

# FOLLOW THE LEADER

## COLLEGE & COMMUNITY TOUR OFFER

*“Powerful messages for young people: It’s okay to change your mind. Negative campaign messaging is not productive. Young people can make a difference.” – Huffington Post*

Changeworx is pleased to offer bookings for the 2013-2014 Academic Year for the new PBS feature documentary *FOLLOW THE LEADER*. An antidote to the current political climate, *FOLLOW THE LEADER* will spark a reflective and productive dialogue about about American political realities, the millennial generation, and our future leaders on your campus. *FOLLOW THE LEADER* was the only film to premiere at both the 2012 RNC & DNC Conventions, and is airing worldwide in over ten countries while touring theatrically in the United States.

You are invited to host the film, the filmmakers, and film participants as part of our nationwide college & community tour. Director Jonathan Goodman Levitt and main participants Ben, D.J. and Nick from *FOLLOW THE LEADER* are available to visit your campus or local venue to personally present the film, answer questions at a Q&A, and/or take part in an event that personalized for your audience. We provide programming & publicity support, and also offer extended event options (further information on request) such as our interactive episodic live presentation called “Reality Check Interactive,” which recently premiered at The Paley Center for Media.

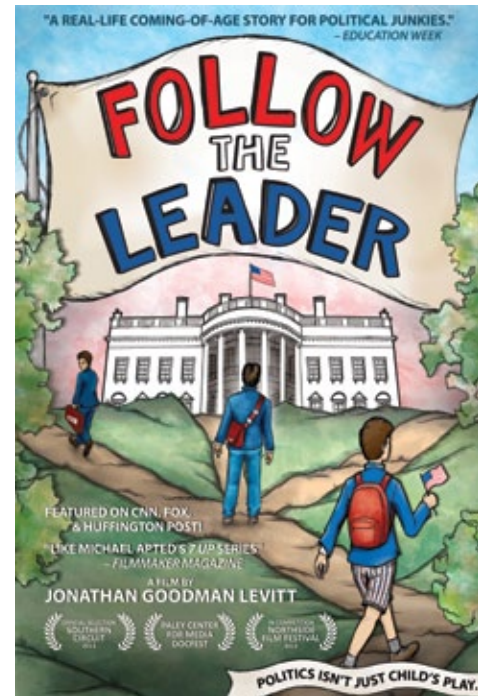
### FILM SYNOPSIS

*FOLLOW THE LEADER* is a “real-life coming-of-age story for political junkies” (*Education Week*) that’s “like Michael Apter’s landmark *7 Up* series” (*Filmmaker Magazine*).

At sixteen-years-old, high school Class Presidents Ben, D.J. & Nick are all conservatives who plan to continue leading their peers as President someday. Over three life-changing years, they split into Republican, Democratic and Independent camps as each discovers what he truly believes – and what path he wants to follow into the future.

Growing up at a critical moment for America as well, their lives “force us all to rethink assumptions about tomorrow’s leaders, the impact of 9/11 on them, and the political views of the millennial generation” (*Christian Science Monitor*). As shocking as *Jesus Camp*, as revealing as *American Teen*, and as funny as *Spellbound* – *FOLLOW THE LEADER* is the true story of what “change” means for three young leaders who feel destined to lead the world.

### PRESENTED IN THE UNITED STATES BY



### EVENT OPTIONS

- 74 minute film; 2 hour event
- Film screening and discussion
  - Q&A with Film’s Director
- Q&A with Main Film Participant(s)
- Presentation, panel discussion, and/or Q&A with special guests
- DVD copies available on-site



*“Completely authentic...and without political bias like no film I’ve seen. It should have a big audience.”*

— Rich Tafel  
President, Public Squared & Founder, Log Cabin Republicans

*“FOLLOW THE LEADER is fun and provocative. It lets the individual viewer make up his own mind about what to think, rather than telling you what to think. That’s what we do [at C-Span], and for a documentary it’s much harder to do well. I can’t wait to see what happens to the participants next!”*

— Brian Lamb, Founder & Executive Chairman, C-Span



## FILM APPROACH AND GENERAL EVENT GOALS

*FOLLOW THE LEADER* began as an investigation into the political views of and influences on today's youth. As our characters took different paths politically, it became more about the universal process of becoming politically conscious and mature. A classical coming-of-age story, the film also takes the novel and provocative approach of featuring boys who reflect "traditional" American leaders, rather than a more diverse cross-section of young people who we envision as leaders of tomorrow. In this way, *FOLLOW THE LEADER* asks us to reexamine American political realities and entrenched inequalities that prevent our leaders from more closely reflecting America itself. Experiencing the film with facilitated discussion has a profound impact on forcing viewers to critically examine their own beliefs, and on building the cross-partisan dialogue we urgently need to solve our country's current problems.

## A FEW IDEAS FOR YOUR EVENT

Hosting *FOLLOW THE LEADER* isn't simply about programming a film screening, but about bringing your community together for a meaningful and memorable conversation that continues long after the film is over. You will benefit from our experience of over 100 past events, and invite you to work with us toward the ideal event for you – which may include the film, discussion, and local & national public figures. We offer the following as suggestions of possible themes:

- **ORIGINS OF POLITICAL IDEOLOGY:** To what extent are political ideas influenced by your family, where you live, and when you grow up? With an introduction(s) by a local politician, community leader or student leader, this panel discussion focuses on asking people to consider where political ideas originate, and why we believe what we do.
- **THE 9/11 GENERATION:** How does growing up in the wake of 9/11 influence today's youth? And how are millennial leaders, politically & otherwise, rising to the unique challenges our country faces? This event prompts discussions about what distinguishes millennials from older Americans, and on forces that shape the 9/11 generation's civic engagement.
- **YOUNG ADULTS IN PUBLIC OFFICE:** If we want youth to have a more active voice in public life, is having more young people in office part of the answer? If so, how can we get more young people to run, win & succeed as public officials? This event will motivate answers to these questions, perhaps with a debate among teams who take different positions.

## ABOUT THE FILMMAKER AND FILM PARTICIPANTS

### Jonathan Goodman Levitt, Filmmaker and Project Director

*FOLLOW THE LEADER* is Jonathan's first feature made in the U.S., after a decade based in London. His work has been funded and shown by BBC, PBS, and over a dozen international broadcasters. Jonathan's company Changeworx is also partnering on new films set in Pakistan, Chile & Cameroon that are supported by Ford Foundation, TriBeCa Film Institute, IFP, Chicken and Egg Pictures, Center for Asian American Media & Women Make Movies. His previous feature *Sunny Intervals and Showers* (Director, Producer, Editor, Camera, 2006) screened at Festivals including Sheffield, Chicago & One World, and was nominated for awards including a Grierson (British Documentary) after its acclaimed BBC broadcast. Other credits include consulting on a Best Documentary Emmy-winner. Jonathan studied psychology, philosophy & painting at Stanford, and was a Fulbright Scholar at the UK's National Film School (NFTS) in 1999. He is also an experienced film & social science teacher at the high school, college, and graduate levels, and is available for class visits & presentations during the Tour.



### KEY FALL 2013 DATES

- Theatrical Release in Washington, D.C., area September 6<sup>th</sup>-12<sup>th</sup>
- National Press Support in conjunction with PBS broadcast, coordinated with September 11<sup>th</sup> anniversary
- C-Span Interview with Director Jonathan Goodman Levitt on October 27<sup>th</sup> at 8-9pm & 11pm-12am

### PRICING

- A basic screening fee of \$395 (partner discounts available)
- Appearance fees vary, are negotiated for each event
- Travel and accommodation costs reimbursed by hosts
- Screenings at local AMC, Regal & Cinemark theaters also available via Tugg.com; extended options priced on request

### WHAT DOES BEING AN EVENT HOST INVOLVE?

- Agree on event options and an event date with Changeworx
- Find a venue on campus or in the community and make local arrangements and bookings
- Coordinate between Changeworx and those in-charge at the venue about technical requirements
- Work with our publicity team to create publicity materials and send out tailored press releases
- Invite local media, government officials and community members to attend
- Promote it and get excited for a great event!

### Nicholas Troiano, Main Participant

Nick is a master's student in Government at Georgetown, while also serving as National Field Director for The Can Kicks Back, a Millennial-driven campaign to help solve America's fiscal crisis. Nick's college accomplishments include co-founding both the "SIPS" Fund (a \$1.5 million endowment for young entrepreneurs) and the web platform myImpact. Previously, Nick served as National Campus Director for Americans Elect, for which he organized a network of over 300 college chapters. Active in student government throughout high school and college, Nick is also a dedicated photographer.



### Benjamin Trump, Main Participant

Ben is a doctoral student in The University of Michigan's School of Public Health. He also works for the U.S. Army Corps of Engineers as a Risk and Decision Analysis Intern, and on various political campaigns. While an undergraduate and master's student at Carnegie Mellon, Ben contributed to many research projects and shared authorship on several publications. A native of northern Virginia near Washington, D.C., he was a high school Student Body President, and awarded throughout his teenage years for extemporaneous speaking. Academics aside, Ben is passionate about dogs and heavy metal music.

### David Beauregard, Main Participant

Dave ("D.J.") is currently studying for his MBA at the Massachusetts School of Law, and is a graduate of Boston Bible College. A skilled sermonizer, he and his wife Hillary plan to one day open their own youth ministry in the Boston area. As a teenager, D.J. worked in a variety of roles on political campaigns for city council, mayor, U.S. Congress, Governor, and President. At 15, he was a campaign manager for the first time, and ran the race for the highest vote-getter in the city council race in Methuen, MA. A class president in high school for three years, "The Deeje" loves his family, classic rock, and all things Mr. Bean.

### Featured Participants and Special Guests

*FOLLOW THE LEADER* also features several local and national politicians including President Bill Clinton, Secretary of State Hillary Clinton, Senator John McCain, Virginia Attorney General Ken Cuccinelli, U.S. Representative Niki Tsongas (MA-5), Governor Deval Patrick, 1988 Presidential Nominee Governor Mike Dukakis, and New York Mayor Michael Bloomberg. We'll work with you to attract local politicians or other special events guests and/or speakers to attend if it suits your event goals.

*"Insightful, illuminating, and even humorous, FOLLOW THE LEADER is riveting viewing – both an intimate drama and a deep sociological portrait of the millennial generation. It forces students (and their teachers!) to rethink assumptions about American political realities and inequalities. It needs to be seen broadly – and now."* – Professor Susan McWilliams, Pomona College, California

*"As a portrait of baby politicians, FOLLOW THE LEADER contains fascinating insights. Maybe all politics is just like high school, the film suggests. Really, though, the movie is about so much more than politics. Its true subject isn't the vicissitudes of politics, but of life."* – Michael O'Sullivan, Washington Post

### OUR OUTREACH PARTNERS AND FRIENDS INCLUDE



### ABOUT CHANGEWORX

Changeworx creates, finances and distributes character-driven films that follow people as they change over time on-screen. Our titles are available for educational sale through our boutique distribution label Changeworx Educational, which also produces instructional materials to accompany their use. In addition to *FOLLOW THE LEADER*, the latest addition to our catalog is the recently completed *Shabeena's Quest* (originally produced for Al Jazeera), about girls' education in rural Pakistan. Changeworx and international partners are also currently at different stages of production on new films in Pakistan, Chile and Cameroon. Changeworx: See it Unfold.

#### FOR INQUIRES AND INVITATIONS, CONTACT

**PROJECT DIRECTOR** Jonathan Goodman Levitt  
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After discussing your questions, screening requests will be forwarded to the appropriate agent or booker.

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