

GLOBAL CITIZEN®

MOVEMENT MAKERS

CULTURE: HOW TO TURN A MESSAGE INTO A MOVEMENT

EVENT DETAILS

TUESDAY, SEPTEMBER 19, 2017

CALL TIME: 1:03 PM

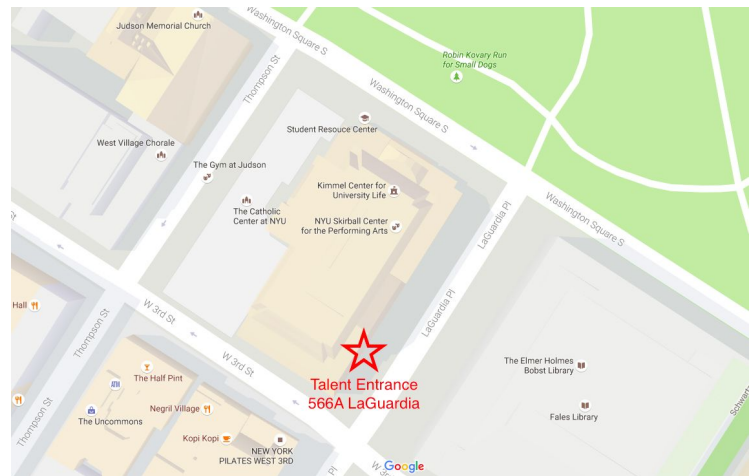
STAGE TIME: 1:48 pm - 2:13 pm

TALENT ENTRANCE ADDRESS:

Skirball Center for the Performing Arts
566A LaGuardia Pl
New York, NY 10012

CREDENTIAL AND TICKET PICK-UP:

- Please ensure you check in at the talent entrance on arrival.
- For Members of your party who will not be accompanying talent backstage, please head to the main entrance to pick-up your tickets. *For ticketing and credential information please see the last page of this document.*



GLOBAL CITIZEN CONTACT INFORMATION:

CONTENT, ON-SITE SHOW-FLOW:

Program Director:

David Lavin
Mobile: (206) 300-0205
david.lavin@globalpovertyproject.com

Assistant Program Director:

Sanya Thapa
Mobile: (347) 515-2885
sanya.thapa@globalpovertyproject.com

LOGISTICS OR EMERGENCY:

Manager, Global Programs & Events:

Taylor Light
Mobile: (818) 430-7607
taylor.light@globalcitizen.org

Transportation Coordinator:

Jackie Eaton
Mobile: (203) 948-5503
jackie@duganworks.com

GLOBAL CITIZEN®

Global Citizen Week features a wide array of events, speakers, panels, performances, activations and powerful moments, including this event: Movement Makers. Through a series of dynamic panels & fireside discussions, experts from across the arts, political, social good, health, marketing, and behavioral science spheres will share their perspectives with an audience of youth advocates.

CULTURE: HOW TO TURN A MESSAGE INTO A MOVEMENT

SESSION DESCRIPTION:

Movement-making is, at heart, about shifting mass culture. When creators of culture like filmmakers, musicians, and athletes work hand in hand with movement-makers and activists who share their values, they can reach people emotionally and intellectually, and inspire them to action. A film, a song, a photograph can move people deeply, and movement-makers can harness with that emotional connection to turn audience members into activists. In various ways participants in this conversation have all told compelling stories that helped to engage audience members with positive cultural movements.

SESSION LOGISTICS:

- Expected Attendance: 650
- Press Plan: OPEN PRESS
- Format: Talk show format with swivel chairs and handheld microphones
- Session Length: 25 Minutes

SHOW FLOW:

- Introduction: The panel will be introduced and called to the stage along with the moderator Caty Borum Chattoo.
- Panel Discussion: Caty Borum Chattoo will moderate a discussion among the panelists, presenting questions and fostering interaction. (25 mins)

MODERATOR:

- **Caty Borum Chattoo**, Director Center for Media and Social Impact

MODERATED DISCUSSION AMONG:

- **Gbenga Akinnagbe**, Actor and Activist
- **Geeta Gandbhir**, Film Director, Activist
- **Palmiro Ocampo**, Chef, TV Personality, Activist
- **Michael Premo**, Storyline Co-founder, Director “Water Warriors”

GLOBAL CITIZEN®

The following bullets represent topics you may be asked about. We encourage you to engage in a free-flowing discussion, rather than prepare a series of set talking points. Please consider compelling stories that can help illustrate your points.

THEMES OF THE DAY:

- **Digital and physical technologies in organizing:** How do technology and online communities help us organize or influence movements in physical communities and vice versa?
- **The Power of Partnerships:** How do people or organizations partner or collaborate with others to extend reach, amplify impact, deepen credibility and avoid pitfalls.
- **Sympathy and Empathy:** How does imagining or understanding the experience of someone with different experiences in different circumstances influence or impact your work?
- **Fast action in the short term vs long term preparation or growth:** How do you plan for the long-term vision, while also taking advantage or responding to the immediate opportunities or challenges as they arise?

POTENTIAL POINTS OF DISCUSSION FOR PARTICIPANTS

Gbenga Akinragbe, Actor, Activist, Founder of Liberated People (socially conscious lifestyle brand)

- What is the relationship between the issues you're trying to address and your public persona as an actor? How do your beliefs and commitments relate to your choices as an actor -- role, collaborations, projects, methodology, etc.?
- How can people who already have a platform through their art or craft use it to advance movements and causes for social good?
- What prompted you to launch *Liberated People*? How can a lifestyle brand inspire people to act?

Geeta Gandbhir, Film Director, Activist

- Your films cover a wide array of social issues including race relations, religion, gender, and politics. What is the common thread to them, and what do you see as your role straddling the worlds of film and activism?
- How do your films start and shape conversations around the topics you address including defying stereotypes, social justice/injustice, and social consciousness?
- You've received a number of accolades and press for your films. How does this kind of attention impact your ability to advance your messages and contribute to social change movements?

GLOBAL CITIZEN®

Palmiro Ocampo, Chef, TV Personality, Activist

- How do you use your platform as a celebrated chef and restaurateur to engage others in the food industry to adopt socially and environmentally responsible practices?
- How do you use food and culinary endeavors to advance your messages about sustainable practices, responsible use, and recycling?
- How can culinary culture encourage and engage communities to become active agents in positive change?
- You have succeeded in developing a number of new techniques to promote anti-food waste practices for restaurants. How is innovation helping you to achieve your goal of zero percent food waste?

Michael Premo, Storyline Co-founder, Director “Water Warriors”

- Why is film an especially valuable and powerful tool for connecting communities to movements and movements to communities? (storytelling, creating empathy, humanization of issue, easily shared, wide reach, etc.)
- How can cultural agents such as filmmakers partner with movement makers to create awareness, engage communities, and advance the cause?
- Not only is your film an important vehicle for sharing the message of the Water Warriors movement, but you’ve also created and led a number of full scale shows and pop-up events around the country to engage a variety of communities? Could you talk a little bit about the objectives and outcomes for these events? How have they helped to advance the movement?
- What advice would you give to young filmmakers wanting to use their skills and talent for social good?

GLOBAL CITIZEN®

MODERATOR BIO:

- **Caty Borum Chattoo**, Director Center for Media and Social Impact



Caty Borum Chattoo is Director of the Center for Media & Social Impact (CMSI), an innovation lab and research center at American University that creates, showcases and studies media designed for social change; and Executive in Residence at the American University School of Communication in Washington, D.C. She is an award-winning communication strategist and documentary film/TV producer working at the intersection of social-change communication, documentary and entertainment storytelling.

PANELIST BIOS:

- **Gbenga Akinnagbe**, Actor and Activist



Gbenga Akinnagbe is an American actor and producer best known for his role as the homicidal Chris Partlow on HBO's *The Wire*. He is the second oldest of six children born to his Nigerian parents. Motivated by his own story, Gbenga founded Liberated People, a lifestyle brand designed to inspire people to act.

- **Geeta Gandbhir**, Film Director, Activist



Director/Producer Geeta Gandbhir has been nominated for three Emmy Awards and won two. As editor, her films have been nominated twice for the Academy Award, winning once, and have also won four Peabody Awards. Most recently, she co-directed the feature documentary "I Am Evidence" for HBO and a short film, "Love the Sinner." Both films premiered at the 2017 Tribeca Film Festival. Her feature documentary, "Prison Dogs," which she co-directed

GLOBAL CITIZEN®

with Perri Peltz, premiered at the 2016 Tribeca Film Festival, and a feature documentary she directed with Academy Award winning director Sharmeen Obaid-Chinoy, "A Journey of A Thousand Miles: Peacekeepers," premiered at the 2015 Toronto International Film Festival and will be broadcast on PBS in 2018. She is also currently co-directing and co-producing a "Conversation on Race" series with The New York Times Op-Docs, which won an Online Journalism Award for Online Commentary, an AFI Documentary Film Festival Audience Award for Best Short, and garnered a MacArthur Grant. She also co-directed and edited the film, "Remembering the Artist, Robert De Niro, Sr.," with Perri Peltz for HBO which premiered at the Sundance Film Festival in 2014.

- **Palmiro Ocampo**, Chef, TV Personality, Activist



Palmiro Ocampo is the founder of 1087 restaurant (Peruvian optimal cuisine) and the co-founder of CCORI sustainable gastronomy/culinary recycling organization.

Ocampo was a former chef at restaurant NOMA Copenhagen, Denmark. He is an activist promoter of "generación con causa" (Peruvian chefs of the 4th generation) and a developer of courses and workshops at universities of Peru as: Pacific university and San Ignacio de Loyola University. He is also a collaborator of the Nordic Food Lab book "On Eating Insects" and is a presenter on the television show "Cocina Con Causa" of Zero

Hunger Perú initiative. He is a collaborator of WFP Peru and Zero Hunger Peru. He is an Ambassador of the World Wildlife Foundation.

- **Michael Premo**, Storyline Co-founder, Director "Water Warriors"



Michael Premo is an artist, journalist and filmmaker. He's co-founder and Executive Producer of Storyline, a production company building power with story and strategy. Recent projects include the audio and photo based exhibit 28th Amendment: Housing is a Human Right, the participatory documentary Sandy Storyline, the short film and exhibit Water Warriors, and the PBS series Veterans Coming Home. Water Warriors is currently touring film festivals, winning best short documentary at the

Blackstar Film Festival. He has produced theater, photography and documentaries

GLOBAL CITIZEN®

independently and with numerous companies including Hip-Hop Theater Festival, the Peabody Award winning StoryCorps and The New York Times. As an impact producer he develops community engagement campaigns for art and film, most recently with Naomi Klein and Avi Lewis, for This Changes Everything. He is an affiliate facilitator with the Interaction Institute for Social Change and is on the Board of Trustees of A Blade of Grass and the Center for Story Based Strategy.



Tickets and Media Questions:

We're happy to welcome guests of speakers in the audience and backstage at the event. Due to space limitations, two (2) guests may accompany speakers backstage, and additional guests will receive general admission tickets to the event.

For anyone you'd like to invite to sit in the house, you can register them directly here with access code **GLOBALCITIZEN**

<https://www.universe.com/events/global-citizen-movement-makers-tickets-new-york-city-43DPVL>

To finalize event logistics, please get back to our colleagues on copy:

(1) **Lisa Boland** (lisas@dmcbroad.org) with the names of guests accompanying the speaker backstage. If they are staff, please include their position or title.

(2) **Matt Melbourne** (matthew.melbourne@globalcitizen.org) for any issues with general admission, along with the names of guests that will be attending the event in general admission.

(3) **Jackie Eaton** (jackie@duganworks.com) with any transportation requests you may have to/from the event.

(4) **Jason Lee** (lee@sunshinesachs.com) is handling all media requests and queries on the night.