

ROLLING

Community Outreach Grants

Galen Buckwalter was a 16 year old athlete when he hit his head diving into a lake. He was paralyzed from the neck down. Vicki Elman was married and working at the UCLA School of Medicine when she was diagnosed with multiple sclerosis. She has been in a wheelchair for more than ten years. Ernie Wallengren, television writer, producer, husband, and father, was diagnosed with ALS at the age of 48. He foresees a long journey for himself and his family.

In 2001, Gretchen K. Berland, M.D. gave Galen, Vicki, and Ernie video cameras. She asked them to record their day-to-day experiences as wheelchair-bound individuals. During the next two years, the trio shot over 200 hours of footage.

We watch as Galen must choose between an electric wheelchair and shoulder-replacement surgery. Vicki patiently tries to navigate the bureaucracy of the insurance industry. And Ernie is faced with an impossible decision: does he want to be kept alive by a machine?

This is the story of their lives – and the events that impacted their lives. This is ROLLING.

In 2003, ROLLING was named best documentary at the Independent Film Project Conference for Works in Progress. American Public Television will soft-feed the program on January 6, 2008.

To spark dialogue, engage viewers, and increase public awareness of ROLLING and the rights of people with disabilities, Thirteen/WNET is pleased to announce community outreach grants to public television stations across the country. Five stations will receive grants of \$4,000.00 to create community events and/or awareness campaigns centered on the film and local resources. The structure of the events will be determined by the participating stations and designed to maximize exposure, local resources, and partner organization opportunities. Each participating station will be required to partner with at least one relevant community organization and broadcast the film between January and May, 2008.

All station events and awareness campaigns must be held between January 1, 2008 and May 1, 2008. Grants will be awarded to stations submitting proposals for community events and/or campaigns which best accomplish the following goals:

- build viewer interest in ROLLING
- foster community dialogue about the challenges faced by those in wheelchairs

Potential ROLLING events can include, but are not limited to:

- screenings with a panel discussion
- screenings with speaker/s from relevant, local community organization/s
- collaborations with local hospitals, college or university programs, rehabilitation clinics, or disability advocacy groups

Potential project partners include, but are not limited to:

- centers for independent living
- colleges/universities with centers for disability studies
- medical and/or nursing schools
- state disability coalitions
- local hospitals, rehabilitation clinics, physical therapy centers
- local chapters of organizations such as American Association for People with Disabilities, National Spinal Cord Injury Association, World Disability Institute, ALS Association, American Academy of Neurology, AARP

To apply for a ROLLING community outreach grant, please complete the accompanying Project Plan. Submit your station's proposal via email to janellim@thirteen.org by December 3, 2007. Sites will be selected by December 10, 2007. Selected stations will be required to broadcast the film and submit an interim status report and a final report on their progress and activities.

If you have questions regarding the ROLLING community outreach grants, please contact Maria Janelli, Associate Outreach Producer at Thirteen/WNET, at janellim@thirteen.org or 212-560-8319.

Thank you for your interest, and good luck!

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