



# **RACE IS THE PLACE**

## **Fact Sheet**

RACE IS THE PLACE offers a different way to look at one of the most pressing social issues in America today: racism. The film offers its analysis through the prism of performance, music, poetry, and art. Dramatic scenes, musical performances, monologues, poetry slams, and visual art are intercut with documentary sequences and archival materials from popular culture, including Hollywood films, old newsreels, photographs, early sound recordings, posters, and product packaging. The result is an elegantly blunt commentary on the endless permutations and continued survival of racism in the U.S.

Established artists, as well as up and coming young talent from minority communities, use words, performance, music, and image to share their insights. Some have crossed into the mainstream while others speak primarily to their own communities as they look for ways to make sense of their place in a society that often does not see past the color of their skin.

### **Funder**

RACE IS THE PLACE is part of the Making Connections Media Outreach Initiative (MCMOI), an outreach project supported by The Annie E. Casey Foundation (AECF). Launched in February 2001, MCMOI links media broadcasters to local stakeholders as a means to promote the Foundation's mission to help build strong and connected neighborhoods for children and families.

### **Outreach Campaign Objectives**

The RACE IS THE PLACE outreach campaign is designed to engage youth in examining issues of race through artistic expression. In addition to engaging people in personal reflection, RACE IS THE PLACE is a wonderful catalyst to spark discussions on:

- Art / Music as political expression
- Civil Rights
- Discrimination
- Gender issues / Women's rights
- Hate speech / Speech codes
- Human rights
- Identity
- Media literacy
- Prejudice / Bias
- Race
- Race relations
- Racism
- Social justice
- Stereotyping
- U.S. History

### **Outreach Campaign Resources**

- For outreach purposes, RACE IS THE PLACE is available in two forms. The first is a ninety-minute festival version. The second is a sixty-minute broadcast version that has been edited to conform to language and content standards.
- Discussion Guide for Youth Audiences -- Viewing race through the lens of creativity and performance can draw audiences into the discussion of race in ways that traditional programming cannot. It can help viewers open their hearts, as well as their minds.



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