

***The Long Shadow* example partner outreach emails**

We've found sending these 3 emails dramatically improve the impact of partner screening events. Please feel free to use the language below or adjust the script to better fit your needs.

Questions? Contact us at thelongshadowfilm@gmail.com

1 - First day of the screening window

Subject: Watch the PBS film about white supremacy and white privilege

We're excited to share the PBS film *THE LONG SHADOW*, which follows former CNN Senior Producer, TED contributor, and Emmy-Award winning Director Frances Causey as she traces her family's legacy of white privilege, placing it in the context of the history of anti-black racism in the United States that began with slavery and continues to impact our society today.

The film has broadcasted nationally on PBS, and now the filmmakers are partnering with **{PARTNER ORGANIZATION}** for this special screening event and live Q&A!

Watch the film from **{START DATE - END DATE}** and join the live Q&A on **{Q&A DATE AND TIME}** with Director Frances Causey.

<<**INSERT PHOTO 1**>>

"If you are white, Frances' story is YOUR story."

- Kathleen Dreier, Professional Photographer

Watch the film, ask the filmmakers a question, and RSVP for the Q&A!

<<**BUTTON: "WATCH NOW"**>>

2 - Date of live Q&A

Subject: Join the LIVE Q&A with Director Frances Causey!

Join the live Q&A discussion with Director Frances Causey tonight at **{Q&A TIME}**!

RSVP and join the Q&A!

<<BUTTON: "[JOIN Q&A](#)">>

Director Frances Causey is a former CNN Senior Producer, TED contributor, and Emmy-Award winning filmmaker. In her award-winning PBS documentary, *THE LONG SHADOW*, she traces her family's legacy of white privilege, placing it in the context of the history of anti-black racism in the United States that began with slavery and continues to impact our society today.

3 - 48-hrs before screening window ends

Subject: Last chance to watch the PBS Doc The Long Shadow

The window to watch the PBS film *THE LONG SHADOW* ends on {END DATE}

<<INSERT [PHOTO 2](#)>>

Watch as Director Frances Causey and Producer Sally Holst passionately seek the hidden truth and the untold stories of how America—guided by the South's powerful political influence—steadily, deliberately and at times secretly, established white privilege in our institutions, laws, culture and economy.

Watch the film!

<<BUTTON: "[WATCH NOW](#)">>

“Frances Causey’s personal journey in exposing her own family’s history of slaveholding and how the institution of slavery continues to have an impact today is both brave and incredible... a must see, over and over again!”

- Yolanda Smith, Executive Director, NAACP Houston