



• • •

FOR IMMEDIATE RELEASE

October 15, 2001

Indie Makers Go Grassroots:

MediaRights.org and AIVF launch the first interactive Outreach Toolkit for Independent Producers

INFO @ MEDIA
RIGHTS.ORG

• • •

October 15, 2001--MediaRights.org, a community Web site for social-issue documentaries, and Association of Independent Video and Filmmakers (AIVF), the largest national association of independent media makers in the country, team up to launch the first and only Outreach Toolkit for Independent Producers on October 15, 2001 (www.mediarights.org/toolkit). This new resource is a unique step-by-step guide that directors and producers will use to design, implement, and evaluate grassroots distribution. The Toolkit offers invaluable information about how to develop a targeted campaign that will move audiences to take action for social change.

T 6 4 6

2 3 0 •

6 2 8 8

• • •

MediaRights.org and AIVF recognize that filmmakers expend a great deal of money, time, and energy just to complete their films, often lacking the necessary skills and information to mount a successful outreach campaign. With this Toolkit, any filmmaker can learn to do outreach, whether they have \$500, \$5,000 or \$50,000. The Toolkit sells for \$125 (discount for members of AIVF, FAF, and IFP), which gives users access for one month to all the online resources and includes a printed resource binder.

F 6 4 6

2 3 0 •

6 3 2 8

• • •

Readily accessible from any internet-capable computer, the user-friendly Toolkit is divided into two main sections—*Manual* and *Tools*—with easy-to-follow subcategories. Filmmakers who buy the Toolkit can use an interactive outreach budget; see examples of funded proposals; consult with an outreach expert by phone or email; receive a printed resource binder; learn how to evaluate the social impact of their film; and interact with other filmmakers doing outreach in an exclusive bulletin board.

Julia Pimsleur, Executive Director of MediaRights.org comments, "One of the most compelling reasons for filmmakers to buy the Toolkit is that increasingly, foundations require a detailed outreach plan in order to qualify for funding."

Elizabeth Peters, Executive Director of AIVF says, "AIVF has a longstanding commitment to helping independent producers bring their work to audiences and make a difference. The partnership with MediaRights.org brings our resource publications into the digital realm and allows each organization to support filmmakers in a very practical way."

104 WEST

14TH ST

4TH FLR

NYC, NY

10011

• • •

MediaRights.org is supported by The Ford Foundation, The Open Society Institute, and The John D. and Catherine T. MacArthur Foundation.

Contact: Julia Pimsleur/MediaRights.org
Tel: (646) 230-6288, Email: Julia@mediarights.org