

**Title: The Lottery**

**Pitch:** Four impoverished Harlem families struggle to get their children a better education through charter schools. The public schools are failing and only a select few students are able to get into the charter schools. How will the parents overcome these obstacles to get their children into college and off the streets?

**Target Audience:**

Low Income families

Age: 15+

Gender: male/female

Marital Status: Any

Education: Any

Race: Black, Latino

Location: Orlando, Altamonte, Winter Park, Oviedo, Tampa

**Key Words:** poverty, low income, education, upward bound, future, college, children, black, latino, education gap, school lotteries, charter schools, school choice, New York, single-parent families,

**Online Resources:** facebook, twitter, myspace, <http://thelotteryfilm.com/>, USF Upward Bound Alumni facebook group,

**Local Establishments:** Upward Bound Tampa, UCF Association of Childhood Education International, Central Florida Future, Education Student College Council, Kappa Delta Pi, Student Council for Exceptional Education, Student National Education Association, UCF R.E.A.D.S-orlando, Capital Outlook, Florida Sentinel Bulletin, Jacksonville Advocate, Northeast Florida Advocate, Orlando Times, Pensacola Voice, Westside Gazette

**Time Line:****Week 1: March 8-14**

- Brainstorm ideas
- Contact the filmmaker
- Ask the filmmaker about marketing tips and suggestions
- Gather any collateral available from filmmaker
- Create a budget
- Research organizations and businesses

**Week 2: March 15-21**

- Create a press release
- Create flyers, postcards, etc
- Create website and blogs
- Create facebook page

**Week 3: March 22-28**

- Get filmmaker's approval on collateral
- Send out press releases to media outlets
- Contact social workers, groups and organizations
- Contact local school officials

**Week 4: March 29-April 4**

- Distribute flyers to schools, education organizations, family-oriented organizations
- Start internet advertisements
- Start newspaper advertisements
- Advertise on radio and television
- Start film countdown of screening on blogsite
- Street advertisement

**Week 5: April 5-11**

- Hand out postcards at film festival
- Continue distributing flyers
- Pitch film to audience
- Attend Screening of film