

**national**  
**week of**   
**conversation**

# Partner Toolkit

# THE FIRST STEP



A FILM BY THE KRAMER BROTHERS

FEATURING: VAN JONES, VICE PRESIDENT KAMALA HARRIS, SENATOR BERNIE SANDERS, JARED KUSHNER, AND KIM KARDASHIAN

A FILM BY MERIDIAN HILL PICTURES AND MAGIC LABS MEDIA IN ASSOCIATION WITH FORK FILMS ARTEMIS RISING FOUNDATION HIDDEN EMPIRE FILM GROUP KARTEMQUIN FILMS AND BIG MOUTH PRODUCTIONS AN 8 ABOVE THEATRICAL RELEASE "THE FIRST STEP"  
EDITORS NATASHA LIVIA MOTTOLA STEVEN J. GOLLIDAY SARA FUSCO LESLIE SIMMER DIRECTOR OF PHOTOGRAPHY EMILY TOPPER MUSIC JOSHUA ABRAMS CONSULTING EDITORS LEWIS ERSKINE EDWIN MARTINEZ CONSULTING PRODUCERS KATY CHEVIGNY MARILYN NESS MOLLY O'BRIEN GORDON QUINN  
EXECUTIVE PRODUCERS ABIGAIL E. DISNEY REGINA K. SCULLY ROBERT F. SMITH DEON & ROXANNE TAYLOR BRAD BUHR BRYANNA SAPP CHRISTINA & DAVID ARQUETTE DANIEL S. LOEB JANA CARTER PRODUCED BY LANCE KRAMER DIRECTED BY BRANDON KRAMER

     [THEFIRSTSTEP.COM](http://THEFIRSTSTEP.COM)    [ab8ve](http://ab8ve)

The First Step is NOW  
AVAILABLE ON [PRIME VIDEO](#)

**The New York Times**

*"Personal...compelling...human"*

**POLITICO**

*"The Kramer brothers are D.C. documentarians attuned to the guts of the policy-making process."*

**Los Angeles Times**

*"This film captures something rare in documentaries: the messy business of finding bipartisan solutions in a hyper-polarized country."*



*"Poignant and important"*

## THE FIRST STEP + NATIONAL WEEK OF CONVERSATION

**Film Synopsis:** In a divided America, Van Jones controversially works across party lines on landmark criminal justice reform and a more humane response to the addiction crisis. Attempting to be a bridge builder in a time of extreme polarization, takes him deep into the inner workings of a divisive administration, internal debates within both parties, & the lives of frontline activists fighting for their communities.

**Film Background:** THE FIRST STEP recently launched on [Prime Video](#), after premiering at the Tribeca Film Festival, official selection in more than 40 regional film festivals, and a theatrical release in 30+ cities with sold-out opening weekends in New York, LA & DC, all programmed in partnership with local groups working on criminal justice reform.

**National Week of Conversation:** The 6th annual [National Week of Conversation](#) invites Americans of all backgrounds and beliefs to find their place in community with people willing to talk across their differences to solve important problems. #ListenFirst

### **In this toolkit, you will find:**

- ➔ Social Media Handles (The First Step)
- ➔ Ways to Watch the Film
- ➔ Creative Assets
- ➔ Sample Social Copy
- ➔ Post-Screening Discussion Questions
- ➔ Tips for Hosting a Screening + Amazon Watch Party
- ➔ Film Assets (Movie Poster, Stills, Clips)
- ➔ Further Ways to Take Action
- ➔ Film Team Contacts
- ➔ Special Notes

## SOCIAL MEDIA ACCOUNTS FOR ENGAGEMENT



[@firststepmovie](https://www.instagram.com/firststepmovie)



[@firststepmovie](https://www.facebook.com/firststepmovie)



[@firststepmovie](https://twitter.com/firststepmovie)



['The First Step'](https://www.linkedin.com/company/the-first-step)



[TheFirstStep.com](https://www.TheFirstStep.com)

## HASHTAGS TO INCLUDE IN YOUR POST

- #TheFirstStep
- #ListenFirst
- #NationalWeekofConversation

## WAYS TO WATCH THE FILM

Stream the Film at Home:

- [PRIME VIDEO](#)
- [VUDU](#)

For Organizations + Schools:

- [GOOD DOCS](#) (more information in Special Notes Section)

## CREATIVE ASSETS

View Social Media Graphics [here](#):



[Click here to download this graphic](#)



[Click here to download the Trailer](#)  
[Click here to share the YouTube link](#)



[Click here to download this graphic](#)



[Click here to download this graphic](#)

## SAMPLE SOCIAL MEDIA COPY



### SAMPLE TWEET

@FirstStepMovie highlights the power of meaningful connections across cultural and political lines to find common ground. Watch #TheFirstStep today as part of the #NationalWeekofConversation bit.ly/3Mldi34

@FirstStepMovie showcases the power of deep listening and empathy to find collective vulnerability among unlikely allies. Continue the discussion and Watch #TheFirstStep today: bit.ly/3Mldi34 #ListenFirst #NationalWeekofConversation

The First Step is Bridge Building in Action. Critics call the film a “Blueprint for Bipartisanship.” @firststepmovie illuminates the importance of using our shared humanity as grounds for charting a path forward. Watch #TheFirstStep today: bit.ly/3Mldi34 #ListenFirst

@FirstStepMovie is a powerful tool for bridge building and meaningful discourse despite our deepest divides. Watch #TheFirstStep to witness bridge building in action: bit.ly/3Mldi34 #ListenFirst #NationalWeekofConversation

Host a watch party of @firststepmovie during this year’s #NationalWeekofConversation! Be a part of the solution and meet your community on [Date] #TheFirstStep #ListenFirst  
Learn More: bit.ly/3Mldi34

## SAMPLE SOCIAL MEDIA COPY



### SAMPLE INSTAGRAM & FACEBOOK POST

@FirstStepMovie is a template for Bridge Building. This #NationalWeekofConversation, watch the #TheFirstStep to get a behind-the-scenes look at how meaningful discourse & bipartisanship led to the passing of landmark #CriminalJusticeReform, which has brought thousands of people home to their families.

Visit: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch)

@FirstStepMovie showcases the power of deep listening and empathy to find collective vulnerability among unlikely allies. Continue the discussion and Watch #TheFirstStep today: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch) #ListenFirst #NationalWeekofConversation

In a divided America, #VanJones and a rare bipartisan coalition are determined to fight to pass landmark criminal justice reform. @FirstStepMovie shows that the path to justice is paved with collaboration, common ground & meaningful discourse. Watch the film today: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch) #NationalWeekofConversation #ListenFirst

The First Step is Common Ground. A film that critics call a “Blueprint for Bipartisanship” @firststepmovie illuminates the importance of using our shared humanity as grounds for charting a path forward. Watch #TheFirstStep today: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch) #ListenFirst #NationalWeekofConversation

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Learn more: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch)

## SAMPLE SOCIAL MEDIA COPY



### SAMPLE LINKEDIN POST

@The First Step is a complex, urgent story about the fight for progress on #CriminalJusticeReform and #addiction amongst the country's divides. This #NationalWeekofConversation, watch the film to get a behind-the-scenes look of bridge-building and bipartisanship at work. [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch)

@The First Step is a template for Bridge-Building. This #NationalWeekofConversation, watch the #TheFirstStep to get a behind-the-scenes look at how meaningful discourse & bipartisanship led to the passing of landmark #CriminalJusticeReform, which brought thousands of people home to their families. [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch)

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Host a watch party of @The First Step during this year's #NationalWeekofConversation! Be a part of the solution and meet your community on [Date] #TheFirstStep #ListenFirst  
Learn more: [TheFirstStep.com/Watch](https://TheFirstStep.com/Watch)



## SUGGESTED POST-SCREENING DISCUSSION QUESTIONS

- How can bridge building, depolarization and cross-community organizing further progress on divisive issues?
- How have political divisions impacted issues like criminal justice reform and the addiction crisis in our community? What stands in the way of working across divisions?
- What are potential areas of common ground on these issues?
- How do we – or can we – work together with those we disagree with? What are some tools for listening, holding space for disagreement, and respecting others points of view?
- How can we (as educators, people of faith, students, mothers/fathers, business people) and engaged citizens advocate for social justice issues like criminal justice reform?
- How can we use deep listening and meaningful discourse to build bridges, improve collaboration and move closer to finding solutions?



## TIPS FOR HOSTING A SCREENING

### In Advance of The Screening

- Decide if your Screening will be Virtual or In-Person
  - **Virtual Screening:** Select a platform that works best for the people you anticipate attending. ([GoodDocs](#), [Prime Video](#), [VUDU](#))
  - **In Person Screening:** [Sign Up to Host an In-Person Screening](#)
- Hold a prep call with THE FIRST STEP film team to confirm the date, time, and other key details
- Work with your organization to identify your target audience and how to best reach them
- Identify 2 panelists and a facilitator to conduct a post-screening discussion
- Create a run-of-show to help keep time throughout the event
- Prepare critical thinking questions / discussion points ahead of the event (See Suggested Post-Screening Discussion Questions)

### Promote the Screening

- Invite organizational members or allied local partners to participate in post screening discussion or help promote the event
- Add the event link to your organization's events page and encourage advance registrations or ticket sales.
  - Share the [film's trailer](#) on social media
- Publish an email blast/newsletter to your community + supporters
- Tag the film at **@firststepmovie** for further engagement

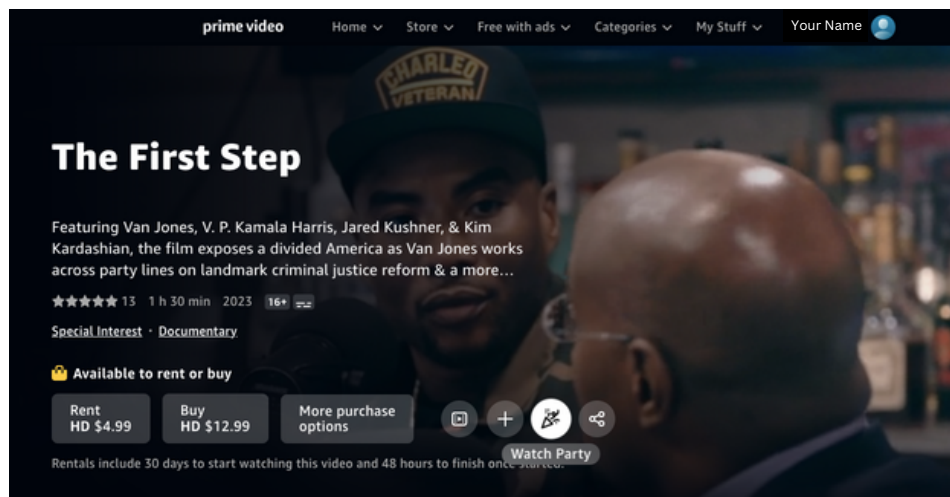
### Day of the Screening

- Publish one last social media push ahead of the screening
- Make sure to do a tech check before your event!
- Prepare opening remarks/introduction for the film screening
- Share your impact goals and calls-to-action with your audience
- Thank participating partners
- **Take photos and share via social media (remember to tag us @firststepmovie)!**

## HOSTING AN AMAZON PRIME VIDEO WATCH PARTY

### Create a Watch Party Link

- Locate [THE FIRST STEP](#) film on Amazon Prime Video.
- Select **Watch Party** 🎉 from the detail page.
- Enter a desired user name under Chat name.
- Click **Create Watch Party** to generate a Watch Party Link.
- Invite up to 100 participants using the "Share" Icon or Select "Copy Link" to share it via third party applications.

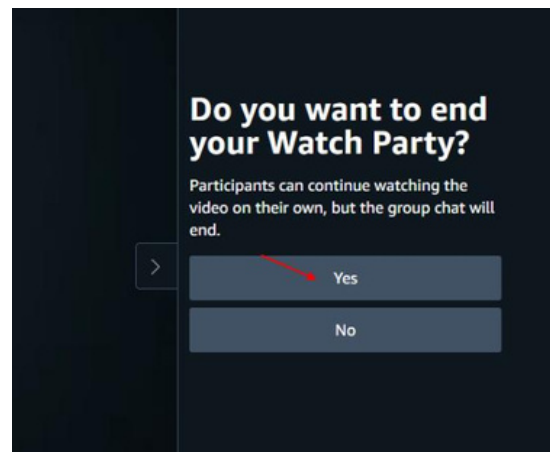
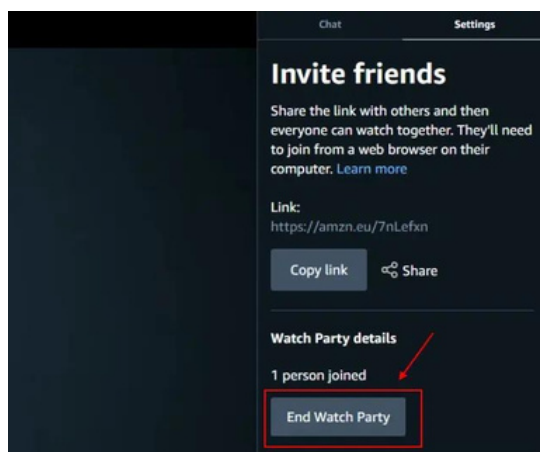


Note: All Participants need to have an Amazon Prime subscription to be able to join a Watch Party

### Follow our tips for Hosting a Screening Above!

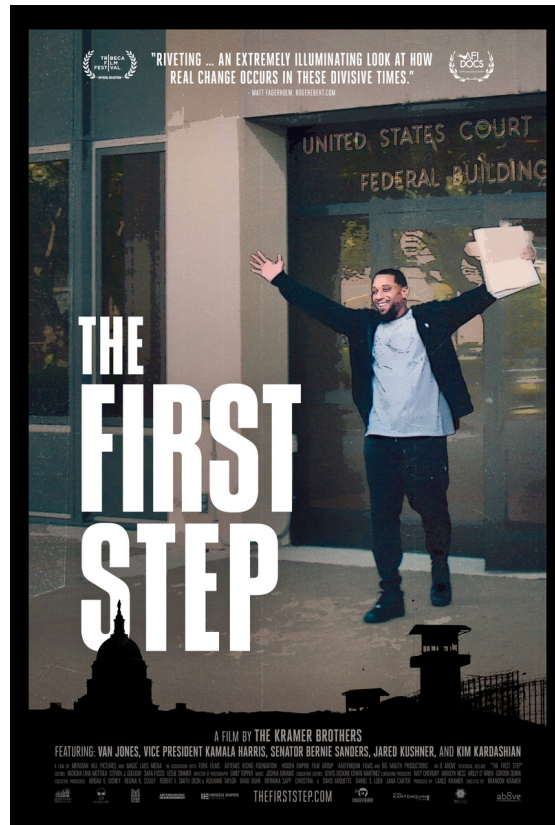
### To End a Watch Party

- Under the Settings tab in the right-hand side pane, you will see an "End Watch Party" button under the Watch Party details section.
- Click the 'End Watch Party' button. Hit 'Yes' to confirm.



## FILM ASSETS

### OFFICIAL MOVIE POSTER



### OFFICIAL FILM TEASER



## FILM ASSETS

### [DOWNLOAD STILLS FROM THE FILM](#)



### [PREVIEW A CLIP FROM THE FILM](#)



## TAKE ACTION

Create a post using the suggested calls to action and share with your network, tagging us at **@firststepmovie**, so we can amplify your message.

### Suggested Calls to Action

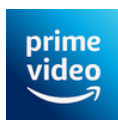
- Join Dream.org and tell your senators to support The Equal Act [\(LINK\)](#)
- Sign REFORM Alliance's petition to Transform Federal Supervision [\(LINK\)](#)
- Host a Screening for your community or organization [\(LINK\)](#)
- Make a donation to the Impact Campaign [\(LINK\)](#)

For additional ways to take action, visit:

[www.firststepfilm.com/takeaction](http://www.firststepfilm.com/takeaction)

## LEAVE A REVIEW

Reviews support the film by making sure it gets seen by more people. Take a moment to leave a review on:



[PRIME VIDEO](#)



[ROTTEN TOMATOES](#)



[IMDb](#)



[LETTERBOXD](#)

## FILM TEAM CONTACTS

Lance Kramer (Producer): [lance@meridianhillpictures.com](mailto:lance@meridianhillpictures.com)

Devon Dansky (Impact Producer): [devon@meridianhillpictures.com](mailto:devon@meridianhillpictures.com)

Jon Reiss (Producer of Marketing & Distribution): [reiss.jon@gmail.com](mailto:reiss.jon@gmail.com)

Brandon Kramer (Director): [brandon@meridianhillpictures.com](mailto:brandon@meridianhillpictures.com)

Cindy Banach (Theatrical booker): [cindy.banach@gmail.com](mailto:cindy.banach@gmail.com)

## PUBLICITY CONTACTS

Emma Griffiths: [emma@eg-pr.com](mailto:emma@eg-pr.com)

Andy Peterson: [andy@docsologyfilms.com](mailto:andy@docsologyfilms.com)

## SPECIAL NOTES

The First Step impact team is available to provide: personalized support to promote your screening via the film website and social media accounts, tips on leading discussions about the film, and individualized guidance in organizing and facilitating local screenings.

For specific questions about organizing a screening or to order additional copies, contact producer Lance Kramer at [lance@meridianhillpictures.com](mailto:lance@meridianhillpictures.com) or at (202)-450-4085.

# GOOD DOCS

social issue documentaries for your classroom, campus and community

To order a copy of the film for your school, nonprofit organization, faith-based institution, or community group, visit our educational distributor [GOOD DOCS](#).