



WILMINGTON PRODUCTION COMPANY
DEBUTS LATEST FEATURE DOCUMENTARY

Film following UD professor's research examines citizen-led analysis of street violence.

SYNOPSIS

The People's Report (65 minutes - 2013) tells the story of a groundbreaking research study conducted by and for people living in two Wilmington, Delaware neighborhoods beset with poverty, unemployment and violence, yet still willing to hope. The film chronicles the strategy, process and outcomes of one of the first Participatory Action Research projects to go to the streets to study the relationship between the structural and physical violence that have contributed to this small American city being named in 2012 the most dangerous city in the country by Parenting Magazine.

"The professionalism; the skill-set in film development; the courage to remain committed to the voices of the streets of Wilmington; and the raw passion to engage in cutting edge work--were among the reasons the Wilmington Street PAR Family selected Teleduction/Serviam Media to produce our documentary, *The People's Report*." - Dr. Yasser Payne

BACKGROUND

Under the direction of principal investigator Dr. Yasser Payne, an associate professor of Black American Studies at the University of Delaware, fifteen researchers from the targeted neighborhoods were selected and trained to administer a comprehensive survey and gather data from the community. The research team, also known as the PAR Family, had no prior experience in research methodology. Intelligent and talented, many had been involved with the criminal justice system, and a majority were younger adults with dependent children. From 2009 to 2011, they were employed by the research project to conduct surveys and compile hundreds of hours of interviews. In the process, lives were transformed. As of the film's completion, several are enrolled in College and two are now studying for advanced degrees. Others remain unemployed, and some have been incarcerated.

The People's Report - <http://www.thepeoplesreport.com>

CONTACT: Elizabeth Lockman, Serviam Media

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PLOT

"This is a story about wasted human resources," says film's director Sharon Baker. "What we learn from *The People's Report* is that men and women living in communities plagued by structural violence often live a fight or flight existence, never getting the opportunity to fully develop themselves. Who among us, when confronted with this level of barrier would be able to rise above these circumstances? And yet people are resilient."

The film features clips recorded by researchers in which citizens share their views about the root causes of chronic underachievement, violence, incarceration, disparity, race, hope, family, and creative potential. The filmmakers introduce new voices from the community who candidly share their feelings on losing children to gun violence, recidivism, fathering, mothering, community and contribution. Moving shots of neighborhood streets and clips from public surveillance cameras provide a look into some of the disrepair and chaos that each day confronts people living in these spaces when they walk out their doors.

Actual statistical findings from the research are interspersed with striking still photography and new HD footage. The film's predominant underscore uses powerful original music tracks created and recorded by members of the PAR research team, further illustrating the film's central theme. Amidst the structural and physical violence that afflicts so many of our poorer communities, there is tremendous creativity, talent and strength waiting to be tapped.

TRADITION

The People's Report (65 MINUTES – 2013) is the latest Hearts and Minds Film release from TELEDUCTION, Inc. and the company's sister non-profit, Serviam Media, Inc. Since 2002, the companies have collaborated, establishing an award-winning tradition of thoughtful storytelling through this initiative. Hearts and Minds Film titles specialize in featuring people, events and movements of historical and social importance. With titles such as *Whispers of Angels*, *Risky Stuff*, *With All Deliberate Speed: The Legacy of Brown v. Board*, *Estamos Aqui*, *A Dream Deferred*, and short subjects like *I Have A Dream*, the Hearts & Minds Films examine the history of slavery's abolition and the civil rights movement, as well as modern issues in public education, immigration and AIDS prevention.

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FILMMAKERS**SHARON K. BAKER**
Director and Producer

Sharon Baker's creative expertise and life long interest in advancing social justice through critical storytelling have been the driving forces behind TELEDUCTION's success since its expansion to film and television in 1982. Expert in the art of the interview, she has documented the struggles and achievements of people in neighborhoods throughout the US, and in settings in Africa, China, Central America and elsewhere, tapping into the humanity of her subjects from the powerless...to Presidents. Her titles include *Cartoons Go to War*, *Whispers of Angels*, *With All Deliberate Speed: Brown v. Board*, *Estamos Aqui* and *Why I Write*. TELEDUCTION programs have been broadcast via American Public Television, The History Channel, The BRAVO Network, National Geographic Worldwide, and are in educational distribution throughout the US. Sharon's extensive experience as a Producer, Director, Writer and Photographer has netted her prestigious [industry awards](#) (*Emmys*, *National Gabriel*, *bronze and silver Chris*) and Palm D'Or at distinguished Film Festivals, including *Heartland* (2011).

In 2002, Sharon founded Serviam Media, Inc., a non-profit media company. Serviam creates new media initiatives designed to inform, inspire and empower media consumers. "The goal is to develop platforms for effectively engaging new and underserved audiences, and to foster greater civic engagement." Initiatives include Hearts and Minds Film™ that hosts an annual socially-focused Film Festival and media training workshops for underserved youth, and Content Delaware.org, an online feature storytelling project for Delaware, a state with no indigenous television channel.

DAN COLLINS
Producer and Editor

A life-long believer in the arts as an agent of social change, Daniel Collins was drawn to creative writing, photography and film at an early age and pursued those interests at the Park School of Communications at Ithaca College in New York. Dan's experience as a journalist and published author, along with more than 10 years of editing and production experience, form the basis for his digital storytelling style.

As an editor and producer for TELEDUCTION, Dan has made dozens of documentary films, many of which have screened at major film festivals and won industry awards. He is also an experienced grantwriter, serving as the Outreach Director for nonprofit Serviam Media.

PASCAL DIECKMANN
Director of Photography

Born into a family of artists, architects, writers and film makers, Pascal developed an early passion for photography. He studied at the Federal Film College SFOF in Berlin/Germany, emerging from his training to become a freelance Director of Photography for German TV. Pascal honed his skills as a popular cameraman for ZDF (Europe's largest TV network) where he traveled throughout the world to film award-winning documentaries for the network. In 1996 Pascal moved to the US with his wife,

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an American educator, and their daughter. He was soon sought out for his talents as a photographer by prominent American broadcast programmers, including ABC 20/20, NBC's Dateline and the Today Show, National Geographic, the Discovery Channel, the Food Network, HBO Sports, and non profit organizations like Greenpeace. In 1998, Pascal began his fifteen year collaboration with Sharon Baker and TELEDUCTION, where he serves as Director of Photography and Creative Consultant for all major projects. Pascal has worked in 60+ countries, filming subjects that range from street kids in Romania to American Presidents and world events that include the fall of the Berlin Wall, the Gulf War, the aftermath of 9/11 and Operation Iraqi Freedom. These days, Pascal enjoys working closer to home where his talent and compassion make him the perfect collaborator with TELEDUCTION, and where his colleagues consider him to be among the finest lighting-cameramen working in documentary production.

PRODUCTION ENTITIES

TELEDUCTION

Since 1976, TELEDUCTION has produced and distributed critically-acclaimed programs to both broadcast and educational audiences. TELEDUCTION titles range in content from issue-oriented public affairs programs and cultural/historical documentaries to narrative children's programming. In addition to its artistic vision, TELEDUCTION is dedicated to making a positive contribution to the greater community through the television and film arts. This commitment is manifested in our partnerships with community and non-profit organizations, and the aesthetic and technical standards that empower our celebrated productions.

<http://www.teleduction.com>

SERVIAM MEDIA

Serviam Media, Inc. is a non-profit, charitable, educational corporation formed in 2002 for the purpose of creating educational programming, digital media, and outreach initiatives to inform, inspire and empower diverse audiences. The company partners with organizations, institutions, and individuals throughout the nation to create programs that will foster human understanding, multi-cultural appreciation, and civic engagement.

<http://www.serviammedia.org>

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CREDITS

Producer/Director

Sharon K. Baker

Producer/Editor

Daniel R. Collins

Director of Photography

Pascal Dieckmann

Associate Producer

Brandon Vincent Jackson

Assistant Editors

Brandon Vincent Jackson

Julie Pfeifenroth

Line Producers

Sharon Baker

Dan Rosenthal

Project Development/Outreach

Elizabeth Lockman

Principal Investigator

Yasser Arafat Payne, Ph.D.

Associate Professor

Department of Black American Studies

University of Delaware

Lead Research Associate

Darryl A. "Wolfie" Chambers

Graduate Student

Department of Criminology

University of Delaware

Wilmington Street PAR

Research Team

Kenyatta Brooks

Darryl Chambers

Derrick Chambers

Kontal Copeland

Bernard Cornish

Patrice Gibbs

Earvin Griffin

Dubard McGriff

Louis Price

Ashley Randolph

Melodi Robinson

Tiana Russell

Dennis Watson

Jonathan Rashied Wilson

Corry Wright

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Also Featuring

Charles A. Madden, J.D.
Executive Director,
Wilmington HOPE Commission

Raye Jones Avery
Executive Director,
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Mark Powell
Kristen Rowe

Data Analysts

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Regina Sims, Ph.D.
Corry Wright, A.A.
Brooklyn Hitchens

Partner Organizations

The Wilmington HOPE Commission
(Lead Organization)
Christina Cultural Arts Center
The United Way of Delaware
Metropolitan Wilmington Urban League
University of Delaware
Delaware State University
Wilmington University

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Southbridge Neighborhood House
Public Allies Delaware
Thomas Apple, Ph.D.
Chancellor at the University of Hawaii
Leland Ware, JD
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University of Delaware Students
Multimedia & Design Center,
University of Delaware
Wilmington News Journal
Homme Barber Shop
Bishop Aretha Morton
Tabernacle Full Gospel
Baptist Cathedral
Elder Janesta Raye
Tabernacle Full Gospel
Baptist Cathedral
Downtown Visions

Archival Footage

Wilmington News Journal:
"My Neighborhood" Special Report

Contributors:

Suchat Pedersen
Ashley Barnas
Robert Long
Ira Porter
Daniel Sato
Andre Smith
Adam Taylor
Joy Wedge

Additional Video

Wilmington Street PAR Research Team
Scott "Kasper" Gaddy
Downtown Visions

Music

Ben Harper
"Better Way"
Both Sides of the Gun (2006)
Virgin Records America

PENDING PERMISSION FROM ARTIST

Safe Communities:

The People's Report Mix CD Project
Bernard Cornish, Musical Director

21Poetz Mixtape

Gene Michael Productions

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