



**FOR IMMEDIATE RELEASE**

July 23, 2007

*Philadelphia, Pennsylvania* – Big Picture Alliance (BPA) and Druid Media announce the creation of a strategic partnership to expand the reach of BPA to reach more at-risk students in an innovative and technologically relevant fashion. The partnership has identified the Internet2 networks as a potential distribution medium for an online filmmaking school. The proposed project will be a prototype upon which BPA will seek to build an ongoing program to provide resources for public and charter schools across the state and is scheduled to launch January 2008.

Nora Barry, President of Druid Media, a network of web film sites that includes The Bit Screen, Cinema Lounge, and LettersFromHomeroom.com. Prior to forming Druid Media, she was the creator of thebitsscreen.com, the first online web venue for made-for-the-Internet films, which was launched in June of 1998. She also created Streaming Cinema ([www.streamingcine.com](http://www.streamingcine.com)), the first US festival exhibition of made-for-the-Internet video, film and multimedia work. In addition, Ms. Barry has designed and created film sites and interactive film channels for Media One/AT&T and Europe On Line. Barry will be working with BPA's Creative Director, Jared Martin, a veteran of TV, Hollywood films and Broadway. Jared is a co-founder of the Big Picture Alliance along with businessman and inventor, Jeffrey A. Seder, Esq.

The BPA project will network together schools in Philadelphia with several nationwide schools for 12 weeks. From these schools, students will log onto the Internet2 networks to access the online classroom to attend classes taught by the BPA staff. The students will learn the fundamental BPA curriculum, including writing, shooting, audio, flash animation, scoring and editing. They will also study web media technology, streaming video, video encoding and broadband distribution. The class sessions will culminate in the production of a live, thirty-minute online news magazine show.

The BPA, now in its 13<sup>th</sup> year serving inner city minority and language-minority students, has produced over 400 films, won prizes at major film festivals such as Cine and Chicago International Children's Film Festival, been recognized by Governor Edward Rendell when he awarded the commission for the official state film about Smarty Jones for the Pennsylvania Racing Commission, and been supported by the Pennsylvania Department of Education. The BPA boasts over 60 community partners including art museums, Philadelphia public schools, and residential treatment centers. Major funders for the Big Picture Alliance include Pew Charitable Trusts, Sheila Fortune Foundation, Pennsylvania DCED, Comcast, Hamilton Foundation.

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