





PREMIERE WEEK











GOALS

- Generate maximum amount of press and media attention
- 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.
- 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 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















SHAREHOLDER DAY MONDAY

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







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

CAMPAIGN FOR AMERICA'S FUTURE















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





























SICK DAY

THURSDAY

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













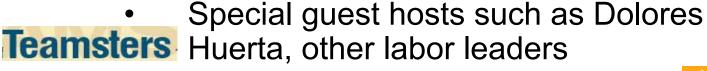




A WORKING WAL-MART

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
- SEIU





















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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.











A MASSIVE COALITION





































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COMMUNITY CHANGE

























