MPI filmmaker and director R.J. Daniel Hanna, Virginia Walden Ford, and cast members Amirah Vann and Matthew Modine walk the red carpet at the world premiere of the MPI Original film Miss Virginia in New York City.
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FROM THE PRESIDENT

I’m excited to share with you MPI’s 2019 Annual Report, which details our tremendous year promoting freedom through film.

The MPI Original feature film Miss Virginia made its theatrical premiere on October 18 and was released simultaneously through video on demand. The film is now available in more than 160,000,000 homes on over 1,000 digital streaming platforms, including Apple TV, Amazon Prime Video, and Netflix. The response to the film is overwhelmingly positive.

We the Internet TV brought its equal-offender comedy directly to audiences with the five-city “The Funny Thing About Hate Speech” tour and expanded its reach with young people by the millions. The audience continues to grow and the channel is having an impact.

MPI’s Rising Filmmaker Program trained more freedom-minded filmmakers and screenwriters than ever before, added new workshop offerings for our talent network, and acquired several new scripts that we will produce as MPI Original films for release in 2020. This program provides unique opportunities to filmmakers who are becoming part of a large MPI network.

In the coming year, MPI will dedicate significant time and resources to expand our pipeline for future MPI Original films and content. MPI Originals embody the spirit of the determined, optimistic struggle that Americans have embraced since the founding of our nation. Future MPI productions will tackle our toughest, most intractable social problems—and will do so in a way that entertains, inspires, challenges, and motivates audiences to effect real, meaningful change.

I’m proud of all that the MPI team has accomplished over the past year and incredibly excited about the future. Thank you, our partners and generous supporters, for positioning MPI for even greater success in the years to come.

Sincerely,

Rob Pfaltzgraff, President
## Impact at a Glance

### 2019 Milestones:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop and Masterclass Attendees</td>
<td>345</td>
</tr>
<tr>
<td>Filmmaker Fellowships Awarded</td>
<td>64</td>
</tr>
<tr>
<td>Interns Placed at Production Companies</td>
<td>23</td>
</tr>
<tr>
<td>Homes Reached by Miss Virginia</td>
<td>160,000,000*</td>
</tr>
<tr>
<td>WTI TV Followers &amp; Subscribers</td>
<td>298,230*</td>
</tr>
<tr>
<td>WTI TV Video Views</td>
<td>89,000,000*</td>
</tr>
<tr>
<td>Years Total Watch Time for WTI TV Videos</td>
<td>143*</td>
</tr>
</tbody>
</table>

*to date

### MPI Films and Filmmakers Earned Coverage in These Outlets and More:

- The New York Times
- USA Today
- Hollywood Reporter
- Variety
- Deadline
- GLAMOUR
- The Washington Post
- ET
MPI FILMS SCREENED AT
84 FILM FESTIVALS WORLDWIDE
AND WON 15 AWARDS

AUDIENCE CHOICE FOR NARRATIVE FILM
2019 NAPLES INTERNATIONAL FILM FESTIVAL

BEST SHORTS DIRECTOR
2019 GEORGIA LATINO FILM FESTIVAL

OFFICIAL SELECTION
2019 ST. LOUIS INTERNATIONAL FILM FESTIVAL

OFFICIAL SELECTION
2019 NAPA FILM FESTIVAL

BEST DOCUMENTARY SHORT
2019 OXFORD INTERNATIONAL FILM FESTIVAL

OFFICIAL SELECTION
2019 DOC NYC

BEST DOCUMENTARY SHORT
2019 MUNICH FILM FESTIVAL

BEST DOCUMENTARY
2019 TOP SHORTS
MPI solidified its position as a world-class production house in 2019 with the release of its first MPI Original narrative feature, Miss Virginia—and the film’s critical acclaim and commercial success prove there is an audience hungry for inspiring, uplifting stories of people beating the odds in their fight for freedom. Miss Virginia was released in theaters and video on demand on October 18. It premiered to a packed house of more than 400 at the SVA Theatre in New York, and the sold-out premiere-screening tour went on to receive standing ovations from audiences in Los Angeles, Philadelphia, Little Rock, Bentonville, and Washington, DC. Vertical Entertainment has licensed the film and it is now available to more than 160,000,000 homes on over 1,000 digital streaming platforms worldwide, including Netflix, Apple TV, and Amazon Prime Video. In February 2020, Miss Virginia premiered on BET in coordination with the network’s promotion of Black History Month and Women’s History Month.

I got into this business to do this. To tell stories that affect people’s lives.

—MATTHEW MODINE, EMMY- AND GOLDEN GLOBE-NOMINATED STAR OF MISS VIRGINIA

Learn more at MissVirginiaMovie.com
Everyone is loving the film; it is truly having an impact.

—ANDREW CAMPANELLA, PRESIDENT, NATIONAL SCHOOL CHOICE WEEK
“If you are a parent of a child in school, no matter if it’s public, charter, private, urban, suburban, rural, or anything else, you owe it to yourself to absorb this kind of tangible and topical story and remember those who had and still have it harder than you .... Let it get you mad. Let it get you fired up to make sure your own community does a better job with its current and future generations.”

—DON SHANAHAN, FILM CRITIC

Virginia greets parent advocates and students after the Little Rock premiere.
**INSPIRING ACTION**

Dozens of parent organizations, national and local education-reform groups, and community leaders are using *Miss Virginia* as a powerful tool to inspire action and transform the lives of countless children who find themselves stuck in an education system that is failing them. More than 90 community grassroots screenings are scheduled, with a goal to scale this number into the hundreds in 2020. To increase the impact of these screenings, MPI worked with leading education experts to produce an action-oriented screening kit that includes a discussion guide on how to create change. Grassroots screenings are being scheduled daily. Visit [MissVirginiaMovie.com/screenings](http://MissVirginiaMovie.com/screenings) for the most up-to-date screenings listing.

85% ★

**AUDIENCE SCORE**

“Amazing, heartwarming story about a real-life person making a great difference in the world for future generations. I wish more movies were produced with this quality.”

[This] film is timely because it can serve to remind people that everyone can make a difference, no matter where your point of beginning is. This story helps us to understand that a mother’s love was all that Miss Walden Ford had, and that was enough.

—UZO ADUBA, EMMY AWARD–WINNING LEAD OF MISS VIRGINIA

WHERE TO WATCH

*For more viewing options, please visit [MissVirginiaMovie.com](http://MissVirginiaMovie.com).*
A MONUMENTAL YEAR FOR MPI FILMS

**THE CONQUEROR**, a short from MPI filmmakers Timothy Blackwood and Bradford Downs, screened at more than 25 film festivals, winning Best Documentary Short at both the Munich International Film Festival and Oxford International Film Festival. The short follows Jerome Conquest, a Philadelphia man who turned to boxing to save himself from gang life after losing his best friend to street violence.

**CORRECTIONS**, a short from MPI filmmaker Nick Tucker, secured distribution on the popular sci-fi streaming channel DUST, which has a subscriber base of more than 4,000,000. The near-future sci-fi series is set at a prison that boasts an innovative rehabilitation program. *Corrections* examines ideas and themes that are especially relevant to today’s debate about surveillance, privacy, and the role of the state.
**How Jack Became Black**, a feature-length documentary from MPI filmmaker Eli Steele, won Best Documentary: Important Documentary About a Socially Relevant Topic at Film Threat’s inaugural Award This! It has also been licensed by a leading educational resources company to screen in middle and high school classrooms across the country. The film is available on Apple TV, Amazon Prime Video, and iNDemand on major cable platforms. The film explores how the multiracial baby boom is changing identity politics in America.

**Los Últimos Fríkis**, a feature-length documentary from MPI filmmaker Nicholas Brennan, premiered at the prestigious DOC NYC film festival and the Havana Film Festival in Cuba, receiving positive media attention from *Rolling Stone* and *Blabbermouth*. The film follows Cuba’s legendary heavy metal band Zeus—the most popular rock stars you’ve never heard off—documenting their struggles to express themselves inside this closed society.

**Regulation**, an MPI Original short film from MPI filmmaker Ryan Patch, screened at 20 film festivals around the world, including the BAFTA-qualifying Aesthetica Short Film Festival. In December it was acquired by the sci-fi streaming platform DUST, where it made its public premiere to their audience of more than 4,000,000 subscribers. In this sci-fi short, a young social worker named Mia (Sunita Mani, *GLOW*) travels through a small town administering behavior-modifying patches that guarantee happiness. She must decide what to do when 10-year-old Kaleigh (Audrey Bennett, Broadway’s *Frozen*) refuses to accept the “happy patch.” Kaleigh takes Mia on a tour of the imagination that only her unregulated feelings can bring.
WTI TV engaged more of the next generation than ever, earning an additional 19,970,718 views and 58 years of watch time—bringing WTI TV’s total reach to more than 89,000,000 views and 143 years of watch time on YouTube, Facebook, and Twitter. WTI TV videos are equal-opportunity offenders, skewering politicians and policies on the left and the right—challenging young people to think about the world in a new way. WTI TV also has more than a quarter-million followers/subscribers across its platforms. And 78% of them are millennials and members of Generation Z—exactly the audience we need to reach with our ideas of liberty and self-government.

We the Internet TV is more impactful than 100% of white papers and policy briefs.

This is not a shot at our friends in the think-tank world, but videos like this drive my recruitment of young people. And if we’re going to continue the free market spirit of America and advance liberty … we need to bring in new people.

Big thanks to MPI and WTI—a huge reason for YAL’s success with messaging and recruiting.

—CLIFF MALONEY JR., PRESIDENT OF YOUNG AMERICANS FOR LIBERTY
“THE FUNNY THING ABOUT HATE SPEECH” TOUR

Hundreds of young people came out to New York City, Los Angeles, Portland, Colorado Springs, and Washington, DC for an entertaining and engaging live comedy show that violated all the stuffy rules of political correctness. The tour showcased WTI TV’s mini-documentary "5 Reasons Why We Need Hate Speech," which has won several awards including Best Documentary from Top Shorts, the world’s leading online film festival. Prior to the screening, WTI TV head writer Lou Perez opened with his unique brand of stand-up comedy, and closed out by leading a panel discussion with national and local free-speech proponents.

<table>
<thead>
<tr>
<th>WTI TV MILESTONES</th>
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<tr>
<td><strong>298,230</strong> NEW FOLLOWERS AND SUBSCRIBERS, A 56% INCREASE FROM 2018</td>
</tr>
<tr>
<td><strong>44%</strong> INCREASE IN TOTAL WATCH TIME</td>
</tr>
<tr>
<td><strong>19,970,718</strong> NEW VIEWS</td>
</tr>
<tr>
<td><strong>87,412,900</strong> IMPRESSIONS ACROSS YOUTUBE, FACEBOOK, AND TWITTER</td>
</tr>
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**BEST VARIETY ONLINE FILM AND VIDEO**

HONOREE FOR BEST VARIETY ONLINE FILM AND VIDEO AT THE 23RD ANNUAL WEBBY AWARDS—THE OSCARS OF THE INTERNET

---

15% INCREASE IN ATTENDEES BELIEVING THAT PROTECTING FIRST AMENDMENT RIGHTS FOR ALL AMERICANS IS CRITICAL

87% SAID THEY NOW BELIEVE THAT TO ACHIEVE SOCIAL JUSTICE, AMERICA MIGHT ACTUALLY NEED TO PROTECT EVEN SO-CALLED HATE SPEECH

84% SAID THEY PLAN TO SHARE THE MINI-DOC WITH FRIENDS
I sincerely believe that MPI is launching careers that will inject principles of freedom into filmmaking. I love this group and am grateful to be a part of it!

— DEANN SANVAL, 2019 BEHIND THE SCENES: PRODUCING FILM & TV MASTERCLASS ATTENDEE
RISING FILMMAKER PROGRAM: A PIPELINE FOR PRO-FREEDOM TALENT

MPI invests in filmmakers, training them how to tell moving, compelling stories about what freedom is and why it matters. That’s why MPI’s Rising Filmmaker Program is so important. Since 2005, MPI has invested in the careers of more than 600 independent-minded filmmakers—writers, directors, cinematographers, editors, and producers whose work advances the ideas of limited government and free enterprise. In 2019, MPI supported 87 freedom-minded filmmakers, with paid internships at production companies, production and marketing grants, masterclasses, and MPI Workshops in cinematography, editing, directing, comedy writing, screenwriting, and the business side of filmmaking.

My experience with MPI started as an intern with Rumur Inc., where I learned firsthand how to create powerful, engaging stories that focus on human freedom. As my career has developed, I’ve participated in numerous MPI workshops and masterclass events that have not only provided me with valuable insight into how the film industry works, but educated my worldview and taught me the importance of creating content that has a freedom-centric message.

—CHRIS McELROY, MPI FILMMAKER

Workshop participants enjoy a talk from cinematographer Natasha Braier.
MPI is committed to investing in aspiring, freedom-minded college students and recent graduates. The Hollywood Career Launch Program identifies, mentors, and trains these filmmakers, placing them in paid internships on MPI Original films; at fast-paced indie companies; and with industry giants such as Bron Studios (*Joker, Bombshell*), Moxie Pictures (*The Crown, Wormwood*), and Bold Films (*Drive, Whiplash*). The industry hosts regularly praise MPI for providing some of their best young talent, and many offer full-time employment to the interns MPI has placed with them.

**SUCCESS OF THE HOLLYWOOD CAREER LAUNCH PROGRAM TO DATE**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Interns placed in the film industry</td>
<td>198</td>
</tr>
<tr>
<td>Interns who go on to work full-time in the film industry</td>
<td>67%</td>
</tr>
<tr>
<td>Applications for 23 spots in 2019</td>
<td>2,604</td>
</tr>
<tr>
<td>Internship acceptance rate</td>
<td>.9%</td>
</tr>
</tbody>
</table>

Throughout my time with MPI, from my start as a marketing intern at 20th Century Fox to my participation in the Mindful Editor Workshop, as well as my acceptance into the Concept Development Screenwriting Workshop and opportunities to engage in masterclasses, I have been set up to be the best writer, director, editor, and overall filmmaker I can possibly be. It’s a talent development machine like no other, and I owe a great part of my first film, *The Last Whistle*, to what I’ve learned and gained from MPI.

Never before has Hollywood had a company like MPI, which both fosters new talent and entrusts them with production capabilities to bring those developed projects to fruition.

—ROB SMAT, FILMMAKER
Thanks to MPI’s partnership with the Academy of Motion Picture Arts and Sciences, Nicole Serrato was one of two 2019 MPI interns chosen to participate in its Academy Gold Program, an industry-wide internship enhancement and mentorship program for students and young professionals. The program provides networking and mentoring opportunities with Academy members and top industry professionals, masterclasses, screenings, and studio tours.

Nicole’s internship at Millennium Films through MPI helped her find her footing. The Academy Gold Program gave Nicole even more connections in the industry. “Access to the industry’s top leaders in all departments has proven to be invaluable, and the connections I made with my peers created a support system of like-minded individuals who are all interested in different facets of the industry,” she says.

Nicole was so outstanding that she was chosen to deliver the Academy Gold Program graduation speech at the close of the summer. “After many conversations with my peers over the summer, I realized we all had one goal in mind, we all overcame a challenge to participate in the Academy Gold Program, and we all needed each other to win. I’ve already started to recommend friends and associates that share MPI’s values and beliefs, and I will continue to do so!”

CARLY HICKS
2018 MPI intern Carly Hicks was selected to participate in the prestigious NBC Page Program, a top training ground for future executives and gatekeepers in film and television.

CALVIN TRAN
2018 MPI intern and MPI filmmaker Calvin Tran’s show Rizqi Presents: Blockchain is streaming on Amazon Prime Video.

TANNER MOBLEY
2011 MPI intern Tanner Mobley is currently vice president of development for Millennium Media (Rambo: Last Blood, Angel Has Fallen). He also sits on MPI’s Creative Council.

KIMBERLEY MATTHEWS
2011 MPI intern Kimberley Matthews is currently the director of digital audience development at 20th Century Studios/The Walt Disney Company.
WORKSHOPS AND MASTERCLASSES

In 2019, MPI Workshops and Masterclasses were attended by 345 filmmakers.

MOVING PICTURECRAFT

The workshop educates filmmakers on how lighting, camera, and lens technologies can help them achieve their artistic intentions. Attendees are led by acclaimed cinematographers in the classroom and on set, working in small groups to light and shoot a dramatic scene, while giving them hands-on experience with industry-standard camera and lighting systems.

THE MINDFUL EDITOR

Hosted in partnership with Smock Media, this workshop offers a select group of freedom-oriented film editors the opportunity to sharpen the vital skill of editing to craft emotionally powerful stories. In a friendly competition, participants are split into groups to edit a short video each for a different genre and audience, all pulling from the same pro-freedom source material.
**DIRECTING WORKSHOP**

In this workshop, a group of carefully selected filmmakers—including those green-lit to direct MPI Original films—receive expert instruction from working directors, learning vital tips for pre-production, production, and post. Participants rehearse scenes from their scripts, run mock casting sessions, and learn effective on-set strategies to manage the cast and crew.

**COMEDY RESIDENCY**

This workshop hosted by We the Internet TV provides direct experience for promising freedom-focused comedy writers on the art of using satire to influence audiences. For many attendees, it’s their first exposure to working in a writers’ room. Led by WTI TV head writer Lou Perez, the masterclass encourages participants to tackle current events and political controversies from an independent angle, using sketches, monologues, and more. Writers are limited only by their imaginations. Ideas developed during the program have the chance to be produced and released by WTI TV.
**SCREENWRITING WORKSHOPS**

In these workshops, participants develop original concepts and scripts under the guidance of experienced screenwriters:

- **Concept Development Screenwriting Workshop.** Participants are mentored through the process required to begin scripting: creating a logline, synopsis, outline, and character bible.

- **Calling Card Screenwriting Workshop.** Filmmakers work with experts through multiple drafts of their short film script. The completed short film will be a demonstration of their skills and ultimately serve as their professional calling card.

- **Documentary Storytelling Screenwriting Workshop.** Filmmakers are taught how to find the story in their footage, develop characters, craft compelling story arcs, and strike an honest, compelling balance between story and argument.

**MASTERCLASSES**

In addition to intensive workshops, MPI hosts a series of shorter offerings that enable MPI filmmakers to network while learning from industry experts. Filmmakers have the opportunity to learn from and interact with award-winning directors, television showrunners, Oscar- and Emmy-nominated writers, post-production professionals, and other experienced experts. These intimate gatherings are held around the country at major film festivals, such as the Sundance Film Festival, and in New York and Los Angeles. They provide MPI filmmakers the opportunity to receive individualized advice and inspiration for their projects.
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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 2019 fiscal year, January 1–December 31, and does not use final audited numbers.

**INCOME: $5,065,669 TOTAL**

- **INDIVIDUALS**: 51%
- **FOUNDATIONS**: 49%

**EXPENSES: $4,882,905 TOTAL**

- **PROGRAMS**: 91%
- **ADMINISTRATION**: 9%

**ASSETS: $1,856,631 YEAR-END TOTAL**