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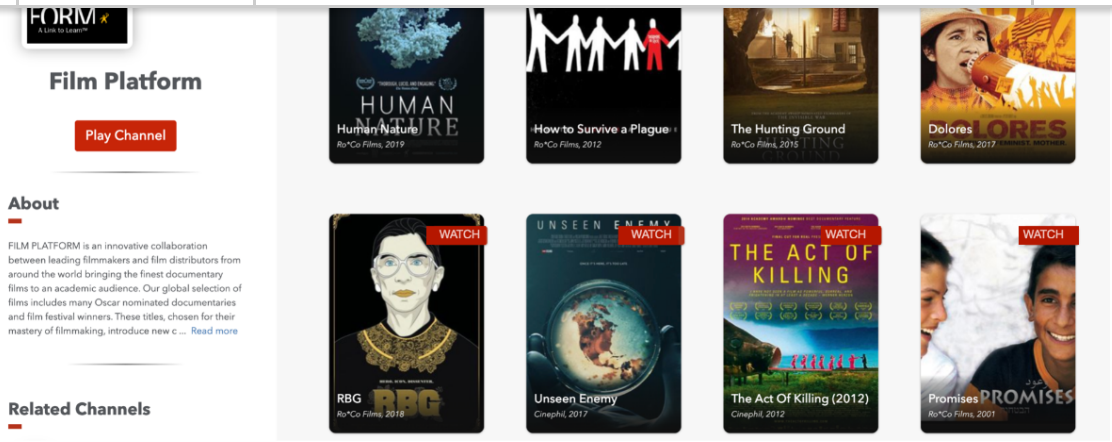
A Summer Update

Dear Friends,

The pandemic has brought difficult times for everyone, with the most marginalized communities hit hardest contributing to global outrage around racial and economic injustice. This has us re-thinking how we approach the changing distribution landscape. From expanding our impact work, to developing on-line screening expertise, to working with foreign partners to re-release films that speak to our current moment, we are seeking new ways to creatively engage audiences with our films and support our long-time distribution partners. Below are some of those highlights.

With gratitude,
The ro*co team

Distance Learning During Covid-19



Distance learning has become the new normal in higher education, with documentaries being used by professors and students on a scale we have never seen before. Our educational division's EVOD platform, **Film Platform**, has partnered with the world's largest university library database **ProQuest**, to bring our films to a worldwide, student audience. ProQuest provides the largest collections of digital newspapers, journals, dissertations and eBooks to libraries in over 24,000 universities globally, and now our films are cross-referenced within that rich resource. Students and professors alike can access our films for their coursework, from a distance and with ease.

Film Platform is known in the EVOD sector as the curator for the most highly-acclaimed and exclusive documentary films sourced from around the world. If you have a film you would like to submit to Film Platform please use the link below. There is still time to make your film available for the fall semester. We will give preference to documentaries that have had a theatrical release in the US, won major film festival awards, or have had a least one national review.

SUBMIT HERE

Impact Campaigns



Just one shining example of our current work with **Impact Campaigns:** After breaking new ground with a successful virtual theatrical release in over 40 markets nationwide, PICTURE A SCIENTIST is now positioned for even greater impact in the educational and semi-theatrical realm. Over the course of just a few weeks, ro*co has already engaged *hundreds* of campuses, organizations, associations, and corporations as screening partners, with most choosing to offer the film virtually in the fall along with customized post-screening panel discussions.

Picture a Scientist paints a nuanced, emotional but unflinching portrait of the struggles women in science have faced, in recent decades up to today. The film challenges audiences of all backgrounds and genders to question their own implicit biases and move toward change.

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Community and Campus Screenings



James Redfords RESILIENCE was just one example of our many recent projects in our educational division. **Community screenings and events** have always been an important part of ro*co's educational distribution strategy, so as the world moved online, so did our screening campaigns. Keeping audiences socially distant but socially aware, organizations are able to license films and offer their student and members the opportunity to view the film in a branded, private virtual screening room often followed by virtual Q&A's. From small groups to large national organizations, we have found ways to reach new audiences and keep our partners and educational clients engaged during the pandemic. While there is a no shortage of content these days, we are proud to bring meaningful and educational documentaries to these audiences.

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International Sales



Our **distribution partners** in Italy and Germany are getting creative. With theaters closed in Italy, our distribution partner CDI created a new model to test out for Stephan Maing's timely story CRIME + PUNISHMENT (trailer above) about a group of black and Latino whistleblower cops and the young minorities they are pressured to arrest and summons in New York City. CDI created Italian subtitles and partnered with an Italian TVOD platform to launch the film. Given the story's relevance to the Black Lives Matter protests, CDI was able to engage the online news magazine The Vision to write a story about the film. In Germany, our partner Neuzeitfilm successfully negotiated a deal with ZDFInfo for a new one-hour version of Richard Rowley's 16 SHOTS and is finalizing a deal with MDR Telepool for Reka Szabo's EUPHORIA OF BEING.

VIEW NEW TITLES

Live Stream Events



We are excited to announce the **World Premiere** of **Burning Man: Art on Fire** with two live screening events in August, in partnership with the Burning Man Organization. The film is a spectacular look into the massive art installations at the center of the annual week-long event. Featuring artists, makers, spectators and volunteers, the film is just mighty entertaining. This ticketed community screening event will be a unique opportunity to watch the film and enjoy an interactive panel with filmmakers and artists. More details coming soon, but click here to stay updated:

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