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Through the Lens of Janesville, WI, WEDU's Community Cinema
Inspires Conversation Over Local Economic Development

Join WEDU and HCC-Brandon for a Free Film Screening and Post Film Discussion



TAMPA, FL (10/24/2012) - Community Cinema, a national documentary screening series sponsored locally by WEDU and the Independent Television Service (ITVS) presents a screening of Brad Lichtenstein's [*As Goes Janesville*](#) at the Brandon campus of Hillsborough Community College on Monday, October 29th at 7:00pm. *As Goes Janesville* reports from ground zero of the recession-ridden heartland — the town of Janesville, Wisconsin. When bankrupt General Motors (GM) shut down the community's century-old plant in 2008 — the oldest GM plant in North America —

thousands of jobs were lost. While many workers were forced to leave their families in search of decent jobs, local business leaders worked to bring new companies to town with the promise of lower wages, reduced regulation, and tax breaks. They formed a powerful alliance with newly elected Republican governor Scott Walker, whose pro-business, anti-union stance ripped apart the state, triggering an historic recall election. The recall thrust Wisconsin's boisterous civil war between workers and the business/political power elite onto front pages nationwide.

WHAT: FREE WEDU Community Cinema screening of *As Goes Janesville* and audience Q&A.

WHO: Presented by ITVS Community Cinema, WEDU, HCC-Brandon Film Club, and Aston Gardens

WHEN: Monday, October 29th beginning at 7:00pm

RSVP: Tickets are free, but seating is limited. RSVP is requested at www.wedu.org/cinema

For more information, visit: www.wedu.org/cinema

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About the Filmmaker

Brad Lichtenstein (Producer/Director)

Brad Lichtenstein is an award-winning filmmaker and president of Wisconsin-based 371 Productions, a media and technology company that produces social issue documentaries, public engagement campaigns, technology projects, and more. Before making his own films, Brad associate produced FRONTLINE's Peabody award-winning presidential election year special, *Choice '96*, and Lumiere Production's PBS series, *With God on Our Side: The History of the Religious Right*. With Lumiere, he produced and directed

André's Lives, a portrait of the "Jewish Schindler;" *Safe*, about domestic violence; *Caught in the Crossfire*, about Arab-Americans after 9/11; and the BBC/Court TV co-production of *Ghosts of Attica*, about the infamous 1971 prison uprising and aftermath, for which he was awarded a Dupont-Columbia Award for Excellence in Journalism. His film *Almost Home*, about people who live and work in a Milwaukee eldercare community, aired on *Independent Lens*, and continues to be featured in workshops on aging and care giving.

371 will also soon launch bizVizz, a transmedia component of the *As Goes Janesville* project. A mobile app and website that "makes business visible," and is designed to promote corporate transparency and accountability, "bizVizz" gives users instant access to companies' tax and employment data. bizVizz is part of a nationwide outreach campaign for *As Goes Janesville*.

Lichtenstein is currently developing *John and Elwin*, a film about race told through the story of Klansman Elwin Wilson and civil rights legend John Lewis' historic moment of forgiveness. He's also developing a transmedia project called *DJ Spooky's Quest for the Commons* about the things we share, from water to knowledge to the Internet. In addition, 371 is getting into the reality game, pitching several shows, and doing work for clients like Public Allies, City Year, and Marquette University. Lichtenstein taught documentary production for five years at the University of Wisconsin-Milwaukee, where he founded docUWM, a documentary film center that provides students with professional documentary experience.

About ITVS Community Cinema

ITVS Community is the national community engagement program of the Independent Television Service (ITVS) and the Emmy Award-winning PBS series *Independent Lens*. Through Community Engagement Campaigns in support of groundbreaking, independent films, our innovative educational product ITVS Community Classroom and our flagship community outreach program Community Cinema, ITVS Community works to bring communities together and connect them with information, resources and opportunities for education, engagement and positive change. ITVS Community builds on our 15-year legacy of community engagement activities and makes public broadcasting into a powerful resource for individuals, communities and organizations working on key social issues around the country. For more information visit: <http://www.communitycinema.org>

About Independent Lens

Independent Lens is an Emmy® Award-winning weekly series airing on PBS. The acclaimed anthology series features documentaries united by the creative freedom, artistic achievement, and unflinching visions of independent filmmakers. Presented by the Independent Television Service (ITVS), the series is funded by the Corporation for Public Broadcasting (CPB), a private corporation funded by the American people, with additional funding provided by PBS, the National Endowment for the Arts and the MacArthur Foundation. The senior series producer is Lois Vossen. More information is at: www.pbs.org/independentlens. Join *Independent Lens* on Facebook at: www.facebook.com/independentlens.

ABOUT WEDU

WEDU is west central Florida's leading PBS station and public media company reaching 16 counties through multiple media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming; opportunities to serve extended communities through the station's fully interactive website, www.wedu.org various social media platforms; monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (2012 GfK Roper Public Affairs Media Survey).

For more information, program schedules or to support WEDU visit wedu.org; WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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