

**To: Ford Grantees in Education**  
**Fr: Ellen Schneider, Active Voice**  
**Dt: October 3, 2010**  
**Re: Update -- Getting Involved with *Waiting for "SUPERMAN"***

Many of you are already working on local campaigns to leverage the buzz around *Waiting for "SUPERMAN."* (If you haven't connected yet, please see Local Campaigns, page 2). Regardless of how you choose to participate – and we'll have some new ideas for you soon – here are a few items from Participant's weekly call with local campaign managers that we thought might be useful for you:

**Going Public through the WFS Campaign:**

- **Huffington Post.** On October 4<sup>th</sup>, HuffPost is launching an Education Vertical and they're looking for guest bloggers. Participant has an open invitation to submit *Waiting for "SUPERMAN"*-related content. If you would like to participate, let Active Voice know ASAP.
- [www.waitingforsuperman.com/action](http://www.waitingforsuperman.com/action): Their debate tool has over 320 comments – yours are needed! There is unlimited space for guest contributors (name, biography, and headshot). You can submit directly but feel free to let us know so we can flag your comments for the editors.
- **Social media.** Participant is also developing information to stream on the film's Facebook page, individual Facebook pages, the city pages on the *Waiting for "SUPERMAN"* website, the website for the organizations the local campaign managers represent, and Twitter. Please jump in.
- **October Focus.** Participant will throw a spotlight on the "Celebrate Teachers" pillar by recommending specific actions. They want to acknowledge teachers on the website, and may encourage people to share something about their favorite teachers. This might be an opportunity to spotlight teachers who work in education reform, teacher organizers, teachers who are grappling with issues that aren't addressed in the film, etc. The Facebook page also features "Teacher Thursday" and invites people to contribute.

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## WFS In the News

- *Waiting for "SUPERMAN"* continues to have a large media presence, dwarfing theatrically released documentaries in recent memory. Oprah featured the film twice last week (including a tie-in to the Mark Zuckerman donation to Newark). The Social Action campaign was also mentioned in Time Magazine and Politico, and Davis Guggenheim appeared on Good Morning America.
- The press release that describes the Social Action campaign (and Ford's contribution) went out last Tuesday (Sept 28), which might explain why you haven't seen much local coverage of this component yet. We think this arena is ripe for broadening the public discussion.

## WFS - Local Campaigns

If you haven't already done so, go to [www.waitingforsuperman.com/action/get-local](http://www.waitingforsuperman.com/action/get-local) to find the contact information of your local campaign manager. It's extremely important that these local conversations reflect strong grassroots participation. Please let me know if I can help in any way.

## Premiere Updates

**Please see attached Tentative Schedule. This is for internal purposes only, as changes are common and outdated information can be confusing if published.**

Local campaign managers reported that last week's premieres in Boston, Los Angeles, Chicago, San Francisco, and Phoenix all had panel discussion that included significant contribution from parents, teachers unions, school administrators and boards, and some youth participants.

(\*\*Question from Active Voice: If anyone attended their local event, please let us know how it went.)

**We cannot say this enough: WFS is throwing a national spotlight on education reform. Whether or not you embrace the film's approach, this is an unprecedented opportunity to reach out to new constituencies, policy makers and media. We hope your voice and expertise will be heard loud and clear. Thank you!**