# The RFC's "The Rosenberg Case 70 Years Later: Fighting Fascism Then and Now" virtual event

# Promotion toolkit

The <u>Rosenberg Fund for Children (RFC)</u> is commemorating 70 years since Ethel and Julius Rosenebrgs' executions with a virtual program: *The Rosenberg Case 70 Years Later: Fighting Fascism Then and Now.* 

<u>Please help us spread the word to your friends, family, colleagues and broader networks.</u> Below you will find starter templates to copy and paste on social media, send as an email or include as a blurb for e-newsletters. We also invite you to like and share 70th event related posts directly from the RFC's social media pages:

Link to RFC Facebook page Link to RFC Instagram page (@wwwrfcorg) Link to RFC Twitter page (@wwwrfcorg)

The link to our webpage is: <u>https://www.rfc.org/70th</u>

#### The Eventbrite page link is:

https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t ickets-539708130547

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### Social Media Templates

Facebook:

June 19th will mark 70 years since the tragic executions of Ethel and Julius Rosenberg, who lost their lives to the anti-communist hysteria of the McCarthy era. The Rosenberg Fund for Children will commemorate this somber milestone with an online program, "The Rosenberg Case 70 Years Later: Fighting Fascism Then and Now."

The virtual event will include a screening of a short film featuring selected letters written by the Rosenbergs from Sing Sing Prison (read by the incredible Angela Y. Davis and Russell Shoatz III) and will highlight stories of anti-fascist resistance by activists within the RFC community.

The program will also feature National Book award-winning poet and RFC Advisory Board member Martín Espada, Highlander Center Co-Executive Director Ash-Lee Woodard Henderson, Executive Director of Muslim Advocates Omar Farah and many other artists and activists.

Join the virtual program on Wed. June 14th at 7pm EDT or Sun. June 25th at 4pm EDT via Zoom. A live Q&A with Robert Meeropol and RFC Executive Director Jenn Meeropol will follow each screening.

Learn more and register: https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t ickets-539708130547

Funding has been made possible by The Puffin Foundation.

Twitter:

Version 1:

The RFC will mark 70 years since the Rosenbergs' executions with an online program feat.: Angela Y. Davis, @HighlanderCtr Co-Exec. Dir. Ash-Lee Woodard Henderson, Exec. Dir. of @MuslimAdvocates Omar Farah and many other activists and artists. Learn more: https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t ickets-539708130547

Version 2:

The RFC (@wwwrfcorg) is hosting a virtual film screening commemorating 70 years since the Rosenbergs' executions this June, featuring Angela Y. Davis, Rosenberg sons Robert & Michael Meeropol and many other activists and artists. Learn more:

https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t ickets-539708130547

Instagram (scroll to bottom of document for suggested images):

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Join the virtual program on Wed. June 14th at 7pm EDT or Sun. June 25th at 4pm EDT via Zoom. A live Q&A with Robert Meeropol and RFC Executive Director Jenn Meeropol will follow each screening.

Learn more and register at the RFC's link in bio - @wwwrfcorg.

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#### **Email Template**

*Subject: Paste the text below into your email subject line. Feel free to customize.* Invitation to Rosenberg 70th anniversary commemoration

Body: Paste the text below into the body of the email. Feel free to customize. Please add your name/signoff to the bottom of the email.

Dear Friends,

I am writing to invite you to join the Rosenberg Fund for Children (RFC) in marking 70 years since the tragic executions of Ethel and Julius Rosenberg, who lost their lives to the anti-communist hysteria of the McCarthy era. To commemorate this somber milestone, the RFC

will host a virtual program, *The Rosenberg Case 70 Years Later: Fighting Fascism Then and Now.* 

This online event will include a screening of a short film featuring selected letters written by the Rosenbergs from Sing Sing Prison (read by the incredible Angela Y. Davis and Russell Shoatz III) and will highlight stories of anti-fascist resistance by activists within the RFC community.

The program will also feature National Book award-winning poet and RFC Advisory Board member Martín Espada, Highlander Center Co-Executive Director Ash-Lee Woodard Henderson, Executive Director of Muslim Advocates Omar Farah and many others, as well as illustrations by the very talented Abby VanMuijen. Funding has been made possible by The Puffin Foundation.

Join the virtual program on Wed. June 14th at 7pm EDT or Sun. June 25th at 4pm EDT via Zoom. A live Q&A with Robert Meeropol and RFC Executive Director Jenn Meeropol will follow each screening.

This link will take you to the online ticket order form: <u>https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t</u> ickets-539708130547. Tickets are available by donation from \$0 to the amount of your choosing.

To purchase tickets by mail, you can find instructions at <u>https://www.rfc.org/70th</u>.

Amidst the rise of racist, xenophobic and nationalistic oppression in the U.S. across the generations, this event will highlight the powerful current of anti-fascist activism that continues to this day. I hope you'll join me for this historic commemoration.

Sincerely,

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### Newsletter Blurb Template

Join The Rosenberg Fund for Children virtually for *The Rosenberg Case 70 Years Later: Fighting Fascism Then and Now*, an event and premier of a short RFC-produced film on either of two screening dates – June 14th or June 25th. The event will feature long-time activist and RFC Advisory Board member Angela Y. Davis, National Book award-winning poet and RFC Advisory Board member Martín Espada, Highlander Center Co-Executive Director Ash-Lee Woodard Henderson, Executive Director of Muslim Advocates Omar Farah, Rosenberg sons Robert and Michael Meeropol and other artists and activists.

The film will include readings and dramatized vignettes, interspersed with art, which will draw from letters written by Ethel and Julius Rosenberg and other activists' stories from within the RFC community. The event will conclude with a live conversation between Robert, RFC Executive Director Jennifer Meeropol and audience members. Amidst the rise of racist, xenophobic and nationalistic oppression in the U.S. across the generations, this event will highlight the powerful current of anti-fascist activism that continues to this day.

This 70th anniversary commemoration will honor Ethel and Julius' resistance and legacy and share 30+ years of RFC beneficiary stories that illuminate the ongoing battle against fascism. Learn more and register here:

https://www.eventbrite.com/e/the-rosenberg-case-70-years-later-fighting-fascism-then-and-now-t ickets-539708130547

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#### Images

Please scroll down to view and copy/save two image options. Images can be emailed to you upon request. Please message us at info@rfc.org for the attachments.

# THE ROSENBERG CASE 70 YEARS LATER: FIGHTING FASCISM THEN AND NOW

VIRTUAL EVENT I FILM SCREENING I LIVE Q&A



### JUNE 14TH JUNE 25TH @ 7:00PM EDT @ 4:00PM EDT





