



[www.mediarisenow.org](http://www.mediarisenow.org)  
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## INAUGURAL FESTIVAL PROMOTES MEANINGFUL MEDIA FOR SOCIAL CHANGE

*A weeklong series of events celebrates the power of storytelling, art, design and media to increase empathy, collaboration and innovation.*

### FOR IMMEDIATE RELEASE

**Washington, D.C. September 4, 2013** – The Media Rise Festival will make its debut in Washington, D.C. this September. The weeklong series of events, held at various locations on September 23-29, celebrates how storytelling, design, art and media can contribute to a peaceful, just, and sustainable world.

“We live in a world where we are inundated by media, from music to film. This plays a critical role in shaping our perceptions and influencing our actions,” said Srivi Ramasubramanian, executive director of Media Rise and associate professor of communication at Texas A&M University. “We created this festival to showcase the positive impact of media, and to encourage partnerships among media professionals and changemakers to accelerate social change.”

The not-for-profit, volunteer-driven Media Rise Festival is organized along three main themes: Feel (Empathy), Connect (Collaboration) and Inspire (Innovation.) Signature events hosted by the festival team include nightly networking lounges, opening and closing parties, a 48-hour video challenge, a pitch night for entrepreneurial creatives, a daylong discussion forum, and a youth festival.

The agenda will also include independently organized community events, held at multiple locations by multiple partners across the city. These include workshops, panel talks, exhibits and performances.

The festival’s two main events will be held over the weekend. The Forum on Saturday, September 28 features more than 15 influential speakers from across the country who will share their experience on how various forms of media, from architecture to street art, can improve communities. They will present on media’s role in advancing four different topics: Empathy & Altruism; Peace, Equality & Social Justice; Community Development & Sustainability; and Policy & Civic Innovation. The conference-style event will be held at 1776, the D.C.-based tech startup hub and incubator.

Teenagers, parents and educators are invited to attend Youth Media Rise on Sunday, September 29. The afternoon events will feature panel discussions for adults, led by media professionals and educators, and interactive storytelling, social media and theater workshops designed for youth. The Josephine Butler Parks Center venue will also host performances, studio spaces, a visual art showcase, and interactive lounges to enhance the curiosity and creative expression of young people in meaningful ways. The event is free for youth (ages 13-18) to attend.

An All-Weekend Pass for all ticketed signature events can be purchased online for \$135 (or \$70 for students.) More information and registration details can be found at [www.mediarisenow.org](http://www.mediarisenow.org).

### PRESS CONTACT:

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## **SCHEDULE OF EVENTS**

### **Friday, September 27: Pitch Night + Opening Party**

An evening showcase, giving media creators a chance to give their pitches and proposals in captivating 5-minute presentations, for an opportunity to win cash prizes from supportive funders and donors.

The Pitch Night will be followed by an evening celebration, featuring eco-conscious food and drink, with an interactive art and music showcase produced by cause-oriented creatives, in a pop-up gallery.

Programming includes:

Welcome, introductions to kick-start the weekend festival.

“Doc in a Day” 48-Hour Video Challenge Launch, a weekend competition, presented by Stone Soup Films and sponsored by Pivot.tv, inviting filmmakers to create high-impact, high-quality videos for local nonprofits in just two days.

Music and Dancing, with musicians dedicated to social change, against a beautiful backdrop of meaningful visual art.

Start: September 27, 2013, 7:30 p.m.

End: September 28, 2013, 12:00 a.m.

Venue: Pop-up art gallery

Address: 1805 7th St NW, Washington, DC 20001

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

### **Saturday, September 28: Forum**

A daylong series of inspiring talks, thought-provoking presentations and workshops, convening people from across the world who are passionate about creating positive change through news and entertainment media and communications. The forum is designed for information-sharing on case studies, best practices, and requests for collaboration in the media and social impact sectors.

Session Topics:

Innovation & Leadership in Media

Policy & Civic Innovation

Peace, Equality & Social Justice

Community Development & Sustainability

Empathy & Altruism



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Start: September 28, 2013, 9:00 a.m.

End: September 28, 2013, 6:00 p.m.

Venue: 1776

Address: 1776, 1133 15th St. NW, 12th Floor, Washington, DC 20005

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

### **Sunday, September 29: "The Match" Brunch**

A data driven, curated "speed-dating" event for storytellers, designers, scholars, social enterprises and scholars to cultivate longer-term, strategic relationships that further their collective reach and impact. Participants will reconnect, get refreshed and follow-up from the Forum events. They will convene to co-create a vision for sustaining the Media Rise momentum toward actionable ideas. "The Match" is powered by Art in Praxis, a social practice laboratory dedicated to inquiry and building experiments at the intersections of community, art and change.

Start: September 29, 2013, 9:30 a.m.

End: September 29, 2013, 12:00 p.m.

Venue: Sri Sri Center for Peace and Meditation

Address: 2401 15th St NW, Washington, DC 20001

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

### **Sunday, September 29: Youth Media Rise**

A festival-within-a-festival for youth (ages 13 to 18), media educators and engaged parents. Workshops for youth will focus on digital storytelling, social media and digital gaming. Workshops for media educators and parents will focus on media literacy and innovative technologies. The day will include performances, studio spaces, a visual art showcase, and interactive lounges to enhance the curiosity and creative expression of young people in meaningful ways.

Start: September 29, 2013, 12:00 p.m.

End: September 29, 2013, 6:00 p.m.

Venue: Josephine Butler Parks Center

Address: 2437 15th St NW Washington, DC 20009

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

### **Sunday, September 29: "Doc in a Day" 48-Hour Video Challenge Screening**

Film screenings, including an awards ceremony, presented by Stone Soup Films and sponsored by Pivot.tv, to acknowledge the winning filmmakers.

Start: September 29, 2013, 6:30 p.m.

End: September 29, 2013, 8:00 p.m.



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Venue: Josephine Butler Parks Center  
Address: 2437 15th St NW Washington, DC 20009  
RSVP: <http://mediarise.eventbrite.com/>

### **Sunday, September 29: Closing Party**

An evening celebration to say “thank you” and encourage excitement about growing the Media Rise movement.

Start: September 29, 2013, 8:00 p.m.  
End: September 29, 2013, 11:00 p.m.  
Venue: Josephine Butler Parks Center  
Address: 2437 15th St NW Washington, DC 20009  
RSVP: <http://mediarise.eventbrite.com/>

### **TICKETS**

Most community events are free and open to the public. Tickets to signature events range from \$10 - \$100 and can be purchased at [www.mediarise.eventbrite.com](http://www.mediarise.eventbrite.com).

### **CONNECT ONLINE**

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