



FIXING THE FUTURE

Screening Toolkit

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About the Documentary

In JumpStart Productions' *Fixing the Future*, host David Brancaccio (of public radio's *Marketplace* and *NOW* on PBS) visits locations across the United States that are attempting a revolution: the reinvention of the American economy. By featuring communities using sustainable and innovative approaches to create jobs and build prosperity, *Fixing the Future* points the way toward grassroots solutions to the economic downturn.

FEATURED MODELS AND EXAMPLES

The documentary profiles five different sustainable models that are having a positive impact on their communities through job creation, community building and other local economic solutions:

COMMUNITY BANK

Featured Example: Bremer Bank (Fargo, ND)

Local banking helps local businesses get loans and create local jobs. Community banks are only a fifth of the banking industry by assets, but they make nearly three-fifths of all loans to small businesses. There are community banks across the country, including over 7,000 credit unions. One outstanding example is Bremer Bank in Fargo, ND, which is owned by both its employees and the Otto Bremer Foundation. Bremer Bank fosters a culture of caring and commitment, demonstrated through grants from the Otto Bremer Foundation, donations by local Bremer affiliates and the volunteerism of its employees. North Dakota's low unemployment rate and financial success can be attributed to local banks like Bremer which supported local businesses throughout the economic crisis. In the film, we see how Bremer Bank helped farmers Randy and Michelle Thompson through an environmental crisis that destroyed their 2007 harvest. Learn more at www.bremer.com.

LOCAL BUSINESS ALLIANCE

Featured Example: Business Alliance for Local Living Economies (Bellingham, WA)

Local business alliances support small community companies that serve as the backbone for local economic health. They often spearhead "Buy Local" campaigns to encourage local purchasing and also provide resources to small businesses to help them succeed. The Business Alliance for Local Living Economies (BALLE) is North America's fastest growing network of socially responsible businesses, comprised of over 80 community networks in 30 US states and Canadian provinces representing over 22,000 independent business members. BALLE believes that local independent businesses are more than employers and profit-makers; they are neighbors, community builders and the starting point for social innovation. Independent businesses align commerce with the common good and bring transparency, accountability and a caring human face to the marketplace. In the film, BALLE Executive Director Michelle Long demonstrates how this relationship economy has benefitted the community, most notably through Bellingham, WA's unemployment rate, which is lower than that of both Washington state and the United States. In the film, Brancaccio visits local sustainable businesses in and around Bellingham such as Lummi Island Wild, The Willows Inn and Wood Stone. Learn more at www.livingeconomies.org.

FEATURED MODELS AND EXAMPLES (continued)

LOCAL CURRENCY

Featured Example: BNotes (Baltimore, MD)

Local currency, also called complimentary currency, is money specifically designed to be used within a community, town or city. Local currencies exist solely to facilitate commerce within a community and to preserve and restore the social nature of trade and business. The BNote is Baltimore's local currency and as of May 2012, over 25,000 BNotes have been exchanged into circulation and are being accepted in communities across the city. Learn more at www.baltimoregreencurrency.org.

SERVICE EXCHANGE/TIME BANK

Featured Examples: Hour Exchange Portland (Portland, ME); Santa Fe Time Bank (Santa Fe, NM)

Service exchange is about local individuals, organizations and businesses helping each other meet their needs, cash-free, in one-to-one exchanges or in group projects. Members help rebuild and sustain neighborhood networks and strengthen community as a result of their activities. For example, Hour Exchange Portland (HEP) in Portland, ME was established in 1995 and now has approximately 700 members. HEP provided the community with a strong sense of social security in the economic collapse of 2008. Three members of HEP also created hOurworld, a unified network aiming to organize and connect exchanges (now more than 300) with other community currency movements across the United States. In the film, hOurworld supports the Santa Fe Time Bank in Santa Fe, NM to become a training center for other time banks across the country, including one in Chester, PA, whose first project is a community garden in a town where there isn't a single grocery store selling fresh produce. Learn more at www.hourworld.org.

WORKER COOPERATIVE

Featured Examples: Evergreen Cooperatives (Cleveland, OH); Yo Mama's Catering (Austin, TX)

Worker coops are organizations that are owned and democratically managed by their worker-owners. For example, the Evergreen Cooperatives of Cleveland, OH are pioneering innovative models of job creation, wealth building and sustainability. Evergreen's employee-owned, for-profit companies are based locally and hire locally. Evergreen creates meaningful green jobs and keeps precious financial resources within its community. Workers earn a living wage and build equity in their firms as owners of the business. As seen in the documentary, Evergreen employs marginalized individuals who have trouble finding work elsewhere, empowering them to restore their lives while improving their communities. Brancaccio also travels to Austin, TX, to meet the ladies of Yo Mama's Catering, four friends who formed a locally focused catering company after graduating from a Cooperative Business Institute program. Yo Mama's vision is to sustain their families and their spirits by working together doing something they love. Learn more at www.democracycollaborative.org.

About This Toolkit

Film can be a powerful tool to engage and move audiences, and in order to make an even greater impact it often requires careful planning and framing. This toolkit is designed to help organizations take advantage of the *Fixing the Future* national release and use the stories presented in the film to jumpstart or reinforce community actions around strengthening local economies. Of course, each community has its own unique challenges and opportunities so this toolkit can only lay a general framework for the actual efforts you choose to pursue. The tips included here are meant for a range of groups—from business leaders to locally-focused organizations to informal neighborhood committees—who are interested in helping their communities to be self-reliant and prosperous. Depending on your needs, some sections may be more relevant than others. After reading through this toolkit, consider how your event can contribute to longer-term efforts.



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About *Fixing the Future Across America*

On July 18, 2012*, *Fixing the Future* will screen in theaters in over 50 U.S. cities to engage communities interested in strengthening efforts to build a resilient local economy and create new jobs around the country. This one-night-only national event will include an exclusive on-screen panel discussion featuring luminaries Bill McKibben, Majora Carter, Mike Brady and David Brancaccio.

HOSTING A LOCAL SCREENING

Screening this film in a traditional movie theater will help attract new audiences to embrace these innovative models, ultimately helping to “mainstream” the practices showcased in the film. This is an opportunity for organizations to raise awareness around green and sustainable initiatives in their communities and to recruit new supporters and collaborators.

The successful models and thriving communities featured in the documentary provide shining examples of what is possible amid a downturned national economy. *Fixing the Future* also demonstrates that localizing economies is a national movement, being carried out by average Americans in a wide spectrum of locations. The film has the potential to inspire audiences to believe that change is possible, and encourage them to pursue similar initiatives. By serving as the screening “host,” organizations can connect their communities to real solutions that create jobs and contribute to the long-term health and success of the community.

CREATING TARGETED OBJECTIVES

Depending on the needs of a particular organization or community, *Fixing the Future* can be used to meet a range of objectives, such as establishing a local business alliance, service exchange, worker cooperative, local currency or a “Move Your Money” campaign to support community banks. More than an opportunity to show a great documentary, this campaign seeks to convene and mobilize key people in a community that can help achieve a shared goal. Participating organizations are encouraged to create cross-sector partnerships by including a wide range of stakeholders, from local government to business owners to residents who are looking for ways to create more economic opportunities for themselves and their neighbors.

While conversation is important, it is vital that this dialogue transform into action to create the change you want to see in your community. Therefore, hosts should ideally format their events to cultivate and promote actionable and practical objectives. Just imagine what it would be like to see an initiative born out of your event lead to tangible renewal in your community! Success like this inspires more action and progress. A domino effect of positive change is possible and it can start with a singular event like this one.

* Most communities will screen the film on July 18th, but some will screen on the 19th. Check www.fixingthefuture.org for your local listing.

Planning a Successful Event

STEP ONE: ASSESS THE LANDSCAPE

In order to get the most out of your event, it is essential to survey what is happening in your community and how you can best tap into existing needs and areas of focus. The following questions will help you determine where you might get the most traction:

- What are the biggest needs in your community related to jobs and the local economy?
- What existing discussions or initiatives are already in place that you might be able to tap into?

By tailoring your event to issues that are already of interest to your community, you'll be more likely to get the resources and commitment needed to move your efforts forward.

Where is your community on the "Sustainability Scale"?

It's important to be realistic about where your community is in terms of local economic initiatives. Here's a simple guide to help you determine your community status:

Aspirational

Community members have expressed interest in localizing your economy but there are no established organizations working on these issues.

Start-up

Your community has a few organizations dedicated to this work but there is not a critical mass of interest and the organizations could probably do a better job of collaborating.

Well-established

There are a significant number of organizations devoted to this work and a critical mass of interest.



STEP TWO: DEFINE YOUR OBJECTIVES & CALL-TO-ACTION

Defining clear tangible objectives is key to making progress toward your big-picture organizational goals. Imagine a theater full of community members after they have watched the film, excited about what is possible in your community. How can you steer that energy in a practical direction? What are some small steps your community can take in order to meet your larger goals for a sustainable future? Below are some example objectives you might consider (these are not mutually exclusive):

- Promote initiatives your organization is already working on and inspire new supporters.
- Start a new local sustainable initiative in your community, such as a “Buy Local” campaign.
- Expand your membership and/or grow your base.
- Get the buy-in of community and/or business leaders around an initiative to strengthen your local economy and create more jobs.
- Build bridges with new organizations that are “beyond the choir” and have them commit to working on your initiative.
- Generate more funding and/or press attention for your work, especially if you’re launching a new initiative.
- Prompt coalition building between local and state groups working on relevant issues (e.g., community building, economic development, urban planning, civic engagement, etc.).

Translating your objective into a compelling call-to-action is also vital to advancing your efforts. Your call-to-action should be directed at your audience, rallying people to your cause. For example, “Be More Sustainable” would be a weak call-to-action because it is too vague. “Buy Local,” “Move Your Money” and “Join Our Time Bank” provide clear and direct options for people looking to get involved. Below are some example calls-to-action you might consider:

ORGANIZATION OR ISSUE	POTENTIAL CALLS-TO-ACTION
Time Bank/Service Exchange	<ul style="list-style-type: none"> • Join our time bank • Join us in starting/launching a service exchange
Local Business Alliance	<ul style="list-style-type: none"> • Join our business alliance • Buy local
Worker Cooperative	<ul style="list-style-type: none"> • Join our cooperative • Join us in starting/launching a worker cooperative
Community Capital	<ul style="list-style-type: none"> • Move your money to community banks and/or credit unions • Join us in pooling funds to start/launch a community foundation to fund arts and business projects in the community • Use local currency • Join us in starting/launching a local currency program
Local Food System/Urban Farm	<ul style="list-style-type: none"> • Support farmers markets • Join us in starting/launching a Community Supported Agriculture program
Renewable Energy/Energy Efficiency	<ul style="list-style-type: none"> • Join our campaign to bring [x] number of solar panels to public buildings in our community • Join our campaign to better weatherize our homes for better energy efficiency
Transportation	<ul style="list-style-type: none"> • Sign our petition for a carpool lane and/or bike lane • Help us get more public transit in our town
Re-skilling	<ul style="list-style-type: none"> • Sign up to take a [sewing, canning, cooking, butchering, knitting, weaving, tool-sharpening, bike repair, etc.] class
Revitalizing neighborhoods	<ul style="list-style-type: none"> • Support tax breaks for new businesses (e.g., offering retail stores and restaurants an incentive to move into the area via tax breaks or reduced rent)

IMAGINE WHAT'S POSSIBLE: Mini Case Studies from the Field

The following two examples are from the pilot phase of *Fixing the Future Across America*, when Active Voice worked with select communities to use *Fixing the Future* to give rise to real action:

Oakland Business Alliance Event Sparks a Community Capital Working Group

In May 2011, 175 locals gathered in downtown Oakland, CA, for a screening of an early version of *Fixing the Future* hosted by the Sustainable Business Alliance, a BALLE chapter. The organizers hoped to use this event to launch a Community Capital Working Group for entrepreneurs, community residents and anyone else interested in keeping wealth local in the San Francisco/East Bay Area. By connecting entrepreneurs with community members interested in investing locally, this group would bridge the gap made by the traditional bank loan system. A month after the screening, the working group was underway, with twice as many people than anticipated gathering for the first monthly meeting.

Santa Fe Event Inspires Community to Move Money to Local Banks

In May 2011, Santa Fe Alliance, a BALLE chapter, convened roughly 100 residents to watch an early version of *Fixing the Future* with the intention of educating people about the importance of keeping money local. Inspired by the film—and new understanding that all of this is part of a larger, national movement—60 audience members signed a pledge to move their money to a local bank. After watching the film, Santa Fe Alliance also invested a great deal of effort into growing their local time bank.



STEP THREE: IDENTIFY YOUR TARGET AUDIENCE

Once you define your objectives and call-to-action, you'll have a better sense of your target audience. Different audiences require different strategies for publicity and engagement. Who are you trying to bring into the theater?

Some questions to consider:

- Which audiences do you need to reach to meet your objectives? Which audiences can you access directly (e.g., your current constituents) and how can you build upon them?
- Which new audiences can you engage to broaden your reach, strengthen your work and build new allies?

In some venues, hosts will be eligible to receive a set of complimentary tickets that you can use for VIPs and/or other select guests whose perspectives are vital to the conversation you want to have. Check in with the Active Voice team to see if your theater allows this, and if so, consider how you can best use this opportunity to meet your objectives.

Below are some sample audiences for a *Fixing the Future* event. In order to best connect with some of these groups, visit their websites and review their objectives. Link your event to what they're already interested in (using their language when possible) and you'll increase the likelihood of their participation.

Local Government Officials

- Economic & workforce development administrators
- Mayor's office employees
- Transportation agents
- City zoning representatives
- Urban planners

Local Business Community

- Business owners
- Chambers of Commerce
- Merchants associations

General public

- Environmentalists
- Youth
- Underserved communities
- "Occupiers"

Institutional Stakeholders

- Lenders
- Investors
- Grantmakers
- Academics

Media

- Reporters
- Bloggers

STEP FOUR: GET THE WORD OUT

Fixing the Future Across America offers your organization an unprecedented opportunity to spotlight your work as part of a national movement. The more people who come see the film and learn about what you're doing, the more likely you'll be able to get them engaged in your work. We recommend multiple avenues for getting the word out about your event.

- **Get a little help from your friends:** Recruit like-minded organizations and businesses, and ask them to spread the word and encourage people to attend.
- **Make it go "viral":** Create an email announcement and send it around to your networks and listservs (including community discussion boards), encouraging others to spread the word. Also make sure to take advantage of your organization's website, blog and social media channels as other ways to spread the word. Create a Facebook event so you can track who is interested in attending. The *Fixing the Future* team will happily add a link to your Facebook event page on the "Find a Screening" page on our website, and we'll even share it on Twitter!
- **Meet people where they are:** Post flyers in high-traffic areas where your target audience goes (local businesses, co-op grocery stores, community centers, shopping malls, churches, etc.). Check out the templates available on the *Fixing the Future* website (www.fixingthefuture.org).
- **Engage the press:** Spend time thinking about what your target audience listens to, watches and reads, because that is where you're most likely to get the best coverage. Make a clear connection between your event and current news topics (e.g., job creation, the economy, local initiatives that your event will address, etc.). Pitch the uniqueness and importance of this community event, considering your community's unemployment rate and economic difficulties. Check out Active Voice's press release template at www.fixingthefuture.org, and consider the following basic tips:
 - In your press release, emphasize any local hooks (such as your local call-to-action). Include a summary description of each of the film's models and examples pertinent to your event as well as local statistics on relevant issues. Highlight all local partner organizations and any prominent speakers or guests from the film.
 - A month before the event, check submission deadlines for calendar listings for your city's daily and weekly publication(s). Send the press release to these listings, as well as to online community websites.
 - Ten days before the event, issue the press release to a wide range of mainstream media, alternative media, specialty publications, online publications and local bloggers. Target—through the release and a follow-up email or call—reporters who cover topics related to the economy, employment or community issues. Also consider calling local news and public affairs programs that have a relevant listenership.
 - Note: If you're focusing on local government officials as your audience, media presence can help get them in the room. Public-private partnerships are often seen as a success story for local news and this can motivate the attendance of leaders in the public sector as it creates positive publicity. Just be sure that the story you're pushing is optimistic and not a tool to put negative pressure on your invitees.

Follow *Fixing the Future Across America* on Facebook and Twitter to spread the word and create a ripple effect:



www.facebook.com/fixingthefuture



www.twitter.com/fixingthefuture

Visit www.fixingthefuture.org/resources for templates and other outreach materials, including flyer and email templates, film logos and images, a press release template and social media language.

Rounding Up RSVPs

Since filling theaters is a very important piece of this campaign, it is a good idea to gauge your potential audience size leading up to the event. One way to do this is to create a Facebook event or an Eventbrite for your specific community screening and ask people to show their commitment to attend by RSVP'ing. Know that some people may not come despite their response—and others will simply show up at the door! Some ways to ensure participation:

ADVANCE TICKET SALES

Contact your local participating theater to find out if they sell tickets in advance, and if they do, encourage people to do so.

GROUP TICKET SALES

Some venues will offer a discount if you buy a set of 20 or more tickets. Check with your local participating theater to find out if this is possible for your screening. If it is, encourage groups and organizations to purchase group tickets. If possible, identify a local sponsor who can buy blocks of seats to subsidize ticket prices for audience members who may not be able to afford them. Be sure to thank them at the event! (Ticket prices will vary by location, but expect the standard ticket price of your local participating theater.)

Framing Your Event: Before the Screening

PRE-RECEPTION

Consider hosting your VIP guests as part of a private reception before the film screening at a nearby bar or restaurant. Or open the net a little wider, and invite everyone to join in on a happy hour mixer before the screening.

INTRODUCE THE FILM IN A LOCAL CONTEXT

Active Voice will be working with participating theaters to ensure that hosts have a few minutes to brief the audience about the film, the national event and the hosting organization(s). Depending on timing and circumstances, it may also be useful to pose a few questions to the audience and get a show of hands. Some sample questions you might consider:

- How many people in this room know someone in this community who is out of work?
- How many people in this room have been personally affected by the economic crisis?
- How many people in this room would like to learn more about how to improve our community with local economic solutions?

Immediately Following the Screening

Consider what you want your audience to walk away with (your call-to-action!), and frame your event accordingly. Remember that the film is just a springboard for deeper engagement, so it's important to provide locally relevant information and resources to help viewers delve deeper.

COLLECT CONTACT INFO

Be sure to capture contact information of audience members who want to get involved by prominently displaying a sign-up sheet at the exit of the theater, passing around a clipboard or even collecting business cards.

DELIVER CALL-TO-ACTION

No matter how limited your time is at the end, make sure to present a clear call-to-action, and provide audience members with the information they need in order to take action. Your call-to-action might include inviting audience members to a get-together a week later where the discussion of community solutions can continue. Or, if you're encouraging people to buy local, distribute a list of local businesses that offer basics like food, clothing and household goods. See page 8 for suggested calls-to-action.

DISTRIBUTE MATERIALS

If you have additional information that you want audience members to learn about, definitely make sure to send them home with a takeaway about your work. For example, consider sharing fact sheets on local employment and industry statistics (pre- and post-economic crisis) or information about local or nearby organizations showcasing the models portrayed in the documentary.

BRIEF PANEL DISCUSSION

We will work with theaters to carve out some time after the exclusive on-screen discussion panel so that your organization can lead a discussion of your own. (Note: This may not be possible at all theaters so please contact Active Voice to confirm.) If there is time for a post-screening discussion, consider inviting different perspectives to participate—such as a local business leader, an economist and a sustainability “champion.” Introduce the discussion by reinforcing what's happening in your own community to localize the economy, and then invite each participant to comment for about 5 minutes each on what they saw in the film and how it relates to their work/expertise. You may decide it's better to hold a discussion and planning session a week or so later. For more ideas, see the Sustaining the Momentum section on the next page.

Q&A

Ideally, if there is time available to you after the screening, you'll have the opportunity to do both a panel discussion and Q&A. If you have to choose between the two, however, you might decide to just give a very brief (2-minute) presentation on what's happening in your own community, and then open it up to questions from the audience.

POST-SCREENING NETWORKING

Whether or not you can have the floor in the theater post-screening, you might want to invite audience members to join you across the street or down the block at a café, bar or restaurant to continue the conversation and network.

Next Steps: Sustaining the Momentum

To maximize the impact of the theatrical event, consider ways you can maintain the momentum and build toward your organizational big-picture goals. Here are a few ways you can start:

ORGANIZE ANOTHER SCREENING

If you're a local partner of *Fixing the Future Across America*, you are probably eligible to receive a free public screening license of *Fixing the Future*. If you're not eligible, you can still visit www.fixingthefuture.org to see about how you can get a copy of your own. Consider hosting a follow-up screening to create a ripple effect of awareness in your community. This is especially useful in reaching low-income families who may not have been able to participate in the theatrical event.

HOST A FORMAL PANEL DISCUSSION

If you didn't have the appropriate amount of time available during the theatrical screening, consider putting together a formal panel discussion later on down the line (and make sure you have the information available at the theater to announce it to the audience). It's always a good idea to have a range of perspectives represented—possible panelists might include a local business leader, a community member, a cooperative worker, a service exchange/time bank member and/or local government official. With too many participants, the conversation gets easily diffused. Three to five panelists generally make for a good discussion. It's highly recommended that you find an experienced moderator for the event, or at least someone who is well-versed in local economic issues and is comfortable speaking in public. Allow about 30 minutes, depending on the number of panelists, for their remarks and discussion. Q&A should last about 30–45 minutes.

CONVENE FOLLOW-UP DIALOGUES

Invite community members to get together to continue the conversations started at the screening event and/or panel discussion. Create a shared vision for your community by convening regular dialogues where people can express their concerns and develop solutions. "Why" and "How" questions stemming from genuine curiosity are particularly powerful. Be mindful of the scope of the questions you're asking; are you concerned about your neighborhood, your community, your city or your region? Break out into groups of 4–6 (smaller or larger clusters are less effective). Use The World Café free resources to guide community discussion: www.theworldcafe.com/tools.html.

SET UP A WORKING GROUP

At your screening event, panel discussion and/or follow-up dialogues, keep an eye out for "champions" of this movement. These are people who express special enthusiasm for getting involved in local efforts (perhaps they have attended and participated in several of your activities). Invite the champions to join a working group that will set realistic and tangible goals that your organization and your partners intend to accomplish with the active support and participation of community members. Offer feasible ways for participants to get directly involved. Identifying champions will be crucial if you want to see real actions take root from your event. Here are some suggestions:

- Start by uncovering the personal stories that brought these leaders to the screening event. For example, "I really liked what you had to say about local currencies. What brings you here today?"

- Delve into these stories to uncover:
 - Their passion areas.
 - Their skill sets.
 - The amount of time that they may be willing to devote to community projects.
- Once the group is excited about a particular vision for the community, ask them to start identifying immediate next steps that could move towards that vision.
- When someone identifies a next step, such as reaching out to local businesses, ask them if they will take responsibility for that step. (If they won't, see if there is someone else in the group who will.)
- Make sure that volunteers have individual responsibilities, but put people into groups of 2–3 for accountability.
- Engage these volunteers after the event during informal social time.
- Capture everyone's contact information. Create two lists: a general list for updates about the initiative, and a smaller list just for people who are actively working on community projects.

Measuring Success

Defining metrics for success will help you stay focused on your objectives. Measuring success will also give you a story to tell about the event and the progress with your initiative. Keep track of who attended the screening and how many people showed interest moving forward. Here are some suggestions of what you can measure:

- Number of event participants
- Number of participants interested in pursuing efforts
- Number of participants who follow through
- Number of efforts/projects implemented as result of the screening event, and the impact of those efforts (e.g., A "Buy Local" campaign had [x] businesses participating, generated [x] dollars spent, [x]% was reinvested in the community through [a] and [b] channels).

Good luck and contact fixing@activevoice.net with any questions about how to make your *Fixing the Future* screening event a big success!





FIXING THE FUTURE

Acknowledgments

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Active Voice uses film, television and multimedia to spark social change from grassroots to grass tops. Our team of strategic communications specialists works with media makers, funders, advocates and thought leaders to put a human face on the issues of our times. We frame and beta-test key messages, develop national and local partnerships, plan and execute high profile, outcome-oriented events, repurpose digital content for web and viral distribution, produce ancillary and educational resources, and consult with industry and sector leaders. Since our inception in 2001, Active Voice has built a diverse portfolio of story-based campaigns focusing on issues including immigration, criminal justice, healthcare and sustainability. www.activevoice.net



JumpStart Productions is a NY-based company with projects in the US, Europe and Africa. JumpStart creates media that is aligned with solutions-oriented journalism. Its projects have been awarded three national Emmys, the Walter Cronkite Award for Excellence in Television Political Journalism, the Edward Murrow Award for Best International Documentary, and three Gracie Awards for excellence in portrayal of women. 100 million people have seen our public-media television series, NOW on PBS. In digital media, Jumpstart's track record includes the creation of a social media campaign that attracted 22 million unique visitors. www.jumpstartglobalmedia.org



Area23a is a bicoastal, independently owned "event" based theatrical distribution company, co-founded by distribution specialists Richard Abramowitz and Ocule Films founder, Kirt Eftekhari. The company focuses on event driven films, providing value-added distribution through alternative ways to reach audiences across the country, releasing films in convention and community centers, night clubs, casinos, libraries, museums and college campuses, in addition to traditional venues like theaters, cinematheques and festivals. Area23a distributes award-winning films such as Dan Sturman and Bill Guttentag's *Soundtrack for a Revolution*, Michael Paul Stephenson's *Best Worst Movie*, Alex Rotaru's *They Came to Play*, Gerardine Wurzburg's *Wretches and Jabberers*, Gayle Ferraro's *To Catch a Dollar*, Adrian Grenier's *Teenage Paparazzo* as well as the upcoming *Revenge of the Electric Car* directed by Chris Paine. www.area23a.com