



Submit your film or work-in-progress!

We'd like to hear about your film or treatment. We're happy to look at projects in development that are in our interest area, and by working with you early in the process we might help you to focus your film for greatest educational impact. Tell us about your project, its stage of production, and rights availability (home video, broadcast, electronic delivery, etc.).

Please contact our Acquisitions Director or send rough cuts, fine cuts or finished films (with background information, if available) in video or DVD format to:

Larry Daessa, Acquisitions Director
California Newsreel
500 Third Street, Suite 505
San Francisco CA 94107
415-284-7800 Ext. 2
or lgd@newsreel.org

For more information about California Newsreel and the films that we carry, please visit our web site at www.newsreel.org



CALIFORNIA NEWSREEL

Educational Film Distribution



www.newsreel.org

Educational Film Distribution

Who we are:

Founded in 1968, California Newsreel is the oldest non-profit film production and distribution center in the country. Our outstanding collection of cutting-edge social interest documentaries is united by a commitment to supporting social change.

Educators, activists and the general public all look to our African American Perspectives collection for high quality media resources on race and diversity, African American life and history, as well as labor-related social movements. Our African American Perspectives collection has released some of the most distinguished independently produced documentaries of the past decade, from Marlon Riggs' **Ethnic Notions** to our own **RACE—The Power of an Illusion**.

Our Library of African Cinema was launched to support the anti-apartheid movement in South Africa and grew into an acclaimed collection of African voices on film. We import and release films by African filmmakers from all over Africa, allowing audiences the opportunity to see Africa through African eyes.



Why distribute your film with California Newsreel?

U.S. institutional media is a \$2 billion-a-year market, reaching millions of viewers through colleges, universities, public libraries, high schools, museums and community organizations each year. Through educational distribution with California Newsreel, your film will gain greater market penetration and enjoy both a long life span and an extended revenue stream.

Newsreel is unmatched by any other U.S. distributor because of our visibility and our expertise in offering the most distinguished and challenging films on race, the African American community and much of Africa. In developing thematically related, high quality film collections over decades, we pioneered the idea of “focused” or niche distribution—rather than media supermarkets—giving films personalized attention and the specialized distribution they deserve.



How California Newsreel reaches its audience:

Focused distribution allows our marketing department to profile individual films in flyers, brochures and catalogs that are unified thematically for targeted audiences. We mail broadly to highly select lists, sending out close to one million pieces annually. We do outreach to civic organizations so that our titles may be integrated into social justice campaigns.

California Newsreel participates annually in roughly fifty conferences in our chosen areas of concentration, screening titles from our collections and participating as presenters or panelists rather than simply as exhibitors. Our films are reviewed and written about in relevant educational journals, newsletters and publications—in print and online. In addition, our marketing department maintains a robust web site that is a powerful magnet for search engines and a resource for educators using our films. Visit us at

www.newsreel.org



What California Newsreel can do for you:

California Newsreel supports the professional development of filmmakers by critiquing proposals for funding and offering work-in-progress consultations *before* you make distribution commitments, so that your film will have the maximum educational impact.

We champion the idea that excellent films can be both *good* and *useful* at the same time. Newsreel films are integrated into curriculum and taught in university and high school classrooms consistently year after year. We work with filmmakers to develop supplemental teaching materials such as study guides, bibliographies, or even companion web sites, and to provide pertinent web links and articles that enhance the utility of the media resource offered to educators. Our staff serves educators directly by identifying titles in our collection that will best meet their classroom needs.

California Newsreel provides its producers the highest possible annual gross revenues with competitive royalty returns on gross sales. We also offer producers an advance against royalties, as a guarantee that we will aggressively market their film. In return for our investment, we request exclusive video, DVD, web-casting and electronic delivery rights for seven years in the United States.

Is your film right for California Newsreel?

A Newsreel film goes beyond the celebration of diversity and multiculturalism; it sheds light on racial inequity or the challenges of social and economic justice. Films that advocate for communities of color and advance a social or economic justice agenda are needed now more than ever.

Our films focus on the elimination of racism and inequity; they often present a new understanding of the world by presenting stories and events within larger social and historic contexts. We are also expanding our collection on globalization and international divisions of labor with films that highlight communities struggling for justice and developing alternative economic models.



California Newsreel documentary films generally do one or more of the following:

- Champion effective social movements and struggles for equality
- Take on an idea/paradigm, not just a situation or problem
- Make use of experts in the field, incorporate existing and emerging knowledge
- Examine race and representation in any form of media
- Address issues within a social and historic context
- Explore structural racism or reveal “invisible” racial disparities in American society
- Expose or reveal the international (and therefore racialized) divisions of global labor
- Show complexity or diversity within a community of color
- Enhance, compliment or expand upon the teaching of one or more disciplines.