

# THE PACT: CAMPAIGN

*A Story of Survival, The Streets and The Power of Friendship.*

## **The PACT Campaign**

This collaborative endeavor leverages the feature-length documentary *The Pact* for a national, youth-focused community engagement campaign. Spearheaded by Spark Media, and other national organizations, *The Pact* uses the documentary film to support, youth development and community empowerment.

## **About the Documentary**

*The Pact* tells the story of the three doctors who co-authored the bestselling book *The Pact: Three Young Men Make a Promise and Fulfill a Dream* and their published children's version *We Beat the Streets*. The film, shows how three poverty-stricken African-American teenagers from Newark, New Jersey—Rameck Hunt, Sampson Davis and George Jenkins—vowed to stick together, go to college and become doctors. They not only accomplished this—two are physicians, one's a dentist—but they are active role models for urban youth, encouraging personal goal-setting, mentoring and community involvement.

## **Campaign Objectives**

*The Pact Campaign*, recognizing the media's influence on young people today, will bring this upbeat film into communities nationwide—before, during and after the national television broadcast—to:

- Engage youths in dialogue and action to overcome barriers to educational success
- Inform individuals and families in underserved areas about critical goal-setting
- Motivate youth to feel empowered and determined to succeed.

## **Proposed Campaign Activities**

- Community screenings supplemented by information about mentoring, youth advancement in key communities as well as post-screening discussions with facilitators on hand
- After-school activities at churches and community centers, where students will read *The Pact*, view the film and be encouraged to develop their own “Pacts” to achieve educational goals
- Strategic partnerships with national organizations that will integrate the film into ongoing programs, disseminate materials through their networks and support the local broadcast
- Development of resource materials to help educators, and youth advocate professionals use the film for youth development and community empowerment

## **About Spark Media**

Founded by filmmaker Andrea Kalin in 1989, Washington, DC-based Spark Media strives to both entertain and inspire. Our driven production team crafts projects that combine ingenuity with integrity, intellectual rigor with strong narrative, vision with action. Excellence is our passion and the standard that unites everyone at Spark to transform stories into impact and ignite lasting social change. Spark's deep roots are in activist storytelling that fosters social and institutional change. We don't just tell stories, we crystallize messages through our programming and give voice to diverse perspectives. By building partnerships with stakeholders, we strive to create change that contributes to a better, healthier and more inclusive society

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