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REEL CHANGE FOR NONPROFITS COURSE OFFERED AT THE JACOB BURNS FILM CENTER MEDIA ARTS LAB

Community-Building Initiative Grant Received from Westchester Community Foundation

Pleasantville, NY – May 1, 2009 – Through a \$4,000 grant from the Westchester Community Foundation (WCF), the Jacob Burns Film Center's Media Arts Lab is offering a 10-week course to train nonprofit organizations to incorporate video Public Service Announcements (PSA's) and short films into their advocacy work. The first Reel Change for Nonprofit course started on April 15 and is being taught by Theresa Dawson, a member of the JBFC faculty who designed the Reel Change curriculum. Dawson began her career as a film professor in the UK and has since worked with the Families First nonprofit educational center, developed curriculum materials for the American Museum of the Moving Image, and consulted for Witness.

Staff, board members, consultants and others from nonprofits are learning scripting, filming, and editing to create change and to effectively share their mission. Emphasis will be placed on using film to effect change as opposed to documenting the history of an organization or soliciting funds. Since the course was underwritten by the WCF for the spring term, attendees pay a reduced fee of \$100 per person to attend.

The nonprofit organizations that sent representatives this spring are: A-Home, East Coast Assistance Dogs, Inc. (ECAD), Westchester Community Foundation, Girl's Inc. of Westchester, Neighbors Link, and the Pleasantville Garden Club.

The course will be offered again in the fall. Nonprofits interested in attending should contact Ann MacDonald, Registrar/Education Administrator at amacdonald@burnsfilmcenter.org or at 914.773.7663 ext. 440.



JBFC Educator Theresa Dawson working with students in the Reel Change for Nonprofit class.

THE WESTCHESTER COMMUNITY FOUNDATION (WCF) is a non-profit community endowment for the benefit of Westchester County. Its mission is to develop and manage philanthropic resources, and to distribute them in a way that is responsive to donor interests and community needs. The Foundation actively promotes charitable giving on behalf of the area's non-profit organizations. WCF is a division of The New York Community Trust, one of the largest community foundations in the country with assets of over \$2 billion.

The Jacob Burns Film Center is a not-for-profit cultural arts organization in Pleasantville, New York dedicated to: presenting the best of independent, documentary and world cinema; promoting visual literacy and making film a vibrant part of the community. Located on a 47,500 sq. foot, three-building campus in the center of Pleasantville, the JBFC is just 30 miles outside of New York City. The programs are inspired by the power of film to challenge, educate, and inspire; to transport us to worlds beyond our own; and to create community through shared dialogue and cultural experience. Since the opening in 2001, over 1,000,000 people have seen over 3,000 films from more than 40 countries. The JBFC campus includes the 27,000 sq. foot Media Arts Lab, equipped with 16 editing suites, a recording studio, a soundstage, a 60-seat screening room, an animation studio, a large Center Studio, and 4 small studios. To learn more about the Jacob Burns Film Center, visit www.burnsfilmcenter.org. To view a selection of work in various JBFC education programs visit www.youtube.com/burnsfilmcenter.

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