



# MEDIA RISE

641



# ABOUT US

*Elevating media for social good*

Media Rise is a global nonprofit volunteer-driven alliance that connects people and ideas to promote meaningful media. We believe in the power of positive storytelling, media, art and design to make the world a better place.

We are committed to these calls to action:



## FEEL

We empower people to create and consume meaningful media that promotes universal human values, such as compassion, empathy and respect.



## CONNECT

We encourage collaboration between cause-driven creatives, media professionals, educators, government and nonprofit leaders to amplify their collective impact.



## INSPIRE

We celebrate success stories of how storytellers have unleashed the power of media to accelerate social change.

## RISE WITH US

# OUR TEAM



**Erica Schlaikjer**  
*Creative Director*

Erica Schlaikjer leads creative strategy, branding and marketing for Media Rise. She is a writer, editor and creative strategist, with a passion for storytelling, sustainable cities, technology, design and social change. She is the founder of Benevolent Media, a media and events consultancy. She currently helps clients integrate social media into their business and marketing plans as a Community Manager for Huge, a full-service digital agency in Washington, D.C. She is a StartingBloc Fellow from the 2012 New York Institute for Social Innovation.



**Dr. Srivi Ramasubramanian**  
*Executive Director*

Dr. Srivi Ramasubramanian guides the overall strategic vision for Media Rise. She is the Associate Dean of Climate & Inclusion at the College of Liberal Arts at Texas A&M University. She is a media psychologist specializing in the effects of media messages on audiences' attitudes. She is particularly interested in media for social good towards enhancing cultural diversity, prejudice reduction, and media literacy amongst youth.



**Mandar Apte**  
*Partnerships Director*

Mandar Apte helps build strategic alliances for Media Rise worldwide. He is the winner of the inaugural Ashoka League of Intrapreneurs for using meditation techniques to nourish innovation culture at Shell. He has been an invited speaker at TEDx, Knowledge@Wharton and Aspen Ideas Festival. He is a senior faculty member of leadership programs of the International Association for Human Values and the Art of Living Foundation. In his professional life he runs the Social Innovation group at Shell and provides seed funding to early stage startups.

# OUR FESTIVAL

The weeklong Media Rise Festival in Washington, D.C. includes a pitch night for media innovators, a video challenge connecting filmmakers with local nonprofits, a forum of panel talks, a youth festival for teens and educators, and other community-driven events.







# FEEL



#MEDIARISE

**2013**

**1 WEEK**

**12 VENUES**

**11 EVENTS**

**60 SPEAKERS**

**650 ATTENDEES**

**2014**

**1 WEEK**

**8 VENUES**

**11 EVENTS**

**50 SPEAKERS**

**700 ATTENDEES**

**2015**

**1 WEEK**

**10 VENUES**

**10 EVENTS**

**60 SPEAKERS**

**700 ATTENDEES**







# CONNECT



#MEDIARISE

# PAST SPEAKERS

*We've hosted more than 200 speakers over the past years. Here are a few of them:*

## CREATIVES



**Gabriel "Asheru"  
Benn**

Hip Hop Artist &  
Educator



**Jeff Orlowski**

Filmmaker,  
"Chasing Ice"



**Asher Jay**

Creative  
Conservationist  
and National  
Geographic  
Emerging Explorer

## NONPROFIT ADVOCATES



**Mary Jordan**

Founder, The  
Water Tank Project



**Jon Sawyer**

Founder, Pulitzer  
Center on Crisis  
Reporting



**Michelle Ciulla  
Lipkin**

Executive  
Director, National  
Association for  
Media Literacy  
Education



## ENTREPRENEURS & BUSINESS LEADERS



**Brian Sirgutz**

Senior Vice  
President, Social  
Impact, AOL/  
Huffington Post  
Media Group



**Kate Watts**

Managing Director,  
Huge



**Clarence Wardell III**

Founder, Tinygive;  
Presidential  
Innovation Fellow

## EDUCATORS



**Gary Kreps**

Professor, George  
Mason University



**Amy Jordan**

Director, Media &  
the Developing  
Child, Annenberg  
Public Policy  
Center, University  
of Pennsylvania



**Dara Feldman**

Director of  
Education &  
Professional  
Development;  
Board Chair, The  
Virtues Project



INSPIRE



#MEDIARISE



# AUDIENCE PROFILE

*Our speakers & attendees are leaders in:*

**NONPROFIT/NGO:** activists, advocates, policy influencers.

**BUSINESS:** CEOs & founders, social innovators, marketers, entrepreneurs.

**COMMUNICATIONS:** photographers, filmmakers, journalists, bloggers, storytellers, content creators, media professionals.

**ART:** artists, arts administrators, art directors, curators, exhibitors.

**DESIGN:** graphic designers, architects.

**GOVERNMENT:** civic leaders, engaged citizens.

**EDUCATION:** academics, researchers, teachers, parents, students.

*From organizations & companies such as:*

American Red Cross

Center for American Progress

Eurasia Foundation

Human Rights Campaign

No Kid Hungry

NPR Code Switch

Latinitas

Oxfam America

Booz Allen Hamilton

Groundswell

Huffington Post

Smithsonian Institution

National Alliance To End

Homelessness

Newsweek

Huge

National Geographic

Amazon Aid Foundation

Living Social

Micro-Documentaries

Meridian Hill Pictures

Voice of America

The Washington Post

The Pulitzer Center

Bittersweet Creative

The Water Tank Project

Natl. Assn. for Media Literacy

Education

The Corcoran

Inscape Publico

U.S. Census Bureau

USAID

UN Foundation

The National Endowment for the Arts

Center for Media & Social Impact

Howard University

The George Washington University

Gallaudet University

University of Pennsylvania

Woodrow Wilson Center

United Nations Alliance of Civilizations

Gandhi Brigade



*With job titles like:*

Actor

Architect

Artist

Business Analyst

CEO

Civil Rights Attorney

Communications Manager

Community Manager

Consultant

Creative Director

Designer

Director

Filmmaker

Journalist

Graphic Designer

Marketing Manager

Paralegal

Photographer

PR Consultant

President

Producer

Public Affairs Specialist

Realtor

Social Impact Advisor

Student

Teacher

UX Designer

Videographer

Web Designer

Writer



## News & Journalism

**Robert Samuels**, *Staff Writer, Washington Post;*  
*Mentor, Press Pass Mentors*  
**Jon Sawyer**, *Founder, Pulitzer Center on Crisis Reporting*  
**Kem Knapp Sawyer**, *Contributing Editor,*  
*Pulitzer Center on Crisis Reporting*



## Hollywood & Entertainment

**Brian Dyak**, *CEO, Entertainment Industries Council, Inc.*  
**Vincent Peone**, *Filmmaker*  
**Josh Ruben**, *Filmmaker*  
**Megan Gaiser**, *Founder, Contagious Creativity*



## Environmental Sustainability

**Jeff Orlowski**, *Director, Chasing Ice*  
**Mary Jordan**, *Founder, The Water Tank Project*  
**Kota Kobayashi**, *Founder, Ippon Matsu Beer 一本松ビール*  
**Asher Jay**, *Creative Conservationist and*  
*National Geographic Emerging Explorer*



## Health & Wellness

**Max Lugavere**, *Filmmaker*  
**Shanti Norris**, *Co-Founder, Smith Center for Healing and the Arts*  
**Gary L. Kreps**, *Professor, George Mason University*





# PAST EVENTS

*We've hosted over 60 events since 2013. Here are a few of them:*

## 2013

Meet the Pro(f)s, London  
StoryCode Networking Lounge  
Media Entrepreneurs & Social Innovators  
Music for Social Change  
Pitch Night  
Opening Party  
Forum  
Doc-In-A-Day  
"The Match" Brunch  
Youth Media Rise  
48-Hour Video Screening  
And other community events

## 2014

Unplugged Spaces  
Now Hiring!  
Street Art for Social Change  
Transmedia for Local Impact  
Social Hour  
Pitch Night  
Opening Party  
Forum  
Doc-In-A-Day  
Youth Media Rise  
48-Hour Video Screening  
Early Rise Austin  
Early Rise Singapore  
Early Rise D.C. (Feb & Sept)  
Early Rise Chicago  
Early Rise Chennai  
Meet and Greet Singapore  
Meet & Greet NY  
Meet & Greet Austin  
Volunteers Social  
Catalyst: Media & Art for  
Social Change

## 2015

Meet & Greet DC(Aug &  
Sept)  
Now Hiring!  
Pitch Night  
Opening Party  
Forum  
Doc-In-A-Day  
Youth Media Rise  
48-Hour Video Screening  
Civic Engagement  
Environmental Storytelling  
Watermark screening  
Mask You Live In screening  
Problematic Perceptions  
RISERS premiere  
Chasing Ice Screening &  
Outreach

## 2016-Present

UNAOC Talk, 2016  
From India with Love Screening  
(many cities), 2017  
Teens N Screens, Dallas, 2017  
Straight/Curve Screening, 2017  
NAMLE-TAMU Media Literacy  
Symposium, 2018  
#Gandhi150, 2019  
#CitiesforPeace, 2019  
From India With Love Screening  
(many cities), 2019

# Pitch Night

# Street Art for Social Change

Networking

# Forum

# Transmedia for Local Impact

Networking Lounge





# WHAT THEY SAID

"Participating in Media Rise Pitch Night was a fun and formative experience. The crowd had so much energy."

**Kate Glantz**, *Founder & CEO, [heartful.ly](http://heartful.ly)*

"Finding early adopters is a very important part of innovating, and through Media Rise, I've been able to access a great community of potential users and supporters"

**Ben Connors**, *Founder, [The Last Graph](http://TheLastGraph.com)*

"Aside from the cash prize, the enhanced network that I've now received is proving to be fruitful already. I'm excited to pursue these new connections."

**Sage Salvo**, *Founder & President, [Words Liive](http://WordsLiive.com)*

"We need this kind of synchronicity if the old guard is going to let up. Diversity inclusion is uncomfortable for many and I think each of us is making it accessible, so relevant, meaningful and frankly, sexy to viewers, listeners, interested advocates."

**Laura Donnelly**, *Founder & COO, [Latinitas](http://Latinitas.com)*

"Sometimes I forget how powerful media is in being a force for good but being surrounded by social entrepreneurs, change makers, and creatives this weekend was a much-needed reminder."

**Tiffany Yu**, *Founder of [Diversability](http://Diversability.com)*

"The event was outstanding, inspiring and it resonated powerfully."

**Megan Gaiser**, *CEO, [Contagious Creativity](http://ContagiousCreativity.com)*

"The pitch night and forum were inspiring, informative, and fun."

**Carrie Clyne** *Communications Director, [Physicians Committee for Responsible Medicine](http://PhysiciansCommittee.org)*

"Thanks for organizing such a wonderful and inspirational festival and enabling me to be a part of it."

**Rudaba Nasir**  
*Producer, [Voice of America](http://VoiceofAmerica.com)*

"My deepest appreciation to you for the amount of time and effort you put into the festival. Congratulations on not only having a good idea but actually implementing it."

**Michelle Ciulla Lipkin**  
*Executive Director, [National Association for Media Literacy Education](http://NationalAssociationforMediaLiteracyEducation.org)*



“It was my pleasure to be amongst so many bright and gifted innovators.”

**Denasha Bullock**

D.C. Partnerships Coordinator  
Move This World



“The thought and care that went into the development of the festival really came through in the sessions and the work of the presenters.”

**Lakita Edwards**

Arts Education Specialist  
The National Endowment for the Arts



“Thank you for this wonderful festival. I knew within the first five minutes that the 4-hour bus ride from Brooklyn was going to be worth every second.”

**Scott Feraco**

Founder & Creative Director  
The “V” Channel



“I feel honored to be a part of this important movement. I recognize that this has been a huge undertaking and I acknowledge your commitment to making the world a better place through uplifting media.”

**Wendy Milette**

Director of Media Arts  
Education & Film Festivals  
The MY HERO Project



“At every turn, I was impressed with the quality of the conversation, the quality of the venues, the quality of the organization, etc. It was fascinating to see how connections were developing.”

**Sherri Hope Culver**

Director  
Center for Media and Information Literacy  
Temple University



“It was one of the warmest and accepting events in DC I’ve ever been part of.”

**Ryan Hill**

Director of Digital Learning Programs and ARTLAB+  
Smithsonian Institution





“I am so glad to have had the opportunity to participate in such a wonderful event. The thoughtfulness that was put into creating a community and fostering opportunities for collaboration really set the festival apart.”

**Ayla Schlosser**

Founder & Executive Director  
Resonate



“I met a lot of key, interesting, like-minded folks and hope that our connections and collaborations will continue to make a bigger change in the future.”

**Asheru**

Hip-hop Artist & Educator



“It is a new paradigm. Game changing in fact. Ten years from now, the first MediaRise will be remembered with nostalgia and pride - when this is actually a movement.”

**Kanniks**

Composer & Music Educator



“Media Rise is a festival with soul. Grateful to be a part of this transformative bridge building between media and good!”

**Jessica Solomon**

Cultural Agent & Director  
Art in Praxis



“My heartfelt congratulations to all of you for your dedication, enthusiasm and professionalism in putting together the Media Rise. The number and caliber of people attended as speakers, panelists, educators, parents, etc. were a testimony to the hard work you put into organizing this week-long festival.”

**Filiz Odabas-Geldiay**

Executive Director  
International Association for Human Values



“The inspiration, the gratitude, the continued contact and future collaboration...I say YES!”

**Gedalya Chinn**

Resident Teaching Artist  
Young Playwrights' Theater

# CASH PRIZES AWARDED

*Through the Media Rise Pitch Night competitions we've hosted since 2013, we have awarded \$8000 cash & in-kind prizes to support a diverse range of creatives & social entrepreneurs in their efforts to create meaningful media, including:*

**Sage Salvo**, Words Liive, an artist and educator, for his patented platform that integrates song lyrics into students' reading assignments ( "Real-Time" and On-demand Culturally Responsive platform)

**Kate Glantz**, for her project Heartful.ly, a wedding registry website where couples can raise money to help charities and non-profits

**Ben Connors**, LastGraph.com, a creative technologist and journalist, who won the Grand Prize (\$1,000 + full-page ad in Newsweek) for his database of embeddable 'actions' related to news and current events for journalists and nonprofits.

**Clarence Wardell**, tinyGive, a web application that empowers individuals to donate to causes on Twitter.

**Shannon Carroll**, a New York-based artist and documentary storyteller, for her project Southside Stories, an audio walk into the southside of Williamsburg, Brooklyn.

**Matthew Malzkuhn**, co-producer of ASL for the People, a mobile app that introduces and teaches American Sign Language (ASL).

**Monica Gray** and **Annie Medaglia**, co-founders of DreamWakers, a nonprofit organization that addresses the needs of lower income students by applying classroom content to the real world.

**Brandon Anderson** and **Joseph Gruenbaum**, co-founders of SWAT (Safety With Accountability & Transparency), a mobile application that seeks to build awareness about the militarization of the police force and the lack of evidence in cases of police brutality.

**Blair Glencorse** from Accountability Lab. He pitched an idea to create an "Ebola awareness film school" to educate Liberians about the Ebola virus by teaching them how to create health education narratives.



# SHORT VIDEOS SUPPORTED

*Through the 48-hour video challenge event, we have produced 13 short videos (pro bono) to support local D.C. nonprofits:*

Figment DC  
HumanitiesDC  
Project Create  
The Sanctuaries  
Thomas Circle Singers  
The Washington Ballet  
Banished Productions  
Word Beats & Life  
Double Nickels Theatre Company  
The Levine School of Music  
Living Classrooms  
Joy of Motion  
Art All Night



# OUR REACH

*In addition to our events, we have an active online presence:*

**FACEBOOK** 1,500

**TWITTER** 1,500+

**EMAIL SUBSCRIBERS** 3,000+





# 2013 SPONSORS

## COLLABORATORS



## CREATORS



## SPECIAL THANKS TO:



## SUPPORTERS



## MEDIA PARTNERS





# 2014 SPONSORS

*In 2014, we were grateful for the support of the following sponsors and media partners:*

## INNOVATORS

**Newsweek**

**PUBLIC**  
FOUNDATION

## COLLABORATORS



**HUGE**



## SUPPORTERS



*The Washington Post*  
**APARTMENT SHOWCASE**

## MEDIA PARTNERS

The Art of Living Foundation  
American University Center for  
Social Media  
The Create Daily  
Docs in Progress  
NAMLE  
The Pink Line Project  
PunchRock  
Raise Your City  
Saylor

# 2015 SPONSORS

*In 2015 we were grateful for the support of the following sponsors and media partners:*



# SPONSORSHIP IN ACTION



## DC Office of Motion Picture & Television Department

The DC film office supported local filmmakers and social impact organizations by sponsoring \$3,000 to cover venue expenses and cash prizes for the Media Rise 48-Hour Video Challenge. Deputy Director Herbert Niles served as a judge, along with Beverly Schwartz, VP of global marketing at Ashoka and Dan Hayes, chief of production at Freethink.



## Huge

The digital agency sponsored \$1,500 in cash prizes for the winners of the Media Rise Pitch Night. Managing Director Kate Watts served on the panel of judges to select the winners. A team of Huge designers, copywriters and strategists also contributed pro bono services to design a full-page, color print ad in Newsweek magazine, in support of the Pitch Night Grand Prize winner, DreamWakers, an educational nonprofit. The ad placement was made possible through an in-kind media donation from PVBLIC Foundation.



## KIND Snacks

The natural foods company donated healthy granola bars and clusters to feed our hungry guests. KIND's commitment to social entrepreneurship with impact and its message of holistic kindness aligned with the core values of Media Rise.



## International Association for Human Values

IAHV offers programs to reduce stress and develop leaders so that human values can flourish in people and communities. As one of our founding sponsors, IAHV helped guide the development of our mission, and during the festival, offered in-kind venue space at their beautiful meditation center. Executive Director Filiz Odabas-Geldiay also shared her expertise as a moderator at our Forum's "Health & Wellness" session.



# SPONSORSHIP IN ACTION

*All winners of Pitch Night receive pro bono digital, design & strategy consulting services from Huge & PVBLIC Foundation, as well as productive space at Cove*

*We are proud to announce that DreamWakers, the grand prize winner of the 2014 Media Rise Pitch Night, is featured in a full-page ad in the April 3 and April 10 issues of Newsweek magazine.*

**Newsweek**

**PVBLIC**  
FOUNDATION

**HUGE**





# EARLY RISE MEET-UPS

*London, D.C., Chicago, Singapore, Chennai, New York, Austin*



# EARLY RISE EVENTS

*Our morning event series included inspiring talks by 2-3 keynote speakers and networking over healthy breakfast & coffee. We have hosted ten Early Rise events and meet-ups around the world in London, Singapore, Chennai (India), Chicago, Austin, New York, and Washington, D.C. (with approx..40 attendees each)*

## EARLY RISE AUSTIN

### WHAT

an inspiring talk, meditation & networking over healthy breakfast & coffee

### WHO

content creators, storytellers, designers, activists, business leaders & educators dedicated to inspiring media for social good

### WHEN

friday, march 7, 2014  
9:00 am - 10:30 am

### WHERE

sustainable food center  
2921 e. 17th street  
building c  
austin, tx 78702

RSVP: <http://earlyriseaustin.eventbrite.com>



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[www.mediarisnow.org](http://www.mediarisnow.org)  
Twitter: @mediarisnow  
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Instagram: @mediarisnow



## EARLY RISE SINGAPORE

### WHAT

an inspiring talk, meditation & networking over healthy breakfast & coffee

### WHO

content creators, storytellers, designers, activists, business leaders & educators dedicated to inspiring media for social good

### WHEN

thursday, april 24, 2014  
9:00 am - 11:00 am

### WHERE

FASS faculty lounge  
arts canteen, the deck, level 2  
national university of singapore

RSVP: <http://earlyrisessg.eventbrite.com>

special thanks to the NUS department of communications and new media and CARE

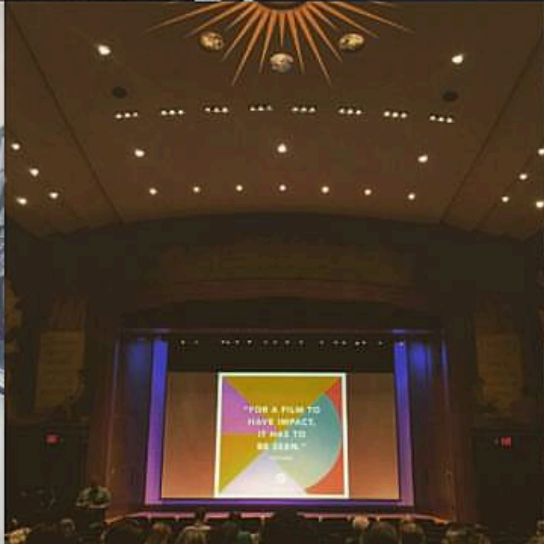
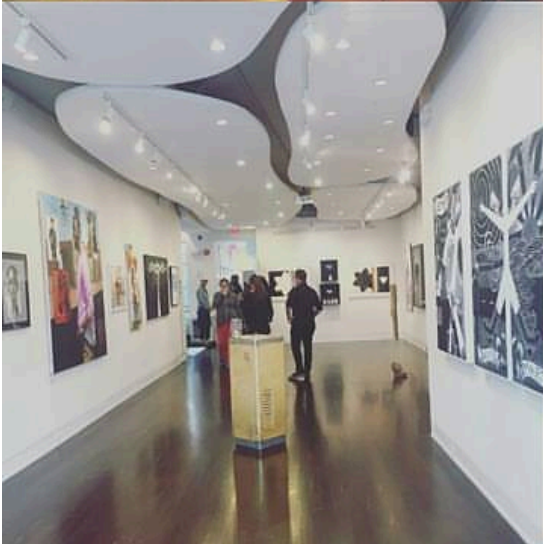
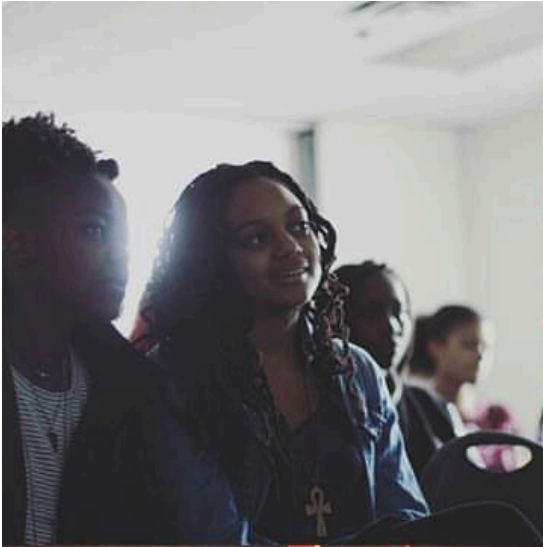


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