

For Immediate Release

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***AN EVENING WITH LOCALORE* at The DocYard**
Monday, April 22, 2013 at 7pm at the Brattle Theatre

Cambridge, MA - The DocYard, Boston's home for non-fiction cinema, is excited to present **An Evening With Localore** - on **Monday, April 22nd at 7:00pm at The Brattle Theatre**.

Localore is an unprecedented R&D initiative produced by Boston-based **Associations of Independents in Radio (AIR)**. Through Localore, AIR tasked independent producers, partnered with local public broadcasting stations, to use their ingenuity and blend technology in new ways - carrying public media to more citizens via broadcast, digital, and "street" media.

At this dynamic live event, we will see samples of the **Localore** projects and learn first-hand how these media-makers are challenging assumptions, forming new partnerships and interacting with audiences in new ways. **Hari Sreenivasan** of *PBS NewsHour* will lead a Q&A with Localore Executive Producer/AIR Executive Director **Sue Schardt**, Localore Executive Editor **Noland Walker**, and the full Localore production team.

"We typically focus on the innovative work of independent filmmakers at The DocYard," said Sara Archambault, DocYard programmer. "But we're at a time when all media-makers need to be thinking outside the box. This Localore event shines a light on the artists who are pushing the envelope. This is what's *next* - a perfect match for our program and audience!"

"This is a great event for filmmakers looking to learn about new forms of non-fiction storytelling - these projects are impressive" added Ben Fowlie, DocYard programmer.

Localore's 12-month development phase for the \$2 million initiative yielded a broad range of new transmedia formats and strategies. AIR tapped **Zeega** — a platform aimed at revolutionizing Web publishing and interactive storytelling — as its interactive partner. Zeega now powers a series of beautiful and surprising interactive documentaries for Localore. The teams have created new media "life-forms" and tools for makers seeking to create immersive digital media experiences. Projects include:

- **The Austin Music Map**, produced by *Delaney Hall, KUT, Austin, TX*, uncovers Austin's diverse sonic subculture in tandem with fans and performers
- **Black Gold Boom**, produced by *Todd Melby, Prairie Public Broadcasting, ND*, traverses the rigs, man camps, and crossroads of North Dakota's oil rush, capturing compelling audio portraits of the workers who have streamed there.
- **Curious City**, produced by *Jennifer Brandel, WBEZ, Chicago, IL*, opens up the newsroom by crowdsourcing questions from Chicagoans and partnering the "winning" questioner with a reporter.
- **Ed Zed Omega**, produced by *Ken Eklund, Twin Cities Public Television, St. Paul, MN*, asked participants to help answer a tough question: "What does school accomplish?"
- **Hear Here**, produced by *Erica Mu, KALW, San Francisco, CA*, deepens coverage of the

Bay Area and Oakland beyond the usual "bleed and lead" headlines by seeking the stories most relevant to residents and connecting neighbors

- **iSeeChange**, produced by *Julia Kumari Drapkin, KVNF, Paonia, CO* flips the script on environmental reporting by crowdsourcing listeners' observations about the weather.
 - **Planet Takeout**, produced by *Val Wang, WGBH, Boston, MA* serves up perspectives from both sides of the counter on Chinese carryouts as crossroads of life and culture.
 - **Reinvention Stories**, produced by *Julia Reichert and Steven Bognart, WYSO, Dayton, Ohio*, gives residents of Dayton—one of America's "fastest-dying cities"—a chance to reflect on how they're remaking themselves.
 - **Sonic Trace**, produced by *Anayansi Diaz-Cortes, KCRW, Los Angeles, CA*, opens us to an authentic and intimate experience of Latin American immigrants, from their new roots in LA neighborhoods and back to their home communities.
 - **The Making Of**, produced by *Nikki Silva and Davia Nelson (The Kitchen Sisters), KQED Radio and Television, San Francisco, CA*, chronicles the creativity happening across Northern California—the hub of American innovation.
- (See the newly launched **Localore.net** to experience each of the projects.)

The Localore stations, producers, and community collaborators share a common impulse: **to discover how Americans are redefining themselves and their communities in the face of profound economic, demographic, and social shifts**. By opening up the reporting process and allowing participants to help document their own experiences, Localore producers are taking the lead in defining the rising craft of what AIR has dubbed "full spectrum" public media.

Localore is supported by the Corporation for Public Broadcasting, the Wyncote Foundation, the John D. and Catherine T. MacArthur Foundation, the National Endowment for the Arts, and members of AIR production network spanning 46 U.S. states and 19 countries worldwide.

Celebrating what is innovative and inspiring in nonfiction cinema, **The DocYard** is a bi-weekly film and discussion series at the Brattle Theatre in Cambridge.

For decades, Boston has been a center for documentary filmmaking. It is a place where students come to learn and experiment, where some of documentary's giants are teaching and creating new work, and where the craft is continuously nurtured and expanded. Today's filmmakers are breaking new ground that has its foundation, more often than not, in Boston's rich documentary legacy.

All DocYard screenings begin at 7pm. Individual tickets for each film are \$10 and can be purchased online at www.brattlefilm.org or prior to show time at the Brattle Theatre box office. For more information on the DocYard visit www.thedocyard.com.

DocYard series sponsors include the Center for Independent Documentary, Camden International Film Festival, Irving House at Harvard, Rule Boston Camera, LEF Foundation, Cambridge Arts Council/Massachusetts Cultural Council, Modulus Studios, MassArt Continuing Education and the Open Documentary Lab at MIT.