



As Goes Janesville Press Kit
Engagement Statement
September 5, 2012

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371 doesn't just make movies. We build partnerships and engagement strategies to deepen and sustain their impact.

With *Ghosts of Attica* we brought prisoners and guards together to improve their relations. With *Local News* we brought station staff and news consumers together to improve the quality of reporting in their communities. And with *Almost Home* we use the film as a centerpiece of workshops that help with caregiving strategies and expose them to the principles of "culture change" in aging.

Our engagement strategy for *As Goes Janesville* has two primary components.

- 1) Viewing the movie as a cautionary tale about what happens with political rancor upends efforts to work towards common goals, Nation Consulting's team is helping us to build partnerships in communities across America to convene business and labor in a dialogue about how to overcome extreme political polarization and join in an effort to find common solutions to our economic problems.
- 2) Building on the film's storyline about corporate accountability, 371 will launch "bizVizz", a mobile app and website that "makes business visible." Designed to promote corporate transparency and accountability, "bizVizz" gives users instant access to companies' tax and employment data. We are pleased to be working with ITVS, Nation Consulting, Faculty Creative, Good Jobs First and Citizens for Tax Justice on this project.

Both efforts are designed to be sustainable long after the broadcasts and festival screenings of our film have run their course.

"As Goes Janesville", a film by Brad Lichtenstein, is a co-production of 371 Productions, Kartemquin Films, and the Independent Television Service.