WAL*MART
THE HIGH COST OF LOW PRICE

BRAVE NEW FILMS

PREMIERE WEEK

BRAVE NEW FILMS CONFIDENTIAL
GOALS

1. Generate maximum amount of press and media attention
2. Use the attention to draw people to the partner groups for a long-term fight.
3. Alliance defines the demands. BNF supports with media training for key spokespeople as necessary
4. The film becomes the “candidate”. All the allies can rally around and use the film to build a long-term coalition.
ANNOUNCEMENT 6/1-6/3

1. Partners blast emails to their list announcing the film, their involvement, and encouraging people to commit to hosting screenings on their day.

2. A web page for each group/day to make it easy for people to sign up from the email.

3. Will include a teaser trailer to encourage people to forward the email on.

4. Designed to generate some press around WMT shareholders meeting on Friday, 6/3
PRE-WEEK 11/4

1. Friday, 11/4: Red carpet event, ideally at a church, in NW Arkansas
2. 1 week theatrical release in NY, LA and NW Arkansas.
3. Designed to introduce the film on the entertainment pages with film reviews and generate some early buzz
A MORAL APPROACH

• Sermons throughout the country, with clips from the film.
• Followed by afternoon or Sunday night screenings with potluck dinners, etc.
• Introduces the film in a positive frame, and defines a broad coalition
SHAREHOLDER DAY
MONDAY

- Screenings hosted by shareholders and stock brokers
- “demands” are released on Wall Street

BRAVE NEW FILMS CONFIDENTIAL
LEGISLATIVE ACTION DAY
TUESDAY

- Screenings in district offices and house parties nationwide
- Press conference and film premiere in DC with politicos.
- Bills introduced throughout the country at city, county, state, and federal levels
Screenings at schools, colleges
This is where the story changes dramatically. A human face. Mothers and daughters fighting for better education and equal opportunities
• Screenings around the country hosted by local environmental and health justice groups
Screenings in workplaces and communities fighting Wal-Mart
Honoring the groups who have been fighting for years with parties highlighting success
Teleconference to houses and Labor halls with Andy Stern and/or Joseph Hansen
Special guest hosts such as Dolores Huerta, other labor leaders
FAMILY BUSINESS DAY
SATURDAY

• Screenings at family grocery stores, hardware stores, banks, florists, convenience stores, etc.
• Overflow screenings from interest throughout the week
• Guerilla actions, etc.
WALMART
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A MASSIVE COALITION

AFL-CIO

SEIU

NEA

NOW

MoveOn.org

Center for American Progress

National Education Association

Rock the Vote

National Organization for Women

AAMIA

ACLU

UFCW

Union Coalition

Teamsters

Progressive Democrats of America

AAUW

American Rights at Work

CLUE

Working Assets

Campaign for America's Future

Good Jobs First

The Nation

SOJOURNERS

Music for America

Young People for

Code Pink

STITCH

ILRF

United Students for Fair Trade