



ACTIVIZED

IT'S THE AMERICAN THING TO DO.



CREATIVE DISTRIBUTION CASE STUDY ©

TWIN SEAS MEDIA | www.twinseasmedia.com | marga@twinseasmedia.com

SYNOPSIS:

Seven ordinary Americans who, for the first time in their lives, have left their comfort zones and become involved in gun violence prevention, voting rights and immigrants' rights.



STRATEGY

VISION

Everyone has the power to drive meaningful change

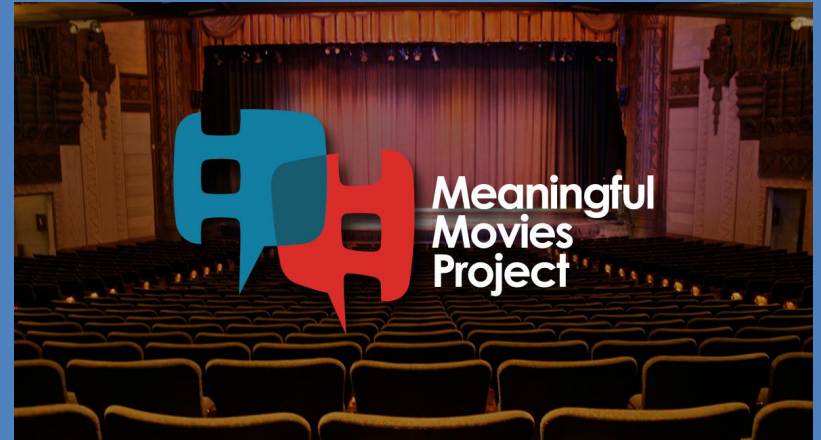
TIMELINE

November 2019 to November 2020 (Election Day)

CAMPAIGN

Strategy design and full implementation: development of key promotional assets, website and social media presence, film festival circuit, outreach to 300+ venues nationwide, screening tour management (including transition to virtual screenings), partnerships development, and educational/digital distribution.

STRATEGIC PARTNERS



2021 Turner Legacy Award



CAMPAIGN MODEL

- ❖ 90+ Screenings: <https://www.activizedfilm.org/screenings>
- ❖ Film Festival Screenings
- ❖ Impact Tour (in person or virtual) followed by Q&A sessions with partners, panel discussions and fireside chats. DVD and Blu ray sales (home use)
- ❖ Streaming via Vimeo for home use
- ❖ SVOD via Ovid.TV
- ❖ Educational distribution on Kanopy





ACTIVIZED
SUNDAY MAY 3RD
4PM CST - FILM SCREENING
Q&A WITH DIRECTOR, ERIC STANGE,
ELIZABETH CAVAZOS AND HER
COLLEAGUES AT ANGRY TIAS & ABUELAS



ACTIVIZED

It's the American thing to do

Saturday, MARCH 14
11 AM - 1 PM
POLK THEATRE, Lakeland
 Doors open at 10 a.m.



This film profiles and celebrates a handful of ordinary Americans who have left their comfort zones and become involved. We experience their motivations, successes and failures, their sacrifices, and victories. activatedfilm.org



DIRECTOR ERIC STANGE
 WILL BE HERE AND LEAD A PANEL DISCUSSION.

TICKETS

- General Admission - \$20
- Youth (ages 14-25) - \$10
- Group sales

TICKET SALES BY POLK THEATRE
polktheatre.org
 (863) 682-7553
 121 S Florida Ave,
 Lakeland, FL 33801

HOSTED BY & BENEFITS
 Democratic Party of Polk County

Polk Theatre concession stand open.
 Handicap accessible.



POLK COUNTY DEMOCRATS

Enjoy this amazing film and support of efforts to ELECT DEMOCRATS.

FOR QUESTIONS OR MORE INFORMATION CONTACT
polkcountymocrats@gmail.com / polkdemocrats.org / 863-668-7199

STOP
HANDGUN
VIOLENCE

ACTIVIZED ~ a virtual screening
Wednesday April 8th @4pm

Email Address*

First Name* Last Name*

Watch with us!

In partnership with Spy Pond Productions, Stop Handgun Violence is hosting a virtual screening of ACTIVIZED on Wednesday April 8th at 4pm.

SIGN UP to receive a link and password to watch from your device. Plus, we'll include a link to join our ZOOM discussion after the film. Vikiana Petit-Homme, who is featured in the film, will be on the call to

Meaningful Movies Project


CALENDAR VIEW ALL EVENTS FIND A GROUP MMP NEAR YOU START A GROUP FIND OUT HOW CONTACT US GET IN TOUCH DONATE SUPPORT MMP

ABOUT US NEWS LENDING LIBRARY INFO & RESOURCES BROWSE NEIGHBORHOODS

MEMBER LOGIN

ONLINE DISCUSSION OF ACTIVIZED

PRESENTED BY: MEANINGFUL MOVIES AT UHEIGHTS



ACTIVIZED Trailer
from Eric Stange

02:53

[View Our Films >](#)

Discussion Latest News

AM - The Biggest Little Farm
There aren't any other screenings scheduled at Meaningful Movies venues at this time altho...

cookie - The Biggest Little Farm
where can I see it/borrow it? libraries?

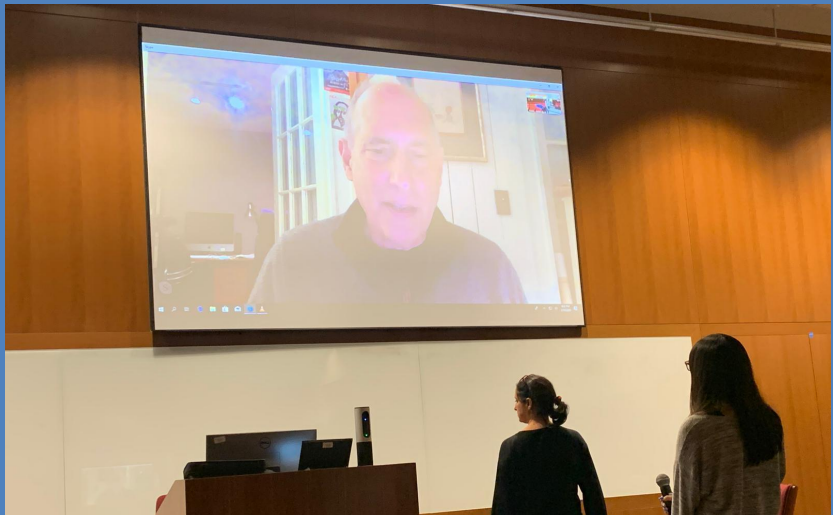
France - The Biggest Little Farm
The Exec. Director of Tilth, Melissa Spear, will be giving an overview of Farmink here too!

6:30 PM, Wednesday, April 29, 2020 | Location: UHeights (click for map)
 by Shirin Subhani / April 22, 2020 | University Heights Center 5031 University Way NE Seattle, WA

MEET-THE-DIRECTOR SERIES
ACTIVIZED

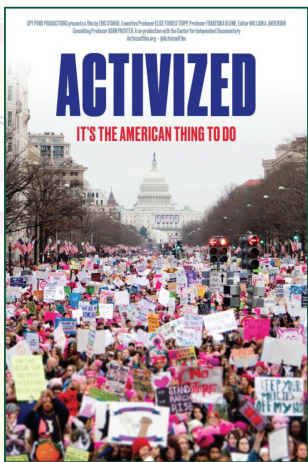
WITH AMERICAN INSIGHT'S KAREN CURRY, ACTIVIZED DIRECTOR ERIC STANGE, AND ACTIVIST VIKIANA PETIT-HOMME

Free Speech Film Festival



7:30 PM SCREENING:
<https://www.activatedfilm.org/screening-room>
 Password: campus3

Screening of ACTIVIZED (36 min)
 Followed by a discussion with Daphne Frias on Zoom (see pg. 5 for link)



#StayHomeWatchTogether // Activized Live Q&A
 By Together Films

APR 26 03:30pm

5 DAYS 22 HRS 24 MIN 11 SEC

Save my spot!

Your name and email will be shared with the host. Hi Marga Varea (Twin Seas Media)! Not you? [Sign out](#)

HOSTED BY Together Films Following

SHARE [t](#) [f](#) [in](#)

FILM FESTIVAL TOUR

- ❖ ThinLine
- ❖ Longleaf Film Festival
- ❖ WorldFest Houston
- ❖ Roxbury Int. Film Festival
- ❖ Chagrin Documentary
- ❖ Crested Butte Film Fest
- ❖ Boston Int. Latino Film Festival
- ❖ Free Speech Film Fest
- ❖ Golden Door
- ❖ Mystic Int. Film Festival
- ❖ GlobeDocs
- ❖ Harlem Int. Film Festival
- ❖ Raleigh Film & Arts
- ❖ Arlington Int. Film Festival
- ❖ TallGrass Film Festival
- ❖ Social Justice Film Festival
- ❖ American Insight
- ❖ St. Louis International Film Festival

SOCIAL MEDIA HIGHLIGHTS



Liz Howard  recommends ActivizedFilm.

April 8 at 5:30 PM · 



This is a beautiful and inspiring film about ordinary people stepping up and standing up for our country, for our democracy, for our very lives. HIGHLY, HIGHLY RECOMMENDED



Ron Slate

@ronslate



Don't miss [@ActivizedFilm](#) (36min) free screening TODAY 2pm + panel w/editor [@thenation](#) / celebrates 7 ordinary Americans involved in gun violence prevention, voting rights, immigrants rights. Eric Stange directs / register here: bit.ly/2RWsrRc [#StayHomeWatchTogether](#)



Alexis Redding

@lexisredding



At [@HGSE](#) we [#LearntoChangetheWorld](#). [@ActivizedFilm](#) documents incredible activists who are doing just that. We can't wait to welcome the Activized team to [#VirtualAppianWay](#) tomorrow. Check out the trailer here:



ACTIVIZED Trailer

ACTIVIZED profiles a handful of ordinary Americans who -- for the first time in their lives -- have left their comfort zone...

vimeo.com



Susan Shu Shu You inspire and light the way for activism today no matter where we live! bless you!



Love · Reply · Message · 18h

Most Relevant is selected, so some replies may have been filtered out.



ActivizedFilm Thank you!

1m

SOCIAL MEDIA HIGHLIGHTS



Not My Generation

@nmg_gvp



🌟🌟 big news: we are partnering with [@ActivizedFilm](#)
!! Looking for ways to engage in meaningful conversations about the GVP movement during social distancing? Sign up to organize an online "watch party" followed by a live stream Q&A with the director or a documentary subject!



Fried Frank

@friedfrank



Corporate senior counsel Gail Weinstein was recently featured in the documentary, [@ActivizedFilm](#), highlighting the Firm's work to provide pro bono legal counsel to immigrants detained in Texas in 2018. Below, watch a Q&A for the film from [@ChagrinDocFest](#).



Stronger NC

@StrongerNc



RSVP for this fascinating documentary on Sunday about ordinary citizens called to political activism in the last few years, devoting their lives to protecting our democracy. Two of our own favorites, [@EveryVoiceNC](#) and [@geraldgivensjr](#) will be featured! [#ncpol](#) [@ActivizedFilm](#)



TillisTuesdays

@TillisTuesdays



Watch this trailer to see some of our TWT friends in action. Follow [@ActivizedFilm](#) to be inspired!

TAKEAWAYS FROM THE AUDIENCE

“ART IS A FORM OF ACTIVISM AND EXPRESSION.
YOUNG PEOPLE CAN MAKE A DIFFERENCE”

“KNOWING THAT PEOPLE ARE OUT THERE WORKING TO
MAKE CHANGE GIVES ME HOPE THAT THINGS ARE NOT AS
HOPELESS AS THE SOMETIMES SEEM”

“I LOVED HEARING ABOUT HOW THE
PRODUCERS FOUND THE ACTIVISTS TO BE
INTERVIEWED. IT MADE ME HOPEFUL”

“I WAS INSPIRED BY THE COURAGE
AND COMMITMENT OF THE ACTIVISTS
AND WOULD LIKE TO DO MORE
MYSELF”

“I THINK THE LAWYER SAID WE OFTEN
SAY “ SOMEONE SHOULD DO
SOMETHING” - WE ARE THAT SOMEONE”

PUBLICITY & IMPACT ASSETS

Developed by Twin Seas Media:

- ❖ WEBSITE

- ❖ POSTCARD

- ❖ EPK

- ❖ SOCIAL CLIPS

- ❖ SOCIAL CHANNELS
(Twitter & Facebook)

IMPACT FORMS, SURVEYS:

- ❖ Post Screening Survey

- ❖ Screening Guide

- ❖ Screening Request Form

- ❖ Virtual Screening Request
Form

- ❖ Post discussion screening guide in partnership with Blueshift Education.

STREAMING

Educational streaming:

KANOPY: on-demand streaming video platform for public libraries and universities. May, 2021 launch.

*Broadcast: **Free Speech TV:***

24-hour television network and multi-platform digital news source, currently available in 37 million television homes nationwide. Broadcast premiere: October 28, 2020.

*VOD and SVOD: **OVID.tv and Vimeo on demand.***





ACTIVIZED: CASE STUDY ©

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