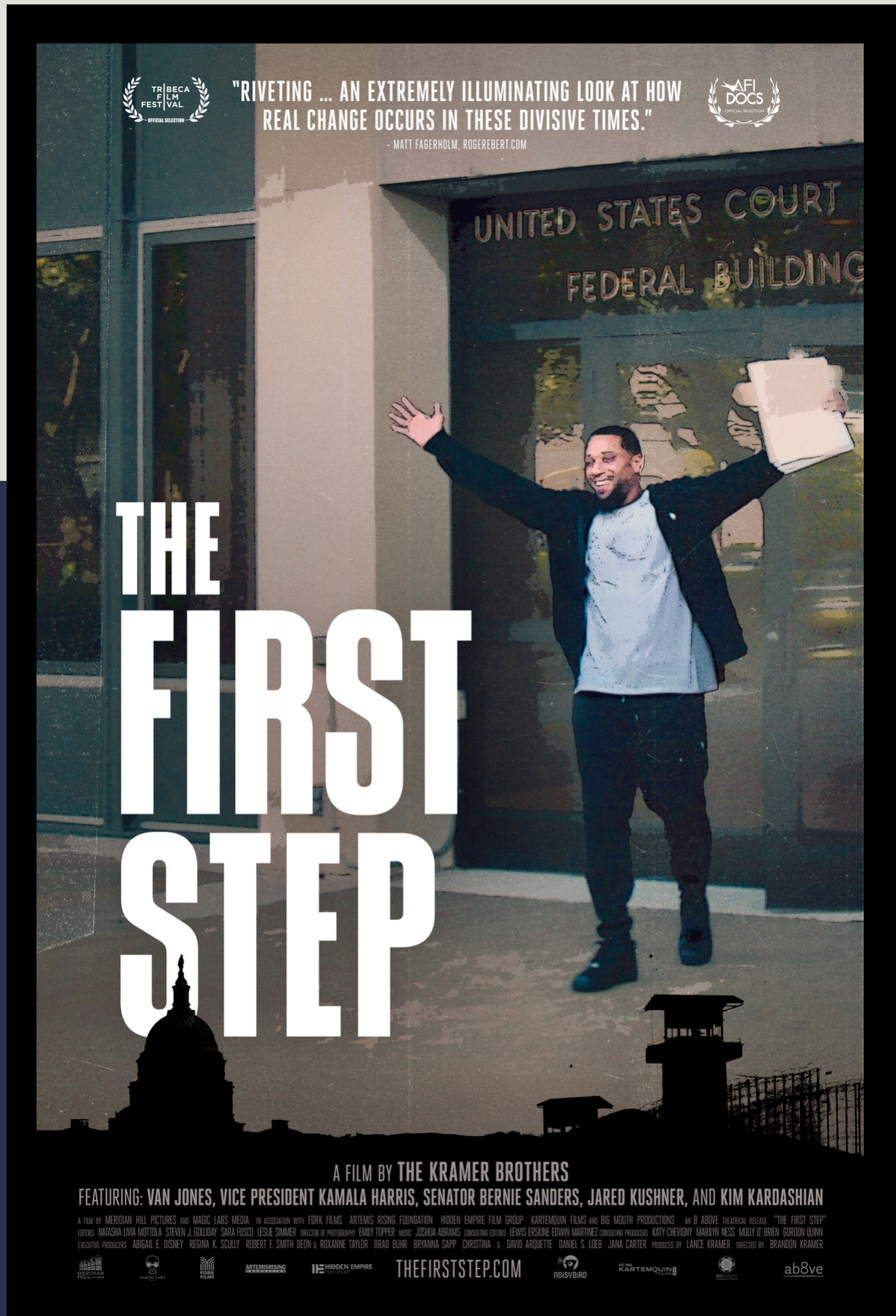


PARTNER TOOLKIT



"RIVETING ... AN EXTREMELY ILLUMINATING LOOK AT HOW REAL CHANGE OCCURS IN THESE DIVISIVE TIMES."

- MATT FAGERHOLM, ROGEREBERT.COM



THE FIRST STEP

A FILM BY THE KRAMER BROTHERS

FEATURING: VAN JONES, VICE PRESIDENT KAMALA HARRIS, SENATOR BERNIE SANDERS, JARED KUSHNER, AND KIM KARDASHIAN

A FILM BY MERIDIAN HILL PICTURES AND MAGIC LABS MEDIA IN ASSOCIATION WITH FORK FILMS ARTEMIS RISING FOUNDATION HIDDEN EMPIRE FILM GROUP KARTEMQUIN FILMS AND BIG MOUTH PRODUCTIONS AN 8 ABOVE THEATRICAL RELEASE "THE FIRST STEP" EDITORS NATASHA LIVIA MOTIOLA STEVEN J. GULLIDAY SARA FUSCO LESLIE SIMMER DIRECTOR OF PHOTOGRAPHY EMILY TOPPER MUSIC JOSHUA ABRAMS CONSULTING EDITORS LEWIS ERSKINE EDWIN MARTINEZ CONSULTING PRODUCERS KATY CHEVIGNY MARLYN NESS MOLLY O'BRIEN GORDON QUINN EXECUTIVE PRODUCERS ABIGAIL E. DISNEY REGINA K. SCULLY ROBERT F. SMITH DEON & ROKHIANE TAYLOR BRAD BUHR BRYANNA SAPP CHRISTINA & DAVID ARQUETTE DANIEL S. LOEB JANA CARTER PRODUCED BY LANCE KRAMER DIRECTED BY BRANDON KRAMER

MERIDIAN HILL PICTURES MAGIC LABS MEDIA FORK FILMS ARTEMIS RISING HIDDEN EMPIRE THEFIRSTSTEP.COM NOISYBIRD KARTEMQUIN 8 ABOVE ab8ve

The First Step is NOW AVAILABLE
for Digital Streaming

The New York Times

"Personal...compelling...human"

POLITICO

"The Kramer brothers are D.C. documentarians attuned to the guts of the policy-making process."

Los Angeles Times

"This film captures something rare in documentaries: the messy business of finding bipartisan solutions in a hyper-polarized country."



"Poignant and important"

What people are saying...

"A captivating journey through the tricky, sticky and often painful fight for social justice."

-Nick Ogden

"[The film] works at so many different levels and I am truly optimistic that projects like it can move things forward by changing the narrative around the possibility for change."

-John Richard

"The film is a great tool to get people questioning how we can really make progress in this polarized world we live in."

-Gabrielle Martin

"I've always deeply believed that unlikely partners, unforeseen collaboration, and... finding '(un)common ground' yields some of the most dynamic, powerful, necessary solutions... This doc is amazing and an absolute MUST SEE!"

-Nellie Fitzpatrick

ABOUT 'THE FIRST STEP'

Film Synopsis: In a divided America, Van Jones controversially works across party lines on landmark criminal justice reform and a more humane response to the addiction crisis. Attempting to be a bridge builder in a time of extreme polarization, takes him deep into the inner workings of a divisive administration, internal debates within both parties, & the lives of frontline activists fighting for their communities.

Film Background: THE FIRST STEP recently launched on [Prime Video](#), [Apple TV](#), [Google Play](#), [YouTube TV](#), [VUDU](#) and [GOOD DOCS](#) after premiering at the Tribeca Film Festival, official selection in more than 40 regional film festivals, and a theatrical release in 30+ cities with sold-out opening weekends in New York, LA & DC, all programmed in partnership with local groups working on criminal justice reform.

Impact: THE FIRST STEP aims to build advocacy and leadership skills for systems-impacted individuals, maintain and expand coalitions of allies, & provide policymakers with a blueprint to build bridges across perceived lines of difference. The film does this by screening at film festivals, theaters, colleges, prisons, faith institutions, conferences, and high schools, and through facilitated dialogues and discussions.

In this toolkit, you will find:

- ➡ Social Media Handles (The First Step)
- ➡ Ways to Watch the Film
- ➡ Creative Assets
- ➡ Sample Social Copy
- ➡ Post-Screening Discussion Questions
- ➡ Tips for Hosting a Screening + Amazon Watch Party
- ➡ Film Assets (Movie Poster, Stills, Clips)
- ➡ Further Ways to Take Action
- ➡ Impact Partners
- ➡ Film Team Contacts

SOCIAL MEDIA ACCOUNTS FOR ENGAGEMENT



[@firststepmovie](https://www.instagram.com/firststepmovie)



[@firststepmovie](https://www.facebook.com/firststepmovie)



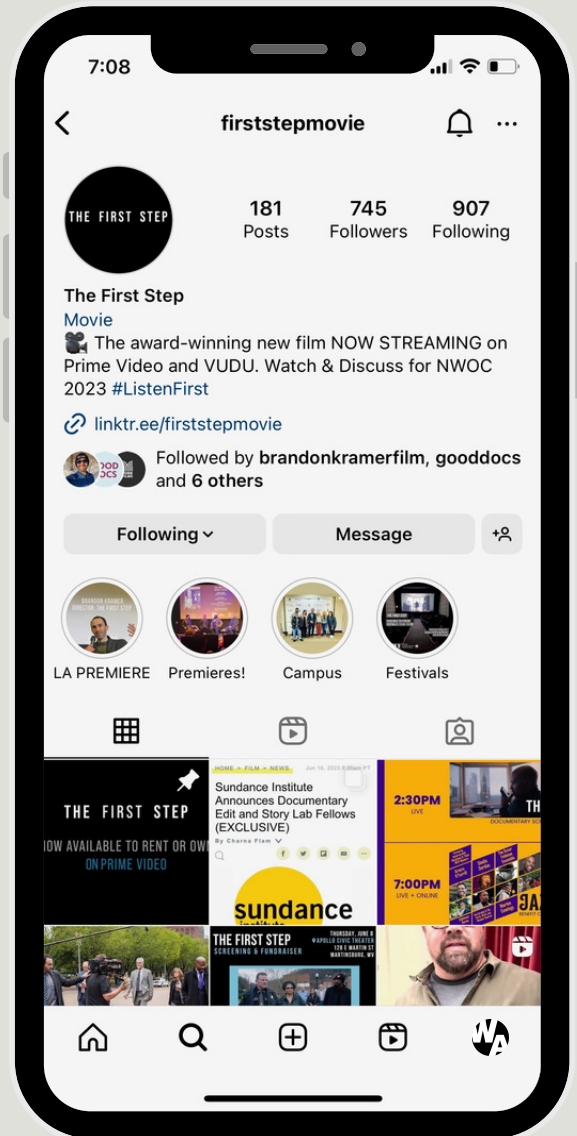
[@firststepmovie](https://twitter.com/firststepmovie)



['The First Step'](https://www.linkedin.com/company/the-first-step)



[TheFirstStep.com](https://www.thefirststep.com)



WAYS TO WATCH THE FILM

Stream the Film at Home



For Organizations + Schools

GOOD DOCS

social issue documentaries for your classroom, campus and community

The First Step impact team is available to provide: personalized support to promote your screening via the film website and social media accounts, tips on leading discussions about the film, and individualized guidance in organizing and facilitating local screenings.

For specific questions about organizing a screening or to order additional copies, contact producer Lance Kramer at lance@meridianhillpictures.com or at (202)-450-4085.

To order a copy of the film for your school, nonprofit organization, faith-based institution, or community group, visit our educational distributor [GOOD DOCS](#).

CREATIVE ASSETS

View Social Media Graphics [here](#):

Access Graphic Templates for your Screening [here](#):



[Click here to download this graphic](#)



[Click here to download the Trailer](#)
[Click here to share the YouTube link](#)



[Click here to download this graphic](#)



[Click here to download this graphic](#)

SAMPLE SOCIAL MEDIA COPY



SAMPLE TWEET

@FirstStepMovie highlights the power of meaningful connections across cultural and political lines to find common ground. Watch #TheFirstStep today. TheFirstStep.com/Watch

@FirstStepMovie showcases the power of deep listening and empathy to find collective vulnerability among unlikely allies. Continue the discussion and Watch #TheFirstStep today: TheFirstStep.com/Watch

The First Step is Bridge Building in Action. Critics call the film a “Blueprint for Bipartisanship.” @firststepmovie illuminates the importance of using our shared humanity as grounds for charting a path forward. Watch #TheFirstStep today: TheFirstStep.com/Watch

@FirstStepMovie is a powerful tool for bridge building and meaningful discourse, transcending our deepest divides. Watch #TheFirstStep to witness bridge building in action: TheFirstStep.com/Watch

For Screening Hosts:

 **Mark your calendars for [date]! We're excited to host a screening of @firststepmovie. Let's come together and be a part of the solution. RSVP here [insert event link] #TheFirstStep**

 **Join your community on [date] for a special screening of @firststepmovie! Followed by a discussion moderated by [insert name] #TheFirstStep**

SAMPLE SOCIAL MEDIA COPY



SAMPLE INSTAGRAM & FACEBOOK POST

@FirstStepMovie is a blueprint for Bridge Building. Watch the #TheFirstStep to get a behind-the-scenes look at how meaningful discourse & bipartisanship led to the passing of landmark #CriminalJusticeReform, which has brought thousands of people home to their families. Visit: TheFirstStep.com/Watch

@FirstStepMovie showcases the power of deep listening and empathy to find collective vulnerability among unlikely allies. Watch #TheFirstStep today: TheFirstStep.com/Watch

In a divided America, #VanJones and a rare bipartisan coalition are determined to fight to pass landmark criminal justice reform. @FirstStepMovie shows that the path to justice is paved with collaboration, common ground & meaningful discourse. Watch the film today: TheFirstStep.com/Watch

The First Step is Common Ground. A film that critics call a “Blueprint for Bipartisanship,” @firststepmovie illuminates the importance of using our shared humanity as grounds for charting a path forward. Watch #TheFirstStep today: TheFirstStep.com/Watch

For Screening Hosts:

📅 Save the date! Join us for a screening of @FirstStepMovie on [date]. This powerful film tells the story of Van Jones & a coalition of unlikely allies who come together to bridge their divides and make a difference. Be a part of the solution. RSVP here: [insert event link] #TheFirstStep

SAMPLE SOCIAL MEDIA COPY



SAMPLE LINKEDIN POST

@The First Step is a complex, urgent story about the fight for progress on #CriminalJusticeReform and #addiction amongst the country's divides. Watch the film to get a behind-the-scenes look of bridge-building and bipartisanship at work. TheFirstStep.com/Watch

@The First Step is a blueprint for Bridge-Building. Watch the #TheFirstStep to get a behind-the-scenes look at how meaningful discourse & bipartisanship led to the passing of landmark #CriminalJusticeReform, which brought thousands of people home to their families. TheFirstStep.com/Watch

In a divided America, #VanJones and a rare bipartisan coalition are determined to fight to pass landmark criminal justice reform. @The First Step shows that the path to justice is paved with collaboration, common ground & meaningful discourse. Watch the film today: TheFirstStep.com/Watch

For Screening Hosts:

Join your community for a special screening of @The First Step on [date]! This powerful film tells the story of Van Jones & a rare bipartisan coalition who put aside their difference to fight to pass landmark criminal justice reform.

Following the screening, there will be a discussion moderated by [insert name].

This is a great opportunity to see this important film and to participate in a meaningful discussion. RSVP here: [insert event link] #TheFirstStep

SUGGESTED POST-SCREENING DISCUSSION QUESTIONS

- How can bridge building, depolarization and cross-community organizing further progress on divisive issues?
- How have political divisions impacted issues like criminal justice reform and the addiction crisis in our community? What stands in the way of working across divisions?
- What are potential areas of common ground on these issues?
- How do we – or can we – work together with those we disagree with? What are some tools for listening, holding space for disagreement, and respecting others points of view?
- How can we (as educators, people of faith, students, mothers/fathers, business people) and engaged citizens advocate for social justice issues like criminal justice reform?
- How can we use deep listening and meaningful discourse to build bridges, improve collaboration and move closer to finding solutions?



TIPS FOR HOSTING A SCREENING

In Advance of The Screening

- Decide if your Screening will be Virtual or In-Person
 - **Virtual Screening:** Select a platform that works best for the people you anticipate attending. ([Prime Video](#), [Apple TV](#), [Google Play](#), [YouTube TV](#), [VUDU](#), [GOOD DOCS](#))
 - **In Person Screening:** [Sign Up to Host an In-Person Screening](#)
- Hold a prep call with THE FIRST STEP film team to confirm the date, time, and other key details
- Work with your organization to identify your target audience and how to best reach them
- Identify 1-3 panelists and a facilitator to conduct a post-screening discussion
- Create a run-of-show to help keep time throughout the event
- Prepare critical thinking questions / discussion points ahead of the event (See Suggested Post-Screening Discussion Questions)

Promote the Screening

- Invite organizational members or allied local partners to participate in post screening discussion or help promote the event
- Add the event link to your organization's events page and encourage advance registrations or ticket sales.
 - Share the [film's trailer](#) on social media
- Publish an email blast/newsletter to your community + supporters
- Tag the film at **@firststepmovie** for further engagement

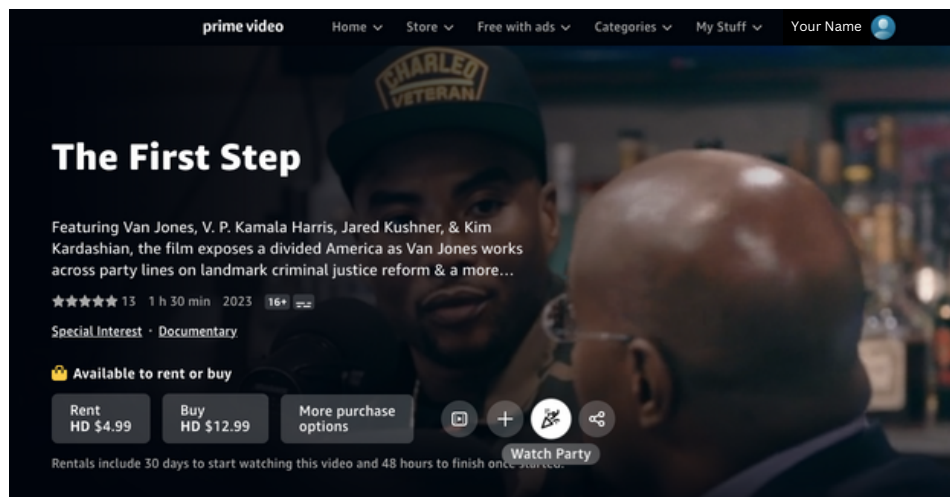
Day of the Screening

- Publish one last social media push ahead of the screening
- Make sure to do a tech check before your event!
- Prepare opening remarks/introduction for the film screening
- Share your impact goals and calls-to-action with your audience
- Thank participating partners
- **Take photos and share via social media (remember to tag us @firststepmovie)!**

HOSTING AN AMAZON PRIME VIDEO WATCH PARTY

Create a Watch Party Link

- Locate [THE FIRST STEP](#) film on Amazon Prime Video.
- Select **Watch Party** 🎉 from the detail page.
- Enter a desired user name under Chat name.
- Click **Create Watch Party** to generate a Watch Party Link.
- Invite up to 100 participants using the "Share" Icon or Select "Copy Link" to share it via third party applications.

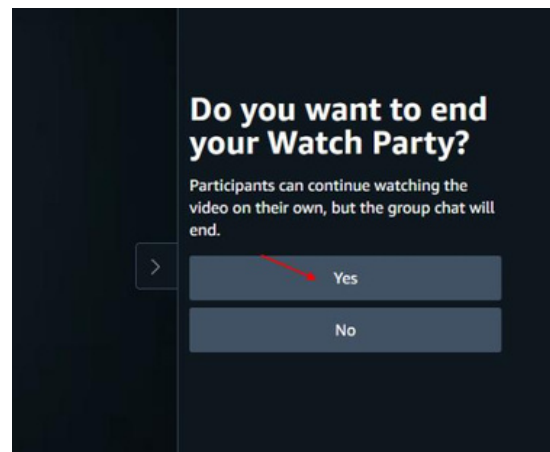
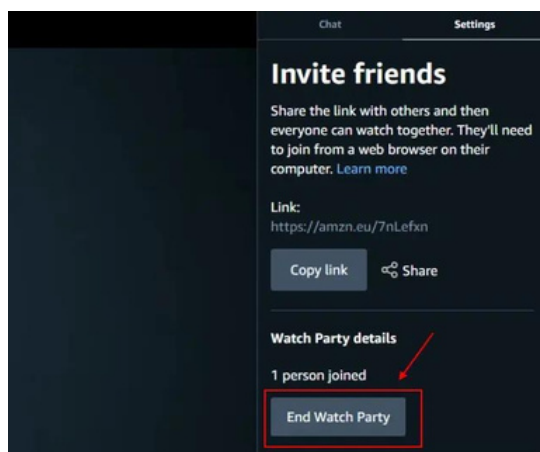


Note: All Participants need to have an Amazon Prime subscription to be able to join a Watch Party

Follow our tips for Hosting a Screening Above!

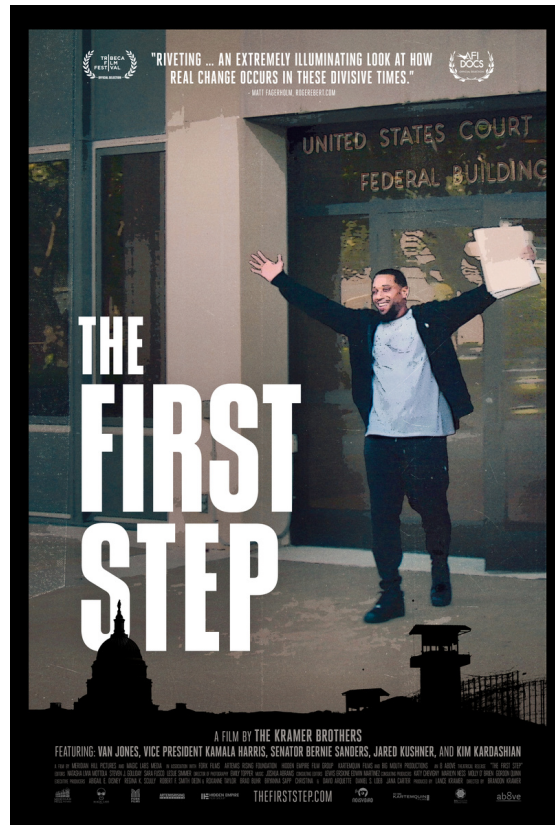
To End a Watch Party

- Under the Settings tab in the right-hand side pane, you will see an "End Watch Party" button under the Watch Party details section.
- Click the 'End Watch Party' button. Hit 'Yes' to confirm.



FILM ASSETS

OFFICIAL MOVIE POSTER



OFFICIAL FILM TEASER



FILM ASSETS

[DOWNLOAD STILLS FROM THE FILM](#)



[PREVIEW A CLIP FROM THE FILM](#)



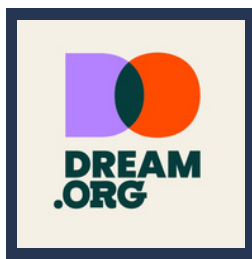
TAKE ACTION

Create a Post

Create a post using the suggested calls to action and share with your network, tagging us at **@firststepmovie**, so we can amplify your message.

Suggested Calls to Action

- Join [Dream.org and tell your senators to support The Equal Act](#)
- Sign [REFORM Alliance's petition to Transform Federal Supervision](#)
- Host a [Screening for your community or organization](#)
- Make a [donation to the Impact Campaign](#)



[Dream.org](#)



[Reform Alliance](#)



[Listen First Coalition](#)

For additional ways to take action, visit:
www.firststepfilm.com/takeaction

LEAVE A REVIEW

Reviews support the film by making sure it gets seen by more people. Take a moment to leave a review on:



[PRIME VIDEO](#)



[ROTTEN TOMATOES](#)

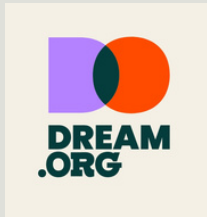


[IMDB](#)



[LETTERBOXD](#)

IMPACT PARTNERS



FILM TEAM CONTACTS

Lance Kramer (Producer): lance@meridianhillpictures.com

Devon Dansky (Impact Producer): devon@meridianhillpictures.com

Jon Reiss (Producer of Marketing & Distribution): reiss.jon@gmail.com

Brandon Kramer (Director): brandon@meridianhillpictures.com

Cindy Banach (Theatrical booker): cindy.banach@gmail.com

PUBLICITY CONTACTS

Emma Griffiths: emma@eg-pr.com

Andy Peterson: andy@docsologyfilms.com

PRESS KIT

Download The First Step's [Press Kit Here](#).

TOOLKIT CREATION



This toolkit was created by [Wealth Agency](#).

Wealth Agency is a Multi-Award Winning Digital Agency specializing in Marketing & Content Strategy, Campaigns, and Social Media for Films and Impact driven Organizations.