

Subject: Boys State Documentary -- Premiers Friday, August 14, 2020

To: Department Adjutants
Fr: National Headquarters
RE: Boys State Documentary

As many of you may be aware, the Boys State Documentary featuring Texas Boys State will be released nationwide on **Friday, August 14 on Apple TV+.**

In advance of the film's release, we wanted to provide you with few of the particulars surrounding the Documentary as we are certain you are likely to have and/or receive questions once the documentary is in the marketplace.

While no monetary exchanges are taking place at either the National or Department level with Apple or the Filmmakers, we do believe the residual public relations and awareness value(s) will be very significant for not only The American Legion brand but also the Boys State platform.

We can also foresee the documentary generating an increased interest in participants wanting to learn more about Boys State at the Department and Post level. As such, we suggest you share the below information with the individuals responsible for those programs so they can be prepared for a potential influx of questions and prospective participants wanting to learn more.

In order to maximize this unique opportunity, National is working in tandem with the producers and Apple in an effort to make the film a success for all involved. Apple is currently flexing its promotional muscle with Boys State ads running on most major networks including ESPN, ABC, NBC and CBS in an effort drive awareness and viewership to its Apple TV+ platform.

Below is a recap of some of the content The American Legion has produced thus far (and is planning) to help promote the Boys State Documentary:

Website @ Legion.org:

- [Story focusing on](#) Texas Boys State assistant director of media relations Daren Brabham, who talks about the process behind the making of the award-winning documentary “Boys State.”
- Top 10 Things to know about Boys State - The American Legion’s premier youth government program — [what you need to know about Boys State](#),
- Upcoming, for week the of August 10:
 - Interviews with some of the young men featured in the documentary “Boys State” to discuss their experience.
 - One of the primary participants is at West Point so we are coordinating his availability

Dispatch:

- August Issue — feature story on Boys State Documentary in print and digital formats

Magazine:

- Scheduling to do a long-form interview with Filmmakers for October or November issues — important to have promotional content beyond the initial release of the film to ensure longer shelf-life.

Podcast:

- Recording set for early September with producers — publication date TBA but soon thereafter.

Social Media:

- Continue to utilize our vast audiences on Facebook, Twitter and Instagram to promote the release and also engage in conversations with other followers/interested parties as the film gains notoriety.

How to Watch Boys State on Apple TV+:

- Should you wish to watch the documentary on Apple TV+ — you have the ability to subscribe at no-charge for a seven (7) day **Free Trial**:
- Link to Apple TV+ Seven Day Free Trail offer — <https://www.apple.com/apple-tv-plus/>

Additionally, as many of you know, the list of prominent alumni of Boys State is rather impressive and includes former Presidents and many members of Congress. Don't be surprised if you see some of these familiar alumni doing interviews to discuss their experiences with Boys State and how the program impacted their lives.

- https://www.legion.org/documents/legion/pdf/american_legion_boys_state_prominent_grads.pdf

We trust you find this information helpful and that you enjoy the Boys State Documentary — thus far it has received very positive reviews both from the entertainment and general media.

- Link to a recent story the New Yorker Magazine recently published — <https://www.newyorker.com/magazine/2020/08/17/american-youths-play-politics-in-boys-state>

Finally —

With success often comes imitation so if your Department(s) and/or Posts are approached by interested parties that may want to create a documentary (or other types of third-party content) about the programs offered in your market(s) — Boys State / Girls State / American Legion Baseball — we would ask that you please put those parties in contact or forward those requests to the Executive Director of Marketing - Dean Kessel and The National Judge Advocate - Kevin Bartlett as they have a process in-place to vet the legitimacy and viability of these types of opportunities.

Thanks again for your time and we hope you enjoy the Boys State Documentary.