

**‘Malcolm Revisited’
Social Media Toolkit
Presented by: Patrisse Cullors as a
#GetOutTheVoteStrategy**

Summary:

Patrisse Cullors and REDCAT present Malcolm Revisited, a new commissioned video performance that explores the iconic figure, Malcolm X and the current impact of the movement for Black Lives. Join us this Friday for an exclusive drive-in film experience at the Shrine auditorium presented by local artist collective, Trap Heals.

You can also view Malcolm Revisited at RedCat.org. On October 2nd and 3rd at 8pm.

Malcolm Revisited

Patrisse Cullors curated Malcolm Revisited, a tribute to freedom fighter Malcolm X. This live performance piece explores the life, legacy, and impact of this iconic historical figure, as well as his influence on the #BlackLivesMatter movement. Featuring powerful retrospectives from Patrisse Cullors, Aaryn Lang, and Brayan Gonzalez, the performance explores Malcolm’s effect on each person individually as well as collectively.



#BlackLivesMatter has pushed the country to have a new conversation about what it means to protect Black lives. Art allows for conversations to happen across generations, gender, race and ability. This piece served as a contribution to #BlackLivesMatter, Malcolm X, and the past and current freedom fighters in this movement.

REDCAT:

From the Crenshaw Dairy Mart artist collective focused on trauma-induced conditions of injustice to scripting the season finale of *Good Trouble* on Hulu, a show about communities of color, women, queer, and trans folk living in Los Angeles, artist, organizer, and freedom fighter Patrisse Cullors thrives on speaking out through art alongside other inspiring creators. Patrisse relies on art to reflect social spaces in ways that words fall flat. REDCAT is proud to present the premiere of Cullors' *Malcolm Revisited*, a new commissioned video work recorded exclusively for REDCAT. *Malcolm Revisited* explores the iconic historical figure, Malcolm X and the current impact of the movement for Black lives.

Tweets:

Voting is a tactic, a powerful one. Organize your community to show up to the ballot box. Come November we will be ready. Join the conversation with the team: *Malcolm Revisited* - catch the livestream on n October 2-3 on REDCAT's website at:

<https://www.redcat.org/event/patrisse-cullors-malcolm-revisited>

Culture transforms and is a means of resistance. Join us as we remember Malcolm and build power through art: *Malcolm Revisited* - catch the livestream on October 2-3 on REDCAT's website at: <https://www.redcat.org/event/patrisse-cullors-malcolm-revisited>

"Give it to us now. Don't wait for next year. Give it to us yesterday, and that's not fast enough."
(Malcolm X) Tell your Congressperson to support the BREATHE Act: [bit.do/LetusBREATHE](https://bit.ly/LetusBREATHE)
#GOTV #MalcolmRevisited #BLM #BallotOrTheBullet #BreatheAct

Instagram/Facebook:

Using the iconic "Ballot or the Bullet" speech, artists Patrisse Cullors, Brayan Gonzalez and Arryn Lang reflect on Malcom X's legacy on their creative work and the broader movement for Black lives in the upcoming commissioned performance for REDCAT, *Malcolm Revisited*. During this performance, the artists look back on the words of Malcolm's famous speeches that are still relevant today. There will be a fireside chat hosted by Patrisse Cullors to examine how voting has been historically utilized as part of a larger strategy to get free.

Join us this Friday for an exclusive drive-in premiere at the Shrine auditorium presented by local artist collective, Trap Heals. RSVP for the drive-in experience or catch the

livestream on October 2-3 on REDCAT's website at
<https://www.redcat.org/event/patrisse-cullors-malcolm-revisited>

**#GetOutTheVote #MalcolmRevisited #BlackLivesMatter #BallotOrTheBullet
#MalcolmX #BreatheAct #WhatMatters2020**

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Malcolm Revisited, a new innovative video performance curated by Patrisse Cullors, co-founder of #BlackLives Matter, and commissioned by REDCAT, is a tribute to iconic freedom fighter Malcolm X. This live performance piece explores the life, legacy, and impact of this iconic historical figure, as well as his influence on the #BlackLivesMatter movement. Featuring powerful retrospectives from Patrisse Cullors, Aaryn Lang, and Brayan Gonzalez, the performance explores Malcolm's effect on each person individually as well as collectively.

Using Malcolm's emblematic speech, "The Ballot or the Bullet", the artists are examining the importance of voting in Black communities and the way we can utilize it as part of a larger strategy to get free. Catch the premiere, this Friday, October 2nd at 8pm, exclusively on REDCAT's website
<https://www.redcat.org/event/patrisse-cullors-malcolm-revisited>

**#GetOutTheVote #MalcolmRevisited #BlackLivesMatter #BallotOrTheBullet
#MalcolmX #BreatheAct #WhatMatters2020**

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Malcolm Revisited was first introduced in 2016- as an ode to Malcolm and all freedom fighters that made #BlackLivesMatter possible. The resurrection of this piece in 2020- of Malcolm's visionary words- is both timely and a call to action for people, especially Black people, to vote, resist and build power. Our lives depend on our ability to galvanize our communities to remember the power of voting as part of a multi-prong strategy. As we enter the final month before this year's election, let's remind ourselves that the work does not end on November 3rd. *Malcolm Revisited* is a conversation that we hope will engage the nation and explore important questions:

Why does voting matter in this 2020 election?

How can voting impact my community?

What important legislation is on the ballot?

What is the Breathe Act and why should we support it?

The Breathe Act will divest our taxpayer dollars from brutal and discriminatory policing and invests in a new vision of public safety. Will you join us in this fight? ([bit.ly](#) link to breathe act actions list)

What can I do post November 3rd to make an impact?

What is the role of art and culture in the movement to defend Black life?

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“Who taught you to hate yourself?” “Quien te enseñó a odiarte?”

Malcolm X’s prophetic words continue to reverberate today. In *Malcolm Revisited*, artists Patrisse Cullors, Aaryn Lang and Brayan Gonzalez reflect on the impact of Malcolm’s influence on their art and creative identities. *Malcolm Revisited* is intended to spark engaging conversations and reflections about what it means to vote in 2020.

Catch the livestream exclusively on REDCAT’S website at:

<https://www.redcat.org/event/patrisse-cullors-malcolm-revisited>

Continue The Conversation: 5 different ways to stay engaged

1. Keep watching the video and use the sample tweets to share your voting plan on your social media platforms.
2. Host a zoom party/ social distance party watching the video and create a voting plan with your community.
3. Watch the original Malcolm X’s “The Ballot or The Bullet” speech and compare it to *Malcolm Revisited*:
 - a. What is the significance of his speech now- almost 60 years later?
 - b. What matters to your community in 2020?
 - c. What legislation is on the ballot that you want to support?
4. Text WHATMATTERS to 24365 and learn how to get involved in Black Lives Matter’s voter initiative #GetOutTheVote
5. You are worthy of joy, respect, and dignity. These next few weeks will be trying times- please practice community care! *Malcolm Revisited* is a healing meditation- we hope it inspires you to explore yours and share it

widely with everyone. We want to see your joy-- please tag us and use
#MalcolmRevisited

TEXT: Text **WHATMATTERS** to 24365 if you want to hear more about BLM's #GetOutTheVote campaign

IG Handles:

@osopepatrisse

@calartsredcat

@trapheals

@shrinela

@crenshawdairymart

@aarynnlang

@8chopapi

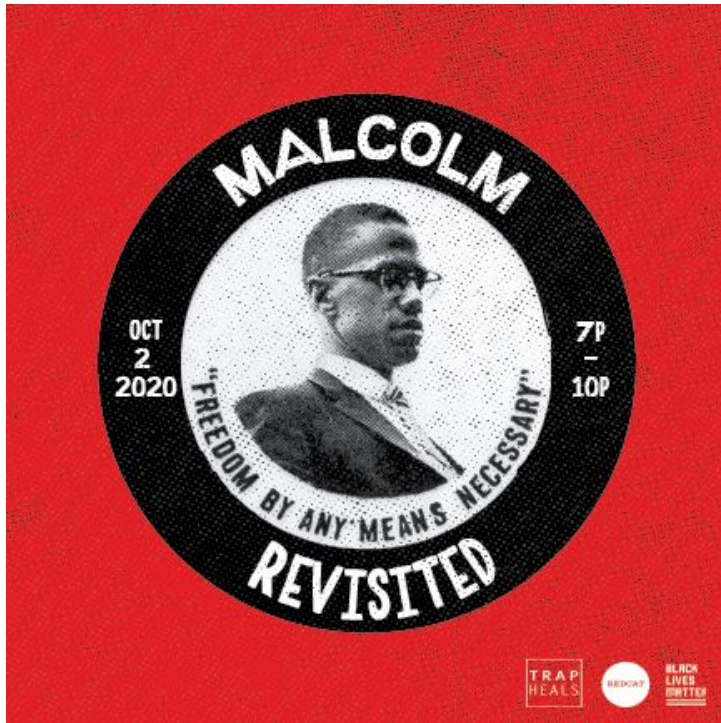
@therealsatta

@blacklivesmatter

@slowbl.ink

@mvmnt4blkives

Assets & Graphics:



**PATRISSE CULLORS
PRESENTS**

MALCOLM
OCT
2
2020
7P
-
10P
"FREEDOM BY ANY MEANS NECESSARY"
REVISITED

**TRAP
HEALS**



**BLACK
LIVES
MATTER**

