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THE MOVING PICTURE INSTITUTE
is a modern-media production house and talent incubator that creates and supports high-impact film and video content designed to entertain, inspire, and educate audiences with captivating stories about human freedom.
PRESIDENT’S LETTER

LEFT // L to R: Lou Perez, Hannah Earl, Lana Link, Rob Pfaltzgraff, Joseph Corey, Nick Reid, Erin O’Connor, Amanda Burtka, and Jason W. Pompilio
I’m proud to share MPI’s 2018 Annual Report, which details our most successful year yet promoting freedom through film.

In 2018, we produced our first feature-length film, Miss Virginia, telling the inspirational story of Virginia Walden Ford’s struggle to bring educational opportunity to the most deprived children of Washington, D.C. With an all-star cast headed by Emmy-winning actress Uzo Aduba, Miss Virginia positions MPI for mainstream success in the film industry.

Completing Miss Virginia has been my proudest moment yet as president of MPI. It realized my longstanding ambition of building a fully fledged production house, with the talent and experience to create compelling and powerful freedom-oriented films in-house. Miss Virginia promises to be the first such film of many—we have many more exciting and inspirational projects in the pipeline that I’m excited to share in the months ahead.

Meanwhile, our wildly popular comedy news channel We the Internet TV continues to spread the message of freedom to millions of millennials online. We also brought our films to campuses throughout the country, reaching thousands more young people with our content.

We’ve continued training an upcoming generation of screenwriters and filmmakers to weave the ideals of freedom into exciting movies that can energize audiences and galvanize change. Our supported and produced films are seen by millions online and in theaters around the world. They win major awards and critical acclaim.

With every original film we make, and with every rising filmmaker we support, MPI crafts stories that support a free and flourishing future for all. I’m proud of everything my staff and I have achieved in 2018—and am incredibly excited about the future. I extend my deepest gratitude to our generous supporters, who make our work possible.

Sincerely,
Rob Pfaltzgraff, President
2018 was a monumental year for the Moving Picture Institute (MPI). Thirteen years into our mission to promote freedom through film, our work is breaking into the mainstream like never before.

**MPI’S 2018 MILESTONES:**

- 444 MPI masterclass attendees in 2018
- 53 Filmmakers supported with grants & fellowships in 2018
- 22 Talented filmmakers awarded paid internships in 2018
- 71 New *We the Internet TV* videos in 2018
- 193,000 *We the Internet TV* followers & subscribers to date
- 68,000,000 *We the Internet TV* video views across platforms to date
- 85 Years total watch time for *We the Internet TV* videos to date
Below // MPI Original dramedy short Moving Violation beats out 23 other films to win Best Narrative Short at the 2018 D.C. Independent Film Festival.

MPI FILMS AND FILMMAKERS EARNED COVERAGE IN THESE OUTLETS AND MORE:

- The Washington Post
- KENEDY on FBN
- Hollywood Reporter
- Billboard
- USA TODAY
- Variety
- National Review
- Spiked
- Daily Wire
- Deadline.com
- The Washington Times

MPI FILMS SCREENED AND WON AWARDS AT DOZENS OF FESTIVALS, INCLUDING:

- Moving Violation - Best Short Winner 2018 D.C. Independent Film Festival
- Grinda - Best Short Winner 2018 Fayetteville Film Festival
- The Conqueror - Best of the Fest 2018 PA Indie Shorts Film Festival
- WE THE INTERNET TV - Honoree 2018 Webby Awards
- How Jack Became Black - Official Selection 2018 March on Washington Film Festival
FEATURE FILM: MISS VIRGINIA

INSPIRING AUDIENCES TO TAKE ACTION
In 2018, MPI produced our first feature film, *Miss Virginia*.

Based on a true story, *Miss Virginia* stars Emmy-winner Uzo Aduba as an impoverished single mother who is losing her fifteen-year-old son to the rough streets of Washington, D.C. Unwilling to see him drop out and deal drugs, she places him in a private school. But when she can’t afford tuition, she launches a movement to change the system that is destroying him and thousands like him. Attacked and threatened by those who don’t want change—from corrupt politicians to the local drug lord—Virginia must discover depths of strength she never knew she had.

Written by MPI chief creative officer and executive vice president Erin O’Connor, *Miss Virginia* features an all-star cast. In addition to Uzo Aduba (*Orange Is the New Black*), our cast includes Emmy-nominee Vanessa Williams (*Desperate Housewives*), Amirah Vann (*Underground*), Adina Porter (*American Horror Story*), Niles Fitch (*This Is Us*), Nadji Jeter (*Wonder*), and Golden Globe–nominee Matthew Modine (*Stranger Things*).

*Miss Virginia* will premiere in the coming months.

*Get the latest updates at MissVirginiaMovie.com*
UNITING AUDIENCES WITH PRO-FREEDOM STORIES

Short films are the “calling cards” of the industry, providing filmmakers with an economical option for formally showcasing their work.

A strong festival run can generate media attention, secure agency representation for the filmmaker, and even attract financing for future films. By producing MPI Original short films, MPI offers our rising filmmakers an unparalleled opportunity to advance their careers.

Gringa tells the story of a young woman whose eccentric grandfather drags her on a wild goose chase to find a rare car part for their Cuban relatives. At first, she is annoyed and impatient—she needs to pack for Cuba—but her attitude changes when she learns how vital the car part is to her family’s ability to survive under Castro’s regime. Written, directed, and produced by MPI vice president of talent development Lana Link and Claudia Murray, the film showcases the talents of a number of rising filmmakers—from the editor and cinematographer to the production assistants on set.
It’s been incredibly rewarding to see Gringa screen at festivals and win awards around the country, but I’ve been most proud to witness how audiences identify with this story.

/ Lana Link, Gringa producer and co-writer
TRIGGERING DEBATE THROUGH COMEDY

We the Internet TV, MPI’s online comedy news channel, offers a fresh, funny, freedom-oriented take on current events and policy—and Millennials and Gen Z’ers love it. Fully 65 percent of our audience is under 35 years of age.

In 2018, our comedy videos reached mainstream audiences like never before. For example, Shocking Prison Secret, a tongue-in-cheek critique of racial stereotypes, identity politics, and over-incarceration, has earned more than 12 million views and has been “liked,” shared, and commented on more than 500,000 times.

In today’s political climate, online debate over controversial topics almost always degenerates into partisan bickering and hostile tribalism—but not at We the Internet TV. Our comments sections attract people from right, left, and center, giving them a space to exchange reasoned, respectful views about some of the most divisive issues we face today.

That is a tough balance to strike—and we’re getting noticed for it. Emmy-winning Simpsons writer Mike Reiss wrote us a fan letter, calling head writer Lou Perez “a very talented satirist.” Scott Adams, creator of the popular Dilbert comic strip, recommended one of our videos to his wide online audience with three choice words: “This is perfect.”

Featured in the Drudge Report, USA Today, Kennedy on FBN, the Daily Wire, the Washington Times, and more.

IN 2018, WE THE INTERNET TV:

→ Gained 60,000 new followers and subscribers, totalling 193,000
→ Doubled total watch time to 85+ years
→ Received 32,000,000 views, for an all-time total of over 68,000,000
As a former far-leftist and a former ‘straight-ticket-voting’ Republican who doesn’t know where I fit in anymore politically, I do know one thing: I love this channel! Thanks for the laughs and the food for thought. You have a new subscriber.

/ YouTube commenter
At MPI's inaugural *We the Internet TV* comedy residency, rising comedians spent four days at our production studio studying the fine art of non-partisan political satire.

Guided by *We the Internet TV* head writer Lou Perez and MPI's Lana Link, participants wrote three original scripts and generated dozens of sketch concepts—several of which have since been produced and released on the channel.
SPOTLIGHT: DAN BANAS

Dan Banas is a rising comedy writer and stand-up comedian. His video sketches have been featured on Funny or Die, UPROXX, and the Huffington Post, among others. Dan’s MPI journey began with We the Internet TV’s 2018 Comedy Residency, where he learned how to effectively pitch, write, and hone a topical sketch on a time-sensitive deadline. His impressive work during the residency earned him a fellowship to continue writing on original We the Internet TV productions.

“It was very gratifying and enlightening to meet so many people with similar philosophies and tastes in comedy who express their views in different ways.”

/Dan Banas, We the Internet TV filmmaker
CHALLENGING STUDENTS TO THINK IN NEW WAYS

MAMA RWANDA

This 30-minute documentary from MPI filmmaker Laura Waters Hinson tells the moving stories of entrepreneurial mothers who are rebuilding war-torn Rwanda’s economy.

MPI’s 48-campus tour brought Mama Rwanda to thousands of college students. To maximize our outreach efforts, we hosted panel discussions and partnered with a wide range of organizations, from the American Enterprise Institute’s Values & Capitalism Project to U2 lead singer Bono’s anti-poverty initiative, the ONE Campaign. The results were striking: students from across the political spectrum came together to learn how free enterprise and entrepreneurship offer the best solutions to third-world poverty.

HOW JACK BECAME BLACK

This feature documentary from MPI filmmaker Eli Steele grew out of his experience trying to enroll his son in public school.

When asked to check a box assigning a single race to his multiracial son, Eli declined on principle. After being told he could not enroll his son unless he chose a “primary” race for him, Eli began looking into how race is being defined in an increasingly multiracial America.

How Jack Became Black premiers at the famous Laemmle Music Hall Theater in Beverly Hills, competed in festivals, and screened at universities, where it challenged students to think about race and identity in new ways.

"Prior to Mama Rwanda, I had never thought about how important entrepreneurship was to changing lives.

/ Pepperdine University student"

"We need more films like this. Very emotional, enlightening, unbiased, and I will be screening it again.

/ Professor Michelle McAuliffe, Gallaudet University"
This year, Moving Picture Institute films reached thousands of college students on campuses across the country.
RISING FILMMAKER PROGRAM

MPI’S RISING FILMMAKER PROGRAM

Paid Internships

Masterclasses

Editing Workshop

Cinematography Workshop

Business of Film Seminar

Screenwriting Workshops

MPI Original Films
OPENING DOORS FOR EXCEPTIONAL TALENT

MPI’s Rising Filmmaker Program offers an array of masterclasses, writing workshops, and seminars for talented rising filmmakers who share our commitment to freedom.

We also run an exclusive internship program and provide custom mentoring and production support for more advanced filmmakers.

It’s working. Over 60 percent of our interns now work in the industry. MPI-supported filmmakers have won major awards. Their films have been broadcast on television and have screened around the world. Some are executives at key Hollywood production companies. Others are directing MPI Original films.

MPI’s Rising Filmmaker Program is an investment in the future of film—and the future of freedom.

“MPI has offered me an invaluable chance to gain experience early on. I cannot recommend them enough to any aspiring filmmaker who gets the opportunity to work with them.”

/ Adam Kaiser, MPI Intern

IN 2018:

53
Filmmakers supported with grants & fellowships

22
Talented filmmakers awarded paid internships

9.4/10
Average workshop and masterclass rating

➡️ Learn more by watching our videos:
TheMPI.org/discover
LEARNING FROM THE MASTERS

CONVERSATIONS WITH INDUSTRY EXPERTS

These exclusive, application-only events give filmmakers an opportunity to meet industry experts and receive personal feedback in a conversational setting.

MPI masterclass topics included:

→ BREAKING INTO SCREENWRITING with screenwriter Dorothy Blyskal (Clint Eastwood’s The 15:17 to Paris)

→ BUILDING CREATIVE CAPITAL with director and animator Colin Brady (Toy Story 2, Game of Thrones)

→ SHOWRUNNING with writer, producer, and director David Greenwalt (Buffy the Vampire Slayer, Grimm)

→ DOCUMENTARY STORYTELLING with Emmy-winning MPI filmmaker Landon Van Soest (For Abkeem, Good Fortune)

PARTNERING WITH PREMIER HOLLYWOOD INSTITUTIONS

This year, MPI partnered with the Academy of Motion Picture Arts and Sciences and the Writers Guild Foundation.

In partnership with the Academy, we placed MPI interns in Academy Gold, an educational program for students and young professionals from underrepresented communities. This program offered participants mentorship, educational workshops, and priceless opportunities to network with Academy members and industry professionals.

Additionally, in partnership with the Writers Guild Foundation, we sponsored a panel at WGFest, which attracts hundreds of writers and industry leaders. Our sold-out panel, entitled “Writing for Social Impact,” was led by MPI’s Lana Link, and featured Craig Borten, one of the Oscar-winning screenwriters of Dallas Buyers Club. We provided grants for two MPI filmmakers to attend, giving them an opportunity to network with the industry’s leading screenwriting experts.
MPI masterclasses offer our filmmakers the opportunity to learn from top industry professionals, participate in programs with premier Hollywood institutions, and make critical connections.

"An MPI masterclass is like peeling back the curtain and getting a behind-the-scenes look at the industry. The speakers are always impressive, forthcoming, and offer unique insight on the industry and on their crafts."

/ MPI filmmaker Nicole Swinford
I’m a director with over eight years of professional work, and I’ve participated in prestigious programs such as the AFI directing workshop for women. This workshop offered me an opportunity for professional growth that I hitherto had not received. Thank you!

/ MPI filmmaker Maggie Mahrt
BUSINESS OF FILM

This semester-long seminar educates filmmakers in vital subjects such as starting and running a company, negotiating contracts, pitching and selling projects, marketing for profitability and impact, and financing film.

Filmmakers have the opportunity to learn from industry experts such as Rob Mitchell (CFO, Bold Films), Ralph Winter (producer, X-Men films), Jessica Johnson (TV and New Media Entertainment Contracts Manager, SAG-AFTRA), and Tiffany Atwood (CEO, RPM Talent Group).

THE MINDFUL EDITOR

This workshop focuses on the crucial skill of editing for impact.

Offered in partnership with award-winning editor Hawk Jensen and his company Smock Media, the workshop combined classroom sessions with leading industry editors such as Emmy-winner Tom Wilson (Mad Men) and Emmy-nominated Will Znidaric (Winter On Fire, Five Came Back); panel discussions on audience, story, empathy, marketing, and politics; and hands-on editing sessions.

Learn more by watching our video at theMPI.org/editing-workshop

MOVING PICTURECRAFT

This workshop allows ten cinematographers and directors to refine their visual storytelling ability.

Combining hands-on “lab” work on a soundstage and classes with accomplished cinematographers such as Adam Caso, ASC (Six Feet Under, Hawaii Five-0) and Peter Moss, ASC (House of Lies, Ray Donovan), this workshop trained participants to define and execute a visual intention. Acclaimed cinematographer and MPI filmmaker Ben Gaskell led this workshop, working closely with MPI’s Lana Link.

Learn more by watching our video at theMPI.org/cinematography-workshop
TURNING GREAT IDEAS INTO GREAT SCREENPLAYS

Films can change the world—but only if they are based on powerful scripts.

Strong screenwriting requires a command of story structure, character development, theme, conflict, and symbol. MPI’s screenwriting workshops offer rising screenwriters the opportunity to develop their craft under the expert guidance of Chief Creative Officer Erin O’Connor, PhD, and Executive Vice President Maurice Black, PhD. Between them, they have over forty years of experience teaching writing.

Scripts written in MPI’s screenwriting workshops have won awards and become award-winning films. MPI also acquires and produces selected scripts, thus offering rising screenwriters an extremely rare opportunity to bring their vision to life. Two scripts written in our 2018 workshops will be produced in 2019 as MPI Original Films, with the writers directing.

SPOTLIGHT: AUSTIN AND MEREDITH BRAGG

The Bragg brothers are award-winning video producers and editors at Reason TV. Their videos have been viewed millions of times and have been featured on Deadline, CollegeHumor.com, the Atlantic, NPR, Politico, CNN, PBS, and Comedy Central.

In 2018, Austin and Meredith participated in MPI’s Concept Development workshop to refine their skills in character-driven narrative filmmaking. There, they developed an idea for a short dramedy about a father who breaks California law when he tries to buy a banned decoration for his daughter’s birthday cake.

After the workshop ended, MPI worked with the Braggs as they wrote and revised the script. Now, MPI is producing the film, with Austin and Meredith co-directing. A compelling look at over-regulation, the film will be produced in 2019 and will premiere in festivals in 2020.
MPI filmmaker Maggie Mahrt developed an idea for a television series in our Concept Development workshop. The MPI screenwriting workshop gave me much-needed new perspectives on my script that have not only helped to shape this project but will also help my work and career moving forward.

“The MPI screenwriting workshop gave me much-needed new perspectives on my script that have not only helped to shape this project but will also help my work and career moving forward.”

/ MPI filmmaker Jessica Shields
SUPPORTING FILMMAKERS AT CAREER-MAKING MOMENTS
Ryan Patch has been an MPI intern, a screenwriting fellow, and a mentor to younger MPI filmmakers.

The founder of Storyteller’s Ink, a boutique video and film production company based in Washington, D.C., he is a talented writer, director, editor, and producer whose past work includes editing and producing the MPI-supported documentary *Mama Rwanda* and co-producing the award-winning MPI Original short film *Gringa*.

Ryan’s ultimate goal is to direct narrative film. A “calling card” short that showcases his directing skills is a vital part of achieving this goal—so MPI awarded him a grant to direct *Regulation*, a short sci-fi film that he also wrote.

Starring Sunita Mani (*Glow*) and Audrey Bennett (Broadway’s *Frozen*), *Regulation* takes place in a near-future where children’s emotions are controlled by a computerized transdermal patch that can make them happy all the time. The film explores what happens when a social worker meets a young girl who doesn’t want a “happy patch.”

芠 Watch the trailer at TheMPI.org/Regulation

MPI’s support of *Regulation* not only incentivized us to bring this particular story exploring human freedom to the screen, but also enabled us to produce it with the quality, scope, and excellence that will push the film—and my career—forward in a way that a simple self-funded film could not.

/ Ryan Patch, *Regulation* writer & director
The Moving Picture Institute is governed by an independent board of trustees and is a 501(c)(3) charitable organization. MPI relies on the private financial support of the general public—individuals, foundations, and corporations—for its income and does not accept government funding. This report is a statement of MPI’s financial position for the 2018 fiscal year, January 1–December 31, and does not use final audited numbers.

* Includes spend-down of $2.4 million in previously secured designated funding for Miss Virginia.
We are proud to announce the Moving Picture Institute has earned Charity Navigator’s fifth consecutive 4-star rating. This is our highest possible rating . . . Only 10% of the charities we evaluate have received at least 5 consecutive 4-star evaluations, indicating that Moving Picture Institute outperforms most other charities in America.

/ Michael Thatcher, Charity Navigator President and CEO
LEADERSHIP

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We wake up each morning knowing that our challenge is to bring to life stories that inspire, endure, and transform—and that’s what makes the Moving Picture Institute such an exciting place to work.

/ Maurice Black

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MPI’s Blueprint for Change

Our blueprint for change centers on two interlocking core strategies:

**STRATEGY ONE**
Become ground zero for freedom-oriented talent

**STRATEGY TWO**
Become a full-service production and promotion house

**INFINITE POTENTIAL FOR CULTURAL IMPACT**

MPI developed this plan with one goal in mind—to become the world’s single biggest influencer when it comes to promoting freedom through film. To that end, we’re doubling down in 2019 to offer more opportunities to our filmmakers while also streamlining our process for writing and producing MPI Original films. We have a number of new projects in the pipeline, including MPI Original features on civil asset forfeiture, academic freedom, and the genesis of electronic trading.

In the coming year, MPI will host a widened array of workshops and courses, including a new four-day directing masterclass and six screenwriting workshops. We’ll be building out our internship program. And we will continue to place promising filmmakers on our film sets.

Most importantly, MPI will premiere our first narrative feature film, *Miss Virginia.*

Thanks to the generosity of Moving Picture Institute supporters, the future is bright for freedom.
As I was attending this summit, I thought about MPI’s funders and how lucky I am to be the beneficiary of their generosity. I don’t know if I could ever thank them properly so I hope to thank them by making films that they can be proud of and know that they played a role in them. I would also like them to know that they have amazing people who carry out their vision.

/ Eli Steele, MPI filmmaker
THANKS TO MOVING PICTURE INSTITUTE SUPPORTERS, THE FUTURE IS BRIGHT.