

# WALMART

THE HIGH COST OF LOW PRICE

**BRAVENEW**  
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.

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## 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

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## 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

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# A MORAL APPROACH

## SUNDAY

- 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



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# SHAREHOLDER DAY

## MONDAY

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

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# LEGISLATIVE ACTION DAY

## TUESDAY

- Screenings in district offices and house parties nationwide
- Press conference and film premiere in DC with politicians.
- Bills introduced throughout the country at city, county, state, and federal levels

CAMPAIGN FOR AMERICA'S FUTURE



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# WOMEN AND CHILDREN FIRST

## WEDNESDAY

- Screenings at schools, colleges
- This is where the story changes dramatically. A human face. Mothers and daughters fighting for better education and equal opportunities



**CODE PINK**  
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# SICK DAY

THURSDAY

- Screenings around the country hosted by local environmental and health justice groups



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# A WORKING WAL-MART

## FRIDAY

- 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

**Teamsters**



**American Rights At Work**

**Good Jobs First**



**JOBS WITH JUSTICE**

**AFL-CIO**



**CENTER for COMMUNITY CHANGE**



**BRAVE NEW FILMS CONFIDENTIAL** Garment Worker Center



# 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.



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## A MASSIVE COALITION

