

Docu- Momentum

The Effect of Education Newsletter



Welcome to our Spring 2004 newsletter!

Remember us? We are the ones documenting the lives of nine children as they navigate through this thing we've invented called school—starting at age 4, ending at age 17. This is the project that has been hailed (“*this is a prestigious work*”, “*it'll be to education what [the] Up [documentary series] was to sociology*”) and criticized (“*it's too ambitious*”, “*you won't be able to deduce anything*”). We remain earnest in our desire to show how a longitudinal film portrait can open a window for clear examination of a human process, thereby laying the foundation for meaningful and positive change.

Aside from the importance of letting you in on the happenings of this project, I find the newsletter process of pause and reflection to be insufficient—interesting and somewhat relevant, but limited—just like our solutions in the educational arena. So many things are moving, in so many varying directions over time, that taking a snapshot cannot possibly capture it. Perhaps a mental image can be more effective... picture a giant beast (at times resembling a thoroughbred, other times a giant slug) with the EOE production team in the saddle, our riding crops in hand. The beast grows in size at an exponential rate, its velocity frequently accelerating, as we attempt to arrive at a meaningful destination without falling off. If the image doesn't satisfy you then please dear reader, go further.

Since our last newsletter, we have made some exciting additions to our Advisory Board. Michael Apple and Alfie Kohn bring 40+ years of experience to bear from the education reform arena. Michael's book *Ideology and Curriculum*, was named “*one of the top twenty books on education in the twentieth century*,” and Alfie has appeared all over the media (including *Oprah*, *The Today Show* and *Time* magazine) as a respected and outspoken critic of the standards movement. John Balkcom, as a consultant to corporations and boards, as a former president of St. John's College, and currently as Chairman of the Board of a \$1 billion public company, brings a broad range of experience and a multi-disciplinary background to strengthen our analytical and fiscal approach. Kelli Harrington-Otero, as Associate Dean of San Francisco State University's College of Extended Learning, will provide, among many other things, invaluable assistance to the buy-in process of the public school system in the South Bay area of San Francisco (the Petri dish of this project).

Our new fiscal sponsor, the International Documentary Association (*IDA—www.documentary.org*), the entity that will provide the project with 501(c)(3) status, hailed the project as “*a prestigious work*.” Assuming the foundations in our capital raising strategy feel the same, we will begin production as soon as this fall.

The team is very active right now on two important endeavors: fundraising and procurement of schools, families, and children. We are talking to dozens of schools in Santa Clara, CA, setting the stage for three schools that will participate in the project for at least the next six years.

Please read through this newsletter to learn more. If you are interested in becoming an investor in this project, or wish to make a tax-free donation, e-mail or call us (info below). Any gift, no matter how small, can make a difference.

Warm Regards.
David S. Danesh, Creator, *The Effect of Education Project*



Production Staff

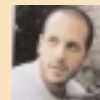
Introducing Leigh Scott

We are thrilled to welcome Leigh to our production team! She has been involved in film making and education for over a decade, having found an interest in the ways the camera lends perspective to and informs the educational process. Starting at Brown University, Leigh received a grant to initiate and direct a video program in Brazil called VIAA, which aided teachers trained in the Freirian model of popular education to use video as a catalyst for student self-reflection and professional development. Back in the United States, she worked on several documentaries including Frontline's *The Millennial Pope: Parents*—a documentary that explores the obstacles to parental involvement

in Oakland public schools—and her own film, *Mosaic*, which follows the lives of the families affected by the crash of SwissAir 111. For the past three years Leigh has been working with youth in Oakland, California: co-directing *Youth Sounds*, an after school program where young people learn the art of storytelling, and directing *Corner Store Productions*, a youth-apprenticeship production company where young people are hired as crew for productions that range from promotional to documentary.

Our Production Team

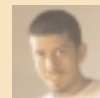
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Joaquin Alvarado
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Leigh Scott
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Building the Board

Newest Additions

Michael Apple

Michael is John Bascom Professor of Curriculum and Instruction and Educational Policy Studies at the University of Wisconsin-Madison. A former elementary and secondary school teacher and past president of a teachers union, he has worked with educators, unions, dissident groups, and governments throughout the world in democratizing educational policy and practice. He has written extensively on the relationship between education and inequality. Among his many books are *Ideology and Curriculum*, *Education and Power*, *Teachers and Texts*, *Official Knowledge*, *Democratic Schools*, *Cultural Politics and Education*, and *Power, Meaning, and Identity*. He has been awarded a Lifetime Achievement Award by the American Educational Research Association and the UCLA Medal for Distinguished Academic Achievement.

Alfie Kohn

Kohn was recently described by *Time* magazine as “perhaps the country's most outspoken critic of education's fixation on grades [and] test scores.” His criticisms of competition and rewards have helped to shape the thinking of educators—as well as parents and managers—across the country and abroad. Kohn has been featured on hundreds of TV and radio programs, including *The Today Show* and

Oprah. He has recently been profiled in the *Washington Post* and the *Los Angeles Times*, while his work has been described and debated in many other leading publications. Alfie Kohn writes and speaks widely on human behavior, education, and social theory. His most recent of eight books is *The Case Against Standardized Testing: Raising the Scores, Ruining the Schools* (2000).

John Balkcom

John is a consultant to management and boards of for-profit and not-for-profit organizations, and currently serves as Chairman of the Board of IMCO Recycling, one of the world's largest recyclers. Prior to his consulting, John was the President at St. John's College in Santa Fe, New Mexico. He also served as Chief Executive Officer of the Santa Fe campus and member of the College's Management Committee and on the board of trustees of Santa Fe Pro Musica and Advisory Board of Santa Fe Chamber Music Festival. John has a MBA from the Graduate School of Business, University of Chicago, in finance and economics.

Kelli Harrington-Otero

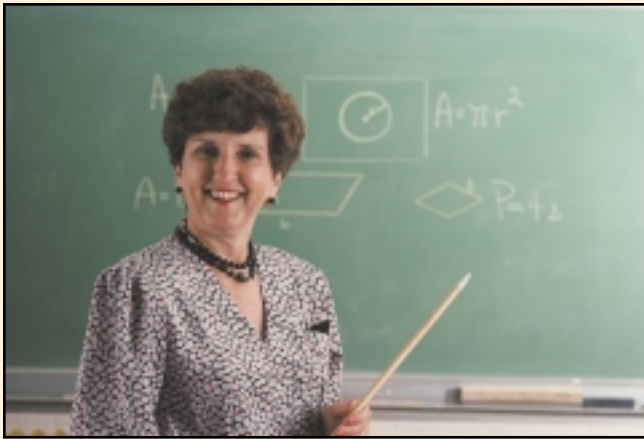
Kelli is the Associate Dean for the College of Extended Learning (CEL) at San Francisco State University. Her academic background includes a BA in History and Secondary Education from New York University, an MA in

Humanities from Teachers College, Columbia University and a MSEd in Educational Administration and Supervision from Pace University. Kelli is currently finishing her doctoral program in Organization and Leadership from the University of San Francisco with a research focus on institutional partnerships in higher education. Her professional work has focused on organizational development both domestically and internationally, curriculum development, teaching, administration and leadership cultivation in K-12, higher education and non-profit settings.

The Advisory Board

Michael Apple
John Balkcom
Dorothy Fadiman
Scott H. Forbes
Kelli Harrington-Otero
Alfie Kohn
Jerry Mintz
Amy Sommer

A Progress Report



If you have any personal connections to the above-mentioned foundations or to any foundations you think might have a related strategic interest or platform, please let us know!

Schools/Families

• Santa Clara, California

After careful deliberation we have chosen Santa Clara, a community just south of San Francisco Bay and outside of San Jose, as the “home base” for this project. Santa Clara was chosen because of its socio-economic and racial diversity as well as the broad spectrum of educational offerings. It is very important to this project that the children in the documentary come from the same “neighborhood,” yet have the opportunity to attend radically different types of schools.

• Active Discussions

We have met several alternative schools within and around Santa Clara, including:

- One World Montessori: Rebecca Keith (Primary Administrator)

- Waldorf Peninsula: Mary Roscoe (Director)
- Cedarwood Sudbury School: Stuart Williams (Co-Founder)
- Casa di Mir: Wanda Whitehead (Executive Director)

Our meetings and discussions with these schools have met with unanimous enthusiasm and interest.

• The Public School System

We have contacted the fifteen public elementary schools in Santa Clara, and are setting up round table discussions with principals, teachers and counselors. The process will result in a school that best represents “excellence” in elementary education, and that will participate and champion the documentary project. Throughout the next several months the production team, along with Advisory Board member Kelli Harrington-Otero, will facilitate this process.

Legal Counsel

Michael A. Pollner, attorney with Blank Rome LLP, will provide overall legal counsel to the project (e.g., contracts, licenses, legal structures, etc.).

Up-to-Date information

The most current Proposal and Treatment:

Go to www.eoefilmproject.com

Fundraising

• Fiscal Sponsorship by the International Documentary Association (IDA)

In January of 2004, *The Effect of Education* was accepted into the Fiscal Sponsorship Program of the IDA, and as such allows our project to obtain 501(c)(3) status in applying to grants and agencies. Donations to the project are therefore tax-deductible (hint, hint, wink, wink). The IDA will administer funds and provide guidance and assistance regarding various matters.

• Revised Fundraising Strategy

Foundations we are targeting in 2004 include the MacArthur Foundation, Paul Robeson Fund, Carnegie Corporation, Anthony Radziwill Documentary Fund, Crosspoint Foundation, and McCune Foundation.





Pending Advisors

We are currently in active communication with these prospective advisors:

RJ Cutler

A documentary filmmaker whose credits include *The War Room*, D.A. Pennebaker's account of the 1992 presidential campaign, and *American High*—a documentary about high school seniors—to date one of the most ambitious documentary projects to air on commercial TV (on Fox and PBS).

Linda Darling-Hammond

Currently Professor of Education at the Stanford University School of Education, and The Executive Director of the National Commission on Teaching and America's Future. She is the author or editor of six books and has authored more than 150 journal articles, book chapters, and monographs on issues of educational policy and practice.

Frederick Wiseman

One of today's greatest living documentary film makers. For close to thirty years, thanks to the Public Broadcast Service (PBS), he has created an exceptional body of work

consisting of thirty full length films devoted primarily to exploring American institutions. Among these works, he directed the groundbreaking *High School and High School II*, *Titicut Follies*, and *Public Housing*.

Vartan Gregorian

The twelfth president of Carnegie Corporation of New York. Previously, he served for nine years as the sixteenth president of Brown University. He currently serves on the boards of the Institute for Advanced Study at Princeton, Human Rights Watch, the Museum of Modern Art, and The McGraw-Hill Companies. His numerous civic and academic honors include some fifty honorary degrees. In 1998, President Clinton awarded him the National Humanities Medal.

Ted Sizer

Ted is arguably the leading educational reformer in the United States. He is chairman of the Coalition of Essential Schools, founded in 1983, was dean of the Graduate School of Education at Harvard and, subsequently, the headmaster of Phillips Academy in

Andover, Mass. He is the Founding Director of the Annenberg Institute for School Reform. Since the late 1970s, he has worked with hundreds of high schools, studying the development and design of the American education system. Professor Sizer has published widely; most recently is *The Students are Watching: Schools and the Moral Contract* (1999).

Helen Whitney

Helen Whitney has worked as a producer, director, and writer for documentaries and feature films since 1971. Her documentary work has appeared on ABC's "Closeup" and PBS's American Masters, as well as on FRONTLINE. Whitney's documentaries and features have received many honors, including an Emmy Award, a Peabody Award, an Oscar nomination, the Humanitas Award, and the prestigious duPont-Columbia Journalism Award.

Michael Apted

Since 2003, Mr. Apted has served as President of the Directors Guild of America. As a television and film director, he has made dozens of dramatic and documentary works, and has won several British Emmys. His most groundbreaking achievement, and an inspiration for *The Effect of Education* project, is his unique series of documentaries—*7 Up*, *7 Plus 7*, *21*, *28 Up*, *35 Up* and *42 Up*—which have followed the lives of 14 Britons since the age of seven—in seven-year increments.

On the Horizon

Donation Portal

Coming soon on the eofilmproject.com website, we will be able to accept tax-free donations.

Fundraiser Search

We would like to bring aboard an experienced fundraiser to provide ongoing support to our capital raising efforts throughout the life of the project.

Line Producer Search

The EOE Project is looking for an experienced producer to take the reigns on our budget and preparations for production.

Production Start Date

We are aggressively targeting production for this fall. Many, many factors are at play here, which may push production back to the spring of 2005. Look for a release date in the fall of 2005.

