

Foundation for Independent Video and Film, Inc.

(New York, NY)

Outreach Toolkit Community Training Tour

Total Award: \$80,000 over 1 year

To support the *Outreach Toolkit Community Training Tour*, a series of training sessions for filmmakers and community groups on using social-issue media to effect change. AIVF and MediaRights.org recognize that arts organizations, libraries, faith-based groups and other grassroots organizations can utilize social-issue media to broaden the scope and impact of their own outreach and facilitate the formation of collaborative partnerships across geographic and cultural boundaries. They cite the case of the coalitions that formed around the film *Blue Vinyl*, that led to many interconnected outcomes as well as greater support for the communities in Lake Charles, Louisiana where vinyl resin is produced and Layton, Utah where PVC products are incinerated daily. In 2001, AIVF and MediaRights.org identified community-based groups as a natural constituency for the distribution of social-issue media and in doing so made a commitment to enhancing the skills of these well-positioned users. These media partners will revise the toolkit; create new case studies; develop evaluation strategies; develop tracking systems; incorporate user comments and refine technical elements so that the product is more user-friendly.

Arts and Culture Program: *Objective I, Strategy 3*