

March 12, 2012

Mr John R Venrick 41250 250th Ave SE Enumclaw, WA 98022-8630

Dear Mr Venrick:

"When I saw *The Cartel*, it helped mold for me the final outlines of what I wanted to do if I were lucky enough to become governor," says New Jersey governor Chris Christie.

Yes, that's right. The Moving Picture Institute's award-winning documentary about the failure of our public school system helped Christie set his priorities as governor.

And Chris Christie is not alone.

MPI's film *The Cartel* is inspiring debate and even legislative change. Lawmakers in Missouri, North Carolina, Pennsylvania, Indiana, Oklahoma, Wisconsin, and more have screened *The Cartel* and are actively pursuing education reform in their states.

This movie will open your eyes. And it is only one of MPI's many inspiring freedom-oriented films.

If you like where I am going with this, please keep reading. I want to invite you to join the battle to produce effective, entertaining, and hard-hitting films that will make a *real* cultural and political impact.

MPI is changing the culture, using film to educate the public about what freedom is and why it matters. We are bringing the ideal of freedom back to a public that is being bombarded by socialist messages from Hollywood, the mainstream media, and the government.

Along the way, we are changing the face of Hollywood – and the face of film.

Founded in 2005, the Moving Picture Institute is a nonprofit, nonpartisan foundation dedicated to promoting freedom through film. We are fighting to

(over)

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1414 N. Harper Avenue Suite 12 West Hollywood, CA 90046 restore the principles of freedom and individualism to their proper place in our cultural imagination.

MPI is unique -- there is no other organization like us.

With *The Cartel*, MPI showed what a single film can achieve. And with your support, you and I can achieve similar success on a variety of crucial issues:

- Our forthcoming film, *Museum of Government Waste*, is an infuriating look at Washington's entrenched tradition of kickback politics -- even in an era where earmarks have supposedly been eliminated. A documentary about one man's quest to get his own earmark -- a museum of government waste -- this film offers an unforgettable look at D.C.'s pay-to-play culture.
- Battle for Brooklyn is an acclaimed, accessible look at eminent domain abuse. Shot over eight years, this is an epic tale of one man's fight to defend his home against the private developers and the government officials who are trying to seize it. Battle for Brooklyn was shortlisted for an Academy Award nomination in the Best Documentary category, and legislators are beginning to use it to promote legislation to protect property rights.
- *Union Made* is a short film series about how public sector unions corrupt politicians, pick taxpayers' pockets, and make it nearly impossible to hold teachers and other government employees accountable. The first episode, "The Machine," exposes the corrupt relationship between teachers union and public schools. It will premiere this spring.

These films can change America's culture -- for the better. And if you have noticed the "Occupy Wall Street" protesters on TV in the last few months, I'm sure you agree our culture must be changed!

That's an uphill battle -- because Hollywood shapes what Americans think about some of the most pressing matters of our time.

As the *Wall Street Journal* recently wrote, "It is not surprising that pop culture protesters are now intent on occupying Wall Street. For the past decade, Hollywood has been casting financiers as the demonic villains of society. <u>In the multiplexes, businessmen have replaced even terrorists as villains."</u>

The message from Hollywood is clear: the rich acquire wealth only by exploiting, abusing, and robbing those who are less well off. Brainwashed to fear wealth and despise success, <u>many</u> young people have no respect for -- or understanding of -- free markets, property rights, or <u>individual liberty</u>.

Fortunately, the solution is clear. Just as the proper response to bad speech is more and better speech, the proper response to bad film is more and better film. That's what's we do at the Moving Picture Institute: We make the films that Hollywood, the media, and our bloated, indebted government don't want you to see.

MPI's films reach millions. They win awards at film festivals. They earn praise from *The New York Times, The Wall Street Journal*, NPR, *The Weekly Standard*, and more.

MPI films screen in theaters and classrooms, and are available through Amazon.com, iTunes, and Netflix. We are helping shape public opinion and preparing the way for important cultural and legislative change.

It's hard to convince your friends, relatives, and elected officials to read long, detailed policy papers on the benefits of free markets and the failures of government, but <u>it's easy to expose</u> them to these ideas via film – and to convince them of their value.

The public is ready for ideas and stories about freedom, even hungry for them. And the potential audience is huge. Consider this:

• The Singing Revolution is an award-winning, deeply inspirational account of Estonia's peaceful bid for independence from the Soviet Union. Compared to Casablanca by the New York Times, this film has played to millions of people in hundreds of theaters and television broadcasts -- and had over 800 PBS airings in 2011 alone.

The Wall Street Journal called The Singing Revolution "a testament to the human spirit and the power of the human voice ... to overcome tyranny and embrace freedom." The film is also reaching classrooms nationwide. Educational DVD sets were recently provided to 3,000 middle- and high-school teachers in the U.S., and will reach over one million students over the next three years.

• MPI fellow John Papola catapulted to fame in the winter of 2010 when he released "Fear the Boom and Bust," a rap video about Friedrich Hayek and John Maynard Keynes's debate about business cycles. Viewed over three million times, "Fear the Boom and Bust" is popularizing Austrian economic theory, especially among young people, and is being used in high school and college courses in the U.S. and Europe.

With MPI support, Papola is now developing a short, online film advocating marketoriented education reform. Entitled *Bad High School Musical*, this short will use the popular musical style of the hit TV show *Glee* to promote school choice.

• The Libel Tourist explained how an Islamic terrorist sympathizer filed a libel suit against New York criminologist Dr. Rachel Ehrenfeld, author of the 2003 book Funding Evil: How Terrorism is Financed—and How to Stop It. The suit was not filed in the United States, where Ehrenfeld's book was published, but instead in England, where twenty-three copies of the book were imported from online booksellers.

In 2005, an English judge ordered Ehrenfeld to pulp copies of her book and pay a crippling fine -- despite the fact that nothing she wrote about Saudi terror financing was ever disproved. But *The Libel Tourist* shaped the debate that led to state and federal legislation protecting American authors from predatory foreign libel laws.

These films have all achieved something very real and very important. They are changing how Americans think about freedom, economics, markets, government, and rights. *But to continue making this kind of impact, I must have your support.*

Your contribution will do more than help MPI place films in movie theaters, on television, on Amazon, Netflix, and iTunes. Your support will also help us get freedom-oriented content into classrooms.

It's no secret that our public schools are failing at teaching American history. According to a nationwide study released in June, American students are less proficient in U.S. history than in any other subject.

The New York Times reported that only "20 percent of fourth graders, 17 percent of eighth graders and 12 percent of high school seniors demonstrated proficiency."

How can you and I expect future leaders of our country to understand -- and preserve - the principles our nation was founded upon, when they are entirely unfamiliar with
American history?

We can't.

That's why MPI is supporting an animated film titled *Pups of Liberty*. *Pups* tells the story of the Boston Tea Party using cats and dogs to represent the English and the colonists (Spaniel Adams, Paw Revere, and so on).

It's a great hook for kids – and that's why MPI is producing a thirty-minute edition of the film for use in elementary school classrooms.

The educational version of *Pups* will consist of a fifteen-minute cartoon followed by a live-action documentary explaining how the animated characters relate to the historical ones and expanding upon the true events depicted. The film will then be distributed to millions of teachers through the Free to Choose network.

MPI films are already experiencing great success in schools. Take 2081, our adaptation of Kurt Vonnegut's "Harrison Bergeron," a story about a dystopian future where a totalitarian government has finally made everyone equal. Strong men wear weights, beautiful women wear masks, and the intelligent wear earpieces that disrupt their thoughts.

To date, over 8,000 teachers have requested 2081 -- and they are raving about it:

- "I have never had the kind of response from students that I had with this video."
- "My students were mesmerized. The discussion that followed was riveting and educational. They talked about it days afterward."

In a world where Al Gore and Michael Moore are often part of the lesson plan, isn't it thrilling to know that teachers are seeking out freedom-oriented films for their students -- and that students love them?

2081 is a terrific film, with an unforgettable message about liberty. It has also been a powerful launching pad for writer and director Chandler Tuttle, who made the film with MPI fellowship funding.

On the strength of 2081, Tuttle has signed with the major Hollywood agencies United Talent Agency and Management 360. It is extremely rare for a first-time filmmaker to be signed by agencies of this caliber based on the strength of a single short film -- and Tuttle's success is a testament to MPI's ability to discover and incubate talent.

Thanks to MPI's support, Tuttle now has full representation in Hollywood, a "calling card" film unlike anything in the industry, and a slate of potential feature projects in development.

Tuttle is just one of the remarkable young filmmakers MPI has supported. In the six years since MPI was founded, <u>our organization has assisted more than fifty others like him.</u>

Essentially, we're planting seeds for the future by ensuring that rising liberty-loving filmmakers find a place in Hollywood. That's pretty subversive -- and we're getting awfully good at it!

- Through the MPI Fellowship Program, we have helped dozens of screenwriters, producers, and directors complete and release feature-length films, get signed by top Hollywood talent agencies, secure script deals with major television networks, and partner with think tanks such the Cato Institute, Reason, and the Institute for Justice to produce engaging films on pressing policy issues. In 2011, one MPI fellow's film was shortlisted for an Oscar, and two were nominated for Emmy awards. One of them won.
- The MPI Internship Program places talented students at production companies such as Johnny Depp's Infinitum Nihil, Adam Sandler's Happy Madison Productions, Lionsgate Entertainment, and the Disney Channel. It's exceptionally hard to break into Hollywood -- but MPI interns have a leg up on the competition. Many go on to find full-time jobs in the industry.

Most Americans get their ideas of what matters from popular culture -- from television, the Internet, and film. Many depend upon movies and new media for philosophical, moral, and social guidance.

This is particularly true of young people, who spend an average of 35 leisure hours per week -- the equivalent of a fulltime job -- in front of various entertaining screens. In a very real sense, they become what they see.

What films are influencing American opinion today?

One example that shows film's power to shape public opinion and government policy at national and even international levels is Al Gore's *An Inconvenient Truth*. The film won an Oscar and earned Gore a Nobel Prize while catapulting junk science to the forefront of domestic and foreign policy.

The flaws and falsifications behind much climate science have been making headlines now for years. In fact, the latest science shows that the earth hasn't warmed for the past fifteen years. But even so, President Obama is backing "green" energy policies and sweeping legislative efforts -- both of which take much of Gore's tendentious "science" as fact -- at a time when America can ill afford it.

<u>Film is where cutting-edge debate about key issues takes place</u>. But the deck is stacked against cherished American values such as free markets, private property, individualism, innovation, choice, and personal responsibility.

It doesn't have to be this way. And as the tea parties, polls, protests, town hall meetings, primary debates, and recent elections suggest, most Americans do not want it to be this way.

Still, look at where the money is going.

Billionaire left-wing activist George Soros has poured hundreds of millions into the entertainment industry to advance his radical agenda. Why did he do this? According to Soros, "Documentary films raise awareness and inspire action."

Similarly, former eBay president Jeff Skoll founded Participant Media, which both promotes politicized films (*An Inconvenient Truth*, *American Gun*, *Fast Food Nation*) and openly encourages viewers to become activists for the causes those films endorse.

This includes fighting the Second Amendment, opposing energy exploration, advancing junk-science environmentalism, and promoting big-government social programs.

Meanwhile, Participant Media's "social justice"-themed website, TakePart.com, urges viewers to become activists on behalf of radical left-wing causes.

Skoll's is a coordinated, concerted effort to advance a collectivist agenda. <u>And it is working</u>. In 2006, *TIME* magazine named Skoll one of the "100 People Who Shape Our World." No other entertainment company has such an explicit social agenda. *Participant is churning out content*.

MPI doesn't intend to compete with Participant's volume. Our focus is on quality over quantity. To quote the *New York Times* and the *Weekly Standard*, MPI is a "talent incubator" that is "one part production company, one part salon."

Our projected budget for this year is only \$2.5 million. But the potential return on investment is huge.

That's why I am asking for your support. <u>2012 is shaping up to be one of the most important</u> years in the history of our republic. The United States is at a turning point.

You and I can work together to ensure that our nation resumes the path to liberty and prosperity.

MPI is nurturing a network of filmmakers who will not stop until they've brought freedomoriented ideas to the masses. We are giving them a level of support that exists nowhere else.

"When we came to MPI, we had been turned down for grants by countless organizations, but MPI believed in us," says Michael Galinsky, director of the Oscar-shortlisted *Battle for Brooklyn*. "MPI saw the value in supporting a film about a community fighting eminent domain abuse as well as a deeply flawed political process."

In 2006, MPI opened for business -- with one small grant. Since then, we have grown exponentially, despite the tough economy. This year, our goal is to raise \$2.5 million to enable us to make more films, do more outreach, and deepen our impact -- all while making every dollar go as far as possible.

MPI spends 95% of our funds on programs, an exceptional level of efficiency.

"Sometimes I worry that the organizations I support talk mostly to audiences that already share those ideas. With the Moving Picture Institute, I don't have that concern," one donor writes.

"Your organization has the potential to reach out to the masses and reawaken their tool of critical thinking. I believe you have already made great strides toward this goal and I urge everyone who supports the principles of a free society to give their financial support to MPI."

With your support, millions of Americans will see vital films such as *The Cartel, Union Made, Battle for Brooklyn,* and *Museum of Government Waste* -- films that celebrate, explain, and defend the ideals upon which this magnificent country was founded.

In order to ensure that our films are widely seen, discussed, and understood, we must meet our \$2.5 million budget goal in 2012.

The only way we can do that is to appeal to generous Americans like you who understand why we must improve national and even global understanding of this country's core democratic principles.

Your kind donation will enable MPI to:

- Ensure the production and promotion of films such as *Museum of Government Waste*, *Union Made, Battle for Brooklyn*, and *The Cartel*;
- Launch the careers of talented, freedom-oriented filmmakers, screenwriters, producers, and directors:
- Promote freedom-oriented films in theaters, on television, online, on DVD, at festivals, and on campus;

• Change the culture by opposing the ideologically one-sided nature of the film industry and by providing content to like-minded leaders and groups.

America is standing at a crossroads. What kind of nation will we become in the coming years?

Will our country continue down the path of socialism, with massive nationalization of private industry, costly and wasteful entitlement programs, crippling debt, and a tax structure that aims -- as President Obama has so tellingly put it -- to "spread the wealth around"?

Will America surrender our culture of personal responsibility, individual innovation, and entrepreneurship for the enforced mediocrity and false security of a mammoth nanny state? Or will you and I reclaim our history, our heritage, and our guiding philosophy of freedom -- before it's too late?

You and I can do this -- and we must. Government won't do it. The media won't do it. And the schools sure aren't doing it. You and I must change the culture ourselves.

And that means injecting the ideal of freedom into popular culture -- which is where most Americans get their ideas about who we are and what America is. You and I can achieve short-term and long-term impact in one of the most important years in U.S. history.

I urge you to act today to stand up for freedom and liberty.

Will you strike a blow for freedom-oriented ideas in 2012 with a gift today?

Your tax-deductible contribution will help sustain a unique and highly leveraged organization that is altering our culture for good. For your gift of \$200 or more, I will send you a complimentary DVD copy of *The Cartel*.

Please do not hesitate to contact me at 323-650-3850 or rob@thempi.org to learn more about the Moving Picture Institute and to find out how you can help promote the core American value of freedom through film.

Sincerely,

Rob Pfaltzgraff

RSP CONTRA

P.S. Film can bring the idea of freedom to life -- and can make a cultural and political impact unlike any other medium. The enclosed articles show what we are up against -- and will give you a sense of our growing momentum. Please make your gift today and help us bring freedom-oriented ideas to more elected officials like Governor Chris Christie.





"Nothing depicts the borough's backbone with more personality and urgency than Battle for Brooklyn." — Steve Dollar, The Wall Street Journal

WHAT PEOPLE ARE SAYING ABOUT MPI FILMS

"A deft look at a reluctant crusader and how financial sway and political override can so effectively trump the power of the average citizen."

— Gary Goldstein, *The Los Angeles Times*



THE CARTEL

"Set the stage for a year of reform, and a year of reform movies." – John Koppisch, Forbes

"When I saw *The Cartel*, it helped mold for me the final outlines of what I wanted to do if I were lucky enough to become governor."

— New Jersey governor Chris Christie

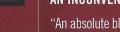


INDOCTRINATE U

"Provocative ... terrific ... I can't recommend it highly enough. Get this documentary. It's extraordinary." — Lou Dobbs, CNN

"Riveting" — Peter Berkowitz, The Wall Street Journal

"The academy invites the criticism it receives in this documentary." – Stanley Fish, *The New York Times*



AN INCONVENIENT TAX

"An absolute blockbuster." – Lionel, The Lionel Show



"Brilliant ... The most devastating insight into the green movement I've seen on screen." — Andrew Bolt, *The Herald Sun*

HAMMER & TICKLE

"Marvelously original." — John Dugdale, *The Sunday Times*



THE SINGING REVOLUTION

"Imagine the scene in *Casablanca* in which the French patrons sing 'La Marseillaise' in defiance of the Germans, then multiply its power by a factor of thousands, and you've only begun to imagine the force of *The Singing Revolution*." — Matt Zoller Seitz, *The New York Times*

"A wonderful film ... will unquestionably have the effect of strengthening the belief in freedom on the part of anybody who watches it."

— Milton Friedman



FREEDOM'S FURY

"A stunning, mandatory, must-see film!" — Monika Feketa, Cosmopolitan

FREE MARKET CURE

"Tells a very different and shocking story." — Sean Hannity, Hannity's America

THE LIBEL TOURIST

"A masterpiece . . . should be viewed by every American and by freedom-loving people worldwide."

- Rachel Ehrenfeld, author of *Funding Evil*, whose fight for free speech forms the subject of this film

2081

"One of the best educational videos I have seen in 30 years of teaching. So well done and so thought-provoking."

- High school social studies teacher, CA



MOVING PICTURE INSTITUTE

The **Moving Picture Institute** identifies and nurtures promising filmmakers who are committed to protecting and sustaining a free society, and supports their work through grants, fiscal sponsorship, promotion, marketing, internships, training workshops, networking opportunities, and production assistance.

A non-profit founded in 2005, MPI is unlike any other foundation dedicated to promoting the ideal of liberty. At MPI, we believe that film, more effectively than any other medium, can bring the idea of freedom to life. Our goal is to guarantee that film's unique capacity to give shape to abstract principles—to make them move and breathe—is used to support and promote liberty. Toward that end, we fund films from development through post-production, support up-and-coming filmmakers, and serve as a high-level intern placement service.

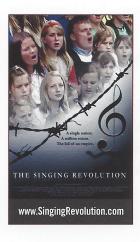
- The MPI Film Production and Promotion Program offers grants and support services to help filmmakers who are directing, producing, or promoting freedom-oriented documentaries, dramatic features, and short films. Our highly selective vetting process identifies exceptional projects that accord with our mission and that we believe will have broad public appeal. MPI then coordinates with the grantee to determine what kinds of support will best serve the project. In every case, our objective is to ensure the timely completion and successful distribution of a stunning final product.
- The MPI Fellowship Program supports the career development of rising freedom-oriented filmmakers who are attached to or involved in marketable film projects. MPI fellows receive financial support for their work—and in turn assist MPI in a range of collegial ways. These can include helping MPI talent scout and build our network, participating in MPI's internship program, and providing essential technical assistance to other MPI grantees. In other words, fellows serve as mentors and connectors while using MPI support to develop their careers. Grants range from \$2,000 to \$20,000, with an average grant size of \$5,000.
- The MPI Internship Program cultivates talented young filmmakers, screenwriters, producers, directors, and others who are committed to using the aesthetic power of film to promote the core American value of freedom. MPI internships are exclusive, highly leveraged positions aimed at enabling young adults to secure a niche within the film industry. The results speak for themselves—our interns regularly receive offers of fulltime employment from their host companies, and our production partners routinely express the desire to work with MPI interns.

To apply for grants, fellowships, fiscal sponsorship, or internships, please write to us at info@thempi.org.



MOVING PICTURE INSTITUTE ACHIEVEMENTS AND IMPACT

Founded in 2005, the Moving Picture Institute promotes freedom through film. Educating audiences while entertaining them, MPI is changing the culture by shaping how Americans think about what freedom is and why it matters. We accomplish our mission in two ways: 1) by producing and promoting films that make a strong and immediate impact on people's understanding of individual rights, limited government, and free markets; and 2) by supporting and mentoring freedom-oriented filmmakers at every phase of their careers. MPI is entirely unique. No one else does what we do.



SHAPING THE CULTURE

- MPI films reach people of all ages, backgrounds, and beliefs. They screen in theaters, at national and regional policy conferences, on Capitol Hill, in schools, and on campuses.
- MPI films reach many millions worldwide through DVD, video on demand, and the Internet; our films are available for sale and rent on Amazon, iTunes, Netflix, Blockbuster, and more.
- MPI films have been broadcast hundreds of times on PBS, the BBC, the Documentary Channel, the Discovery Channel, and other mainstream television networks in the Americas and Europe.
- MPI films are changing how history, philosophy, and economics are taught. 2081 and *The Singing Revolution* are available to over a million teachers through the Free to Choose Network, which reaches over 28 million students who may not otherwise be exposed to freedom-oriented ideas.

INFLUENCING PUBLIC POLICY

- Governors and legislators of both major parties are using MPI films to advance their work. New Jersey governor Chris Christie says, "When I saw *The Cartel*, it helped mold for me the final outlines of what I wanted to do if I were lucky enough to become governor."
- *The Cartel* shaped the education reform debate in 2010–11. School choice legislation has been passed or seriously considered in over a dozen states where lawmakers watched the film.
- Major policy groups and think tanks use MPI films to fulfill their missions, including Americans for Prosperity, State Policy Network, the Institute for Justice, Club for Growth, and more. Our films reach a wide and diverse demographic.
- The Libel Tourist helped inspire Congress and several state governments to pass laws protecting American authors from frivolous foreign libel suits. Parliament is taking steps to tighten English libel laws. Dr. Rachel Ehrenfeld, who is featured in the film, notes, "The Libel Tourist has been most helpful in this important struggle to protect and defend our First Amendment rights."



MOVING PICTURE INSTITUTE ACHIEVEMENTS AND IMPACT



EARNING ACCLAIM

- MPI films play at prominent film festivals, including Hot Docs, Tribeca, and the Seattle International Film Festival. Our films have won awards for Best Film, Best Documentary, Audience Choice, and more.
- Battle for Brooklyn was short-listed for the 2012 Academy Award for Best Documentary.
- For his film *Good Fortune*, MPI fellow Landon Van Soest won a 2011 Emmy for Outstanding Business and Economic Reporting.
- *USA Today*, the nation's top-circulating paper, credited *The Cartel* with helping make 2010 the "year of the education documentary."
- MPI films are praised by our most prominent media outlets, critics, and leaders, including the *New York Times*, the *Wall Street Journal, USA Today*, the *Los Angeles Times*, the *Washington Post*, ABC News, FOX News, CNN, National Public Radio, John Stossel, Lou Dobbs, the late Milton Friedman, New Jersey governor Chris Christie, Sean Hannity, *Forbes, Barron's, Vanity Fair*, Salon.com, and more. Our films transcend political divides and ideological leanings, drawing people together on critical issues.

CHANGING HOLLYWOOD

- Through our fellowship and internship programs, MPI seeds Hollywood with talented young filmmakers who are committed to promoting freedom through film.
- MPI fellowships help launch the careers of emerging filmmakers. The results speak for themselves—MPI fellows are being signed by top Hollywood agencies, making and releasing independent features and shorts, winning prestigious awards, and creating content for major policy groups. Their short films, features, and trailers are drawing audiences of millions.
- In 2011, two MPI fellows were nominated for Emmy awards—and one of them won.
- Working with such prestigious companies as Johnny Depp's Infinitum Nihil, Adam Sandler's Happy Madison Productions, Lionsgate Entertainment, the Disney Channel, and more, MPI interns gain hands-on experience in film production and build vital connections that jumpstart their careers. Many land full-time employment in the industry as a result of their work.
- MPI's production partners praise our interns' talent, give them increased responsibility, and regularly request more MPI interns. Allen Covert, business partner of award-winning actor, comedian, and producer Adam Sandler, says, "The Moving Picture Institute's Internship Program is the best we have come across in this town."



