

Artists Against Book Bans

MOVEON



Our Goal

With the threat of nationwide book bans in 2023, MoveOn knew we needed to step up and meet the moment. MoveOn members around the country were energized and **ready to take action against book bans.**

Texas GOP's Book Bans Are the First Step in Anti-Public Education Crusade

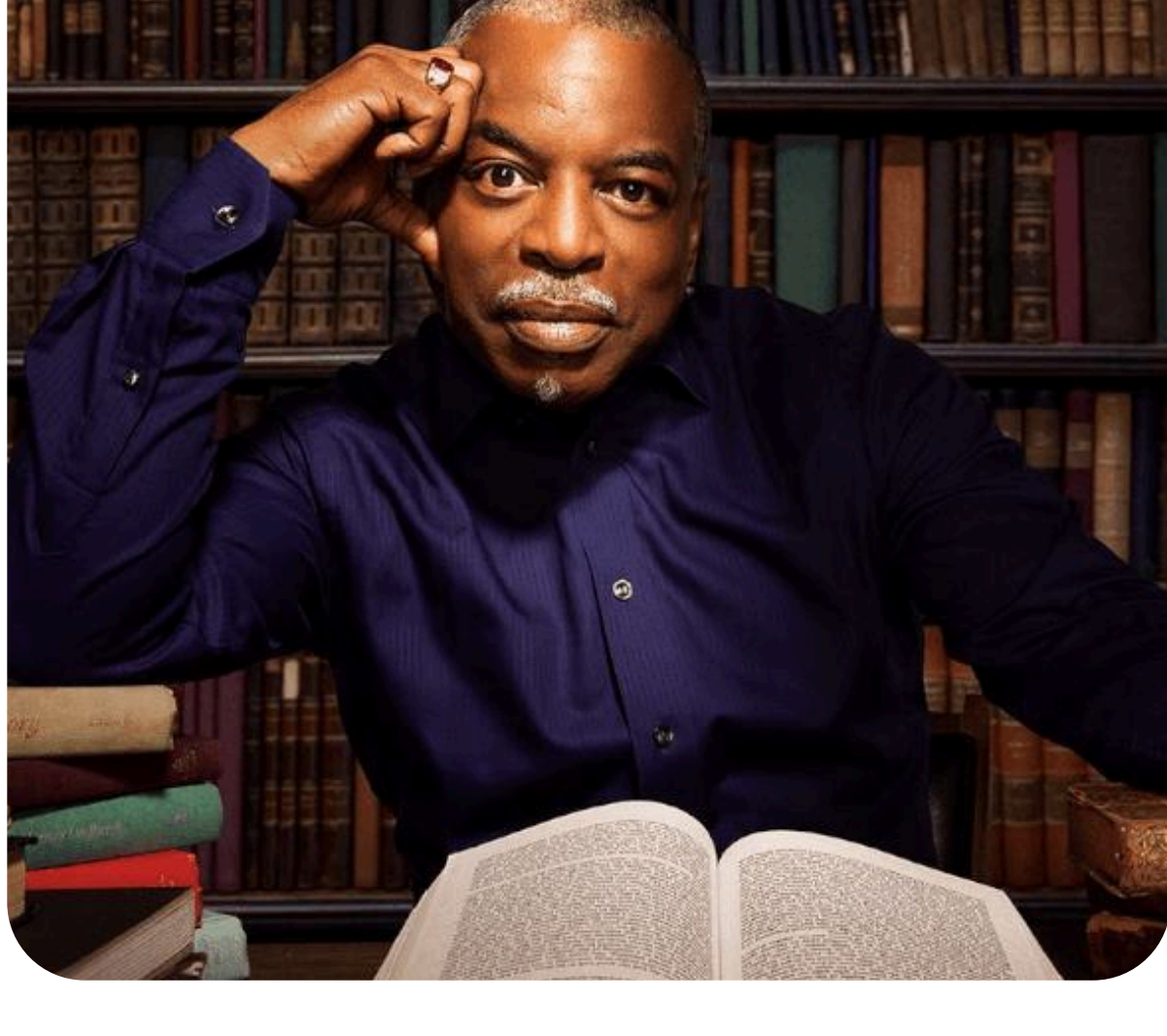
THE AUSTIN CHRONICLE

Book bans are growing in South Florida schools. You've probably read some of these books

Miami Herald

The Approach

To amplify the campaign and the various petitions which had, collectively, hundreds of thousands of signatures that MoveOn's book ban campaign gathered, the Culture Team at **MoveOn organized authors, artists, musicians, and other creatives to band together and denounce rising book bans.**



Culture

LeVar Burton Wants You to Read Banned Books



Building Awareness

We engaged over 150 celebrities with LeVar Burton's letter about banned books, including:

Ariana Grande	Gloria Steinem
Amanda Gorman	Billy Porter
Rosario Dawson	W. Kamau Bell
Bill Nye	Kerry Washington
Margaret Atwood	Judy Blume
Mark Ruffalo	Roxane Gay
Idina Menzel	Alok Vaid-Menon
Emma Roberts	



Ariana Grande, Guillermo del Toro, Padma Lakshmi and More Sign Open Letter Denouncing Book Bans and Their “Chilling Effect” (Exclusive)

HOLLYWOOD REPORTER

The Open Letter

We created a letter for artists to send and share with their networks via QR code. This letter, along with 200 signatories, was featured exclusive in *The Hollywood Reporter*.

After the success and enthusiastic response from the open letter, we **pitched LeVar Burton's team on a merchandise collaboration.**

As artists, creators, entertainers, and activists, we recognize and are horrified by the threat of censorship in the form of book bans.

- This restrictive behavior is not just antithetical to free speech and expression but has a chilling effect on the broader creative field.

The government cannot and should not create any interference or dictate what people can produce, write, generate, read, listen to, or consume. We cannot stress enough how these censorious efforts will not end with book bans. It's only a matter of time before regressive, suppressive ideologues will shift their focus toward other forms of art, expression, and entertainment, to further their attacks and efforts to scapegoat marginalized communities, particularly BIPOC and LGBTQ+ folks.

- We refuse to remain silent as one creative field is subjected to oppressive bans. We must band together, because a threat to one form of art is a threat to us all. We're calling on everyone to join us in pushing back against these book bans, support free and open creative industries-regardless of personal or ideological disagreements-and use their voice at the local level to stop these bans in their school districts. There's power in artistic freedom, we refuse to allow draconian politicians to take that from us.



The goal for the shirts was to fundraise for MoveOn's larger anti-book-ban work. We worked with a new designer who has a positive reputation in the music merch industry and cast a wide net, offering free shirts to celebs and influencers after seeing enthusiastic initial responses from letter signers. **We also encouraged Instagram Collab posts, in order to increase our reach and find diverse new audiences.**

MoveOn's digital channels were utilized to increase education about banned books, action, and the LeVar Burton T-shirt.

- Email
- Text Message
- Social Media
- Giveaways



Highlights

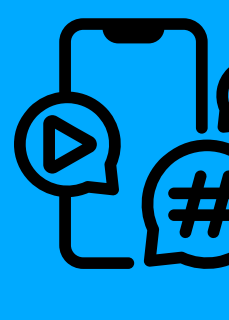
58K+

petition signatures



35+

press hits



60+

notable figure shirt posts



★★★★★

MoveOn's highest-grossing and best-selling merch item of all time



Partnerships with Crooked Media and Cooper Union

CROOKED

THE COOPER UNION

Outcomes

- ✓ The petition letter generated roughly **58,000 signers** and contributed to MoveOn's growth goals.
- ✓ **38,000+ shirts were sold**, grossing over \$1.5M.
- ✓ Interview in GQ with LeVar Burton and **MoveOn's executive director, Rahna Epting.**
- ✓ More than 60 big influencers and celebrities posted photos of themselves wearing the shirt. The total social media metrics are hard to fully encapsulate, but we estimate at least **2M views, 269,036 likes, 1,703 shares**, and 1,330 saves.

Awards



Audience Honors Award for the Shorty Awards



Gold Award in Education at the Shorty Impact Awards