstein, Solutions Journalism Network, Co-Founder & CEO.



"Sharing No Time to Fail around RI election officials in a time of crisis may be the best way to show the public the pressures these public servants are under."

- Adam Ambrogi, Senior Director for Voting and Elections at the National League of Women Voters

"I'm speechless. This film really brought back memories of 2020. Both good and bad. @NoTimeToFailDoc will shed light on what election administrators go through. We are human. Your neighbors. Be kind, ask questions, and don't be a bully."

- Sara LaVere, Elections Director, Brunswick County Elections

#SUPPORTLECTIONHEROES SPECIAL VIRTUAL EVENT SERIES



In the lead up to Election Day, we hosted a week of special virtual events to #SupportElectionHeroes. *Democracy's Frontline*, co-hosted by *Issue One*, featured an expert roundtable of election officials and experts discussing the challenges facing election workers, including Michigan Secretary of State Jocelyn Benson, Al Schmidt, Former City Commissioner of Philadelphia, Tiana Epps-Johnson, Founder and Executive Director, The Center for Tech and Civic Life and Tommy Gong, Deputy County Clerk-Recorder for Contra Costa County and member of the Coalition of Bay Area Election Officials, moderated by former NPR News correspondent Pam Fessler. The virtual event had an engaged audience from all U.S. regions with 380+ live views on social media with a reach of 6.5K+ individuals on Facebook throughout the duration of the campaign.

Following the roundtable, **the League of Women Voters, Election Hero Day, the Brennan Center for Justice and the Democracy Fund presented a sold-out free national virtual screening, with 500 audience members joining a live chat with the film team**, election administration experts and election officials from around the country. Following the free national screening, *No Time to Fail* hosted daily virtual cinema screenings through Election Day.

We joined Election Hero Day, Power the Polls and Vote Early Day as an official partner and connected audiences with ways to support their local election officials and spread reliable information about elections to their friends, family and broader community. With Power the Polls, we encouraged audiences to help staff their local polling place. We celebrated these heroes of our democracy on Election Hero Day. With Issue One, the Democracy Fund, the Brennan Center for Justice and other trusted sources, we shared news and information about the state of election administration.

PRESS HIGHLIGHT:

"The emotional drag or wounds over the last three years have just zapped my enthusiasm. I'm glad that you have this program on because maybe it's pumped me up to say yes to working again on November 8th. But there are so many safeguards to the process, and it's a very believable and trustworthy process - but trust, once lost is so hard to regain."

- 27-year Madison
Election Official on air
with filmmakers Sara
Archambault and Margo
Guernsey on WORT-FM's
A Public Affair

MTV'S MENTAL HEALTH ACTION DAY

To mark MTV's Mental Health Action Day, the *No Time to Fail* team partnered with the Carter Center and Election Hero Day to offer free on-demand viewing of the documentary to election workers worldwide. The film garnered 17.9K impressions on Twitter and 500 Engagements on Facebook and Instagram for the free on-demand viewing offer and mental health resources. More than 550 election workers signed up and received mental healthcare resources including TAKING CARE OF YOURSELF TO SERVE OTHERS: A Wellbeing Resource Guide for Election Officials, produced by the Carter Center's Democracy Program. To close Mental Health Awareness Month, **we were honored to co-host a webinar focused on mental wellness for election officials with the Carter Center's Democracy Program** Senior Program Associate Rachel Lastinger, The Elections Group Senior Election Expert Tina Barton, and Rhode Island Department of State Director of Elections Kathy Placencia.

SCREENINGS AROUND THE COUNTRY

In the past year, *No Time to Fail* has had more than 100 screenings hosted by organizations like the Harvard Civic Roundtable, Election Verification Network, Swedish Election Authority, International Association of Government Officials (iGO), the Election Center Conference, the Center for Tech and Civic Life, the Civic Roundtable at the Harvard Kennedy School Center for Public Leadership, the California Association of Clerks & Election Officials New Law Workshop & Seminar, Rhode Island College, the Pell Center for International Relations and Public Policy at Salve Regina University, the International Association of Government Officials Conference, the Election Center National Conference, the University of Nebraska Omaha and the Shorenstein Center on Media, New Hampshire Campaign for Voting Rights, and dozens of local election offices. *No Time to Fail* has screened across the country, kickstarting conversations about our democratic infrastructure, civic engagement and the safety and security of our elections and election officials.

LEAGUE OF WOMEN VOTERS

Through our partnership with the League of Women Voters, more than 30 local chapters screened *No Time to Fail* in the lead up to the national broadcast. We love the write-up from [the Minot Daily News](#): "Nationwide, analysts say the fallout from the 2020 election has fueled more hateful rhetoric toward election workers, making recruitment harder. [LWV chapter president Kathy Tweeten] said she hopes the film inspires more people to take on these roles." Our social post post for the LWV screenings received 3.7K impressions and was reposted by Power to the Polls and Adam Ambrogi.

You can find the full list of LWV screenings on [our website](#).

BY THE NUMBERS

78%

of audiences surveyed responded that the film increased their awareness about the role of election workers in ensuring safe & secure elections and a functioning democracy.

89%

increased their knowledge of difficulties faced by election and poll workers including disinformation and harassment.

3500+

attendees saw *No Time to Fail* in a theater, at a film festival or online



BROADCAST & VIRTUAL 'MEET THE MAKERS' PREMIERE EVENT



No Time To Fail had its national broadcast premiere on October 26th on the **WORLD Channel** series **'America, Reframed.'** The premiere was preceded by a special virtual Meet the Makers event with filmmakers Sara Archambault, Margo Guernsey, Tina Barton, Senior Elections Expert at The Elections Group and Jonah Minkoff-Zern of Public Citizen. On Broadcast Premiere Day, we earned 1.67K impressions and 10.2% average engagement rate across our social media platforms. After broadcast, the film was made available to stream on [WORLD Channel's youtube channel](#), [worldchannel.org](#) and on demand via all station-branded PBS platforms, including the PBS App. Likewise, the 'Meet the Makers' event was captured and is available to watch on the WORLD Channel's Youtube account. It can be found [here](#).

NO TIME TO FAIL NOW STREAMING!

No Time to Fail is now available on Amazon Prime and Apple TV+! We're committed to making the film available as a tool for those working to ensure public trust in the election process and increasing public knowledge of the diligent and dedicated work of election heroes. Interested in getting involved with the campaign? Have ideas and/or feedback for our team? We'd love to hear from you - reach out to us via the contact form on our website.



AUDIENCE SURVEY HIGHLIGHTS:

WHAT WAS YOUR BIGGEST TAKEAWAY FROM WATCHING NO TIME TO FAIL?

- *"How hard election workers work and how patient they have to be. Very impressive!"*
- *"Election administrators work tirelessly to ensure elections run as smoothly as possible."*
- *"The dedication and work that goes into election administration is an ongoing effort to make sure people can have a smooth voting experience. Also they really care."*

WHAT ELECTION OFFICIALS AND ADMINISTRATORS ARE SAYING:

- *"Validation.... we all are experiencing the same thing regarding elections."*
- *"Mirrored reality! Excellent film on the battles election administrators face every election!"*

We continue to seek audience feedback via [our public survey](#).