

# FROM THE HOOD TO THE HOLLER

A FEATURE DOCUMENTARY  
FROM PAT MCGEE PICTURES





# THE STORY

## AN INVISIBLE MAN

Charles Booker rode to the brink of one of the biggest upsets in political history. Only a few months before the primary election, Booker was down 58 points to establishment favorite Amy McGrath. She had out-raised Booker 40-1 and been endorsed by the Democratic Senatorial Campaign Committee. Coming from a family who struggled financially, he always felt invisible to the Republican U.S. Senator Mitch McConnell (elected 32 years ago, when Charles was three). But he never expected to be invisible in the eyes of his own Democratic Party who endorsed his opponent in the primary.

Why did the DNC want McGrath so badly over Booker? Had the democratic establishment not tipped the scales so heavily, the race would have looked very different.

## FROM THE HOOD TO THE HOLLER

Booker's declaration that hate and division won't win resonates across the state. The documentary follows his campaign across Kentucky from the most urban to the most rural settings. Booker and his campaign rewrite the campaign playbook. They lean into the charge that average Kentuckians have common bonds, a unifying day-to-day struggle. That struggle is color blind.

In passionate speeches, Booker spreads a message of hope and the idea of seeing humanity in our neighbors. He's fighting to represent the Kentuckians that feel *invisible*. His message is simple, whether you are from the city "Hood," or the Appalachian "Holler," you are not *invisible*.



# THE STORY

## VOTER SUPPRESSION

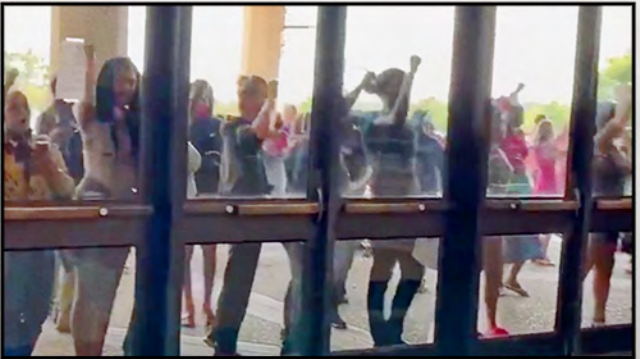
As COVID sweeps across America, how should that affect our voting? The number of Kentucky polling stations went from 3,700 to 170. That's a 96% reduction. Is this real concern for safety, or another example of voter suppression?

In the final moments of election night, crowds banged on the doors of the Louisville polling station, demanding that they be allowed to vote. The Booker campaign filed an extremely reasonable injunction: keep the polling station open till 9pm. Instead, they were granted an extra twenty minutes. Even more troubling, the traffic generated by only having one polling place in Booker's Jefferson County, became a terrible gridlock. An additional injunction was filed to make sure all the people in traffic would be allowed to vote. Unfortunately, a judge denied that injunction causing a massive number of citizens to be denied their right vote.

"Voter suppression is no longer billy clubs & Jim Crow. It's closed polling sites + 6 hr waits w/o pay. COVID is no excuse," *Stacey Abrams*



Voters waited for hours to cast their ballots



After being denied voters bang on the doors, demanding their right to vote





# THE STORY

## **THE AFTERBERN: HELP ALONG THE WAY**

After the recent loss of Bernie Sanders, many people are asking “who is next to lead the progressive movement?” Everyone is feeling the *Afterbern*. Groups like the *Sunrise Movement*, the *Democratic Socialists of America*, *Justice Democrats* and *Indivisible* are leading the charge.

These movements are paramount to efforts to restructure the Democratic party from within instead of running third party candidates. The battle for the soul of the Democratic Party is being waged in elections like Booker vs. McGrath, Engle vs. Brown, Ocasio-Cortez vs. Crowley and Pelosi vs. Buttar. This is a film about Charles Booker, but it's bigger than Booker.

## **A VICTORY IN ITS OWN RIGHT**

Despite losing the battle, Charles is winning the war. The election pushed Booker to become an important figure in national politics. This all-access account of the campaign will be a crucial milestone in modern election history. Booker represents a massive movement in America that refuses to stay silent any more. Their lives matter too.



**Both the *Democratic Socialists of America* and the *Sunrise Movement* gave support to Booker's campaign.**





# THE STYLE

## INTIMATE ACCESS

The documentary team had full access during the crucial final moments of Booker's campaign. We follow the struggle of a young and hopeful politician, trying to work within the system. On the personal side, Charles is a husband and a father. While his campaign grinds on, he struggles being away from family.

## THE BIG PICTURE: INTERVIEWS

The documentary will weave in interviews to give the film a broader scope than just Booker's campaign. Interviews with political advocates and experts give perspective on how Booker's campaign is a microcosm for larger issues in America. The progressive movement, racism in America, voter suppression and many other issues are blazing across the American psyche right now. Booker's story is an opportunity to have a larger discussion about some of the biggest rifts in American politics right now.

Interviews with family and co-workers of Charles will provide a personal dimension. This film is an intimate struggle. The people closest to Charles will give perspective on the deep toll a campaign like this can put on someone.

## SIMILAR FILMS

*My Life Matters Too* is similar to many successful documentaries. Often documentaries about a candidate have worked to help push them even further into the national spotlight. This film is a chance to elevate Booker even more into the limelight. Helping to spread Booker's message is an opportunity to be on the right side of history.



**KNOCK DOWN THE HOUSE (2019)**



**STREET FIGHT (2005)**



**THE WAR ROOM (1993)**





# THE MAN BEHIND A MOVEMENT

## BLACK LIVES MATTER

The Black Lives Matter movement spreads faster everyday. The tragic death of George Floyd, erupting in hostile protests have made it impossible to avoid the discussion of police brutality and systemic racism in America. In Kentucky it's no different. Daily protests continue. These are people who feel *invisible*, but they refuse to let voices go unnoticed.

## BREONNA TAYLOR

The death of Breonna Taylor was a big turning point for Kentucky. For Charles, it was personal. She was a family friend. Many argue her tragic death was the result of systemic racism in the justice system. With minimal evidence a judge granted police a "No knock warrant," resulting in shots fired and the death of an innocent woman: Breonna Taylor. To this day protests rage across Kentucky, furious at a system that allowed for such an avoidable tragedy.

## CHARLES AT THE CENTER

It's easy for many to take these tragedies and throw one's hands up in anger. "It's all broken," many say. Along with that anger is a complex question: How does one create *real* change? How does one create *actionable* change?

This documentary follows that struggle. Charles leads protests and fights to unify the invisible Kentuckians from both sides of the spectrum. It's the story of a man becoming a leader. It's the story of a leader learning how to tap into the anger of his supporters, and molding that anger into something real.



# PRESS COVERAGE

Even in its early stages, *My Life Matters Too* has already garnered interest. With a main character under the spotlight and a theme so important in America right now, this documentary will pop out easily in the market.

## REALSCREEN

**“Charles Booker became more than just a candidate for Kentucky, he became an inspiring leader on the national level...”**

link to article: <https://realscreen.com/2020/07/06/pat-mcgee-pictures-producing-feature-documentary-on-charles-booker/>

## DEADLINE

**“...has echoes of Bill Clinton doc *The War Room* and AOC film *Knock Down the House*.”**

link to article: <https://deadline.com/2020/07/charles-booker-feature-doc-pat-mcgee-1202976564/>

## HUFFPOST

**LEARN MORE ABOUT WHAT THE FUTURE HOLDS FOR CHARLES BOOKER**

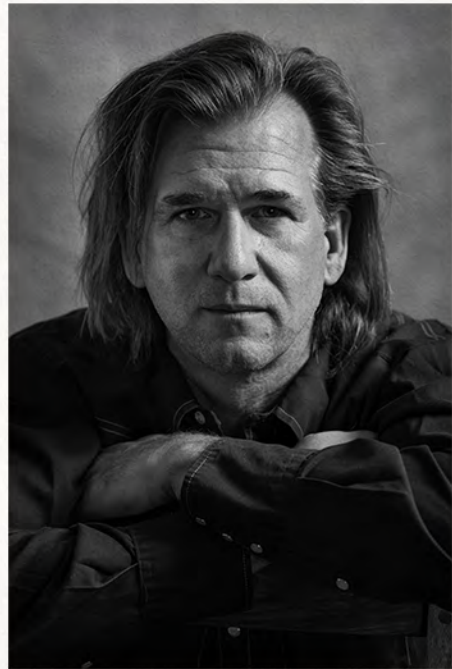
[https://www.huffpost.com/entry/charles-booker-kentucky-mitch-mcconnell\\_n\\_5f0f77e5c5b6cec246bdc6d8?ncid=engmodushpimg00000003&fclid=lwAR25DtmwDt4tHN2u7OR81fsxmTqb9gnBEUzVD6w5e1YcuYVbCgU\\_LNwVtwE](https://www.huffpost.com/entry/charles-booker-kentucky-mitch-mcconnell_n_5f0f77e5c5b6cec246bdc6d8?ncid=engmodushpimg00000003&fclid=lwAR25DtmwDt4tHN2u7OR81fsxmTqb9gnBEUzVD6w5e1YcuYVbCgU_LNwVtwE)





# PAT MCGEE PICTURES THE FILMMAKERS

## PAT MCGEE PRODUCER / DIRECTOR



Based in Los Angeles, Pat McGee Pictures is an independent production company founded by executive producer Pat McGee in 2015. Most recently, PMP produced Bernie Blackout for Vice, and the multi-award winning feature documentary American Relapse which became the television adaptation Dopesick Nation for Viceland. McGee also directed the YouTube feature documentary The Deported featuring Rosario Dawson, for which he earned the 2019 Flickers' International Humanitarian Award.

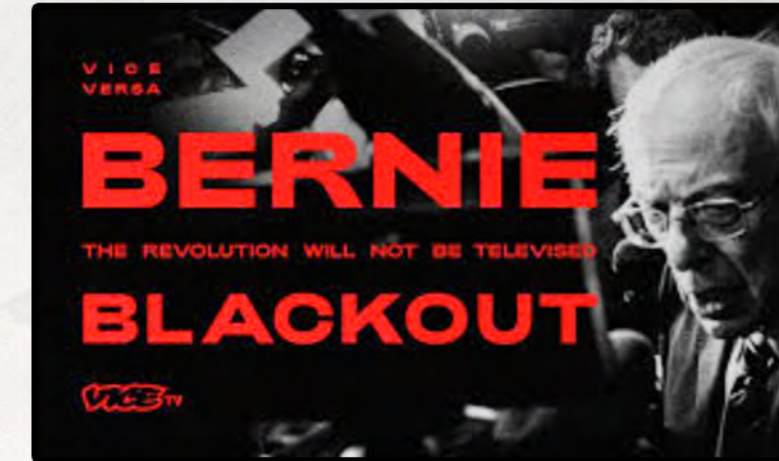
PMP has recently sold documentary projects to Viceland, National Geographic and A&E Networks. Previously, he served as Senior Vice President of Development and as an in-house Executive Producer at T Group Productions where he created and oversaw 24 to Life among many other series.

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## PREVIOUS FILMS FROM PMP

### BERNIE BLACKOUT



WATCH THE TRAILER

<https://vimeo.com/417743711>

### THE DEPORTED



WINNER OF THE FLICKERS'  
HUMANITARIAN SPIRIT AWARD

WATCH THE TRAILER

[https://www.youtube.com/watch?time\\_continue=12&v=IKzGNik4XBI&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=12&v=IKzGNik4XBI&feature=emb_logo)

### AMERICAN RELAPSE



WATCH THE TRAILER

<https://vimeo.com/309928484>



# MY LIFE MATTERS TOO



Rep. Charles Booker gives a passionate speech on the Kentucky Senate floor. March 14th, 2019

*Charles Booker*

Listen I stood up probably for the first time in this state's history, and gave a monologue about what it would mean to be shot as a black man. Talked about Senate bill 150. Talked about lynchings, told you how my family was lynched. How some wanted to compare that to abortion. What a roller coaster I've been on this session. I've layed all my stories out for you. I explained to you how these types of laws like 150 would kill people. And the same folks that want to have the audacity to vote "yes" now, votes for that legislation.

*Speaker*

Gentlemen I am sorry...

*Charles Booker*

**My life matters too speaker.**

*Speaker*

Your 3 minutes is up.

*Charles Booker*

**My life matters too speaker.**

*Speaker*

You are out of line. Your 3 minutes are up.

*Charles' Microphone is cut off.*

*Charles Booker*

**My life matters too!**



# FROM THE HOOD TO THE HOLLER

**"WE NEED LEADERS – NEITHER SAINTS NOR SPARKLING  
TELEVISION PERSONALITIES... WHO IMAGINE A FUTURE  
GROUNDED IN THE BEST OF OUR PAST, YET WHO ARE ATTUNED  
TO THE FRIGHTENING OBSTACLES THAT NOW PERPLEX US."**

**CORNEL WEST, *RACE MATTERS***

