**Head/Title: Cafeteria Man**  
**Outlet Name: Specialty Studios**  
**Contact name and email: Steve Michelson steve@specialtystudios.com**  
**250 words max on how your story made an impact**

Cafeteria Man, a one hour documentary, was used to spark dialogue and action to help improve school food programs in schools and districts by:

* targeting 3-4 urban school districts with large under-served populations for special supported screening events with Tony Geraci and filmmakers;
* promoting the film to other schools and organizations that may wish to use it to inspire local action;
* developing online resources and upgrading the film’s website to help support community screenings and follow up action.
* Developed a 17 page Community Screening Action Guide, written by an experienced film guide writer, which included Tony’s Tips for Improving School Food page:  
  <http://cafeteriaman.com/screening-organizing-guide>
* Developed templated publicity materials and a ½ page local action flier to handout to screening attendees;

<http://cafeteriaman.com/publicity-resources>

* Upgraded the film website with new information and resources to help support and promote local screenings, and follow up action:
* Targeted large urban districts including: Dallas, San Francisco, Atlanta, Washington DC and Berkeley for special screening events with the film presenters, along with local panelists, providing ongoing support and guidance to local organizers, and printed action handouts with local action ideas, groups to get involved with, and other resources:

**Optional: Video (up to 4 min), Audio (up to 5 min), infographic, other interactive digital**

Film Trailer: http://cafeteriaman.com/viewtrailer