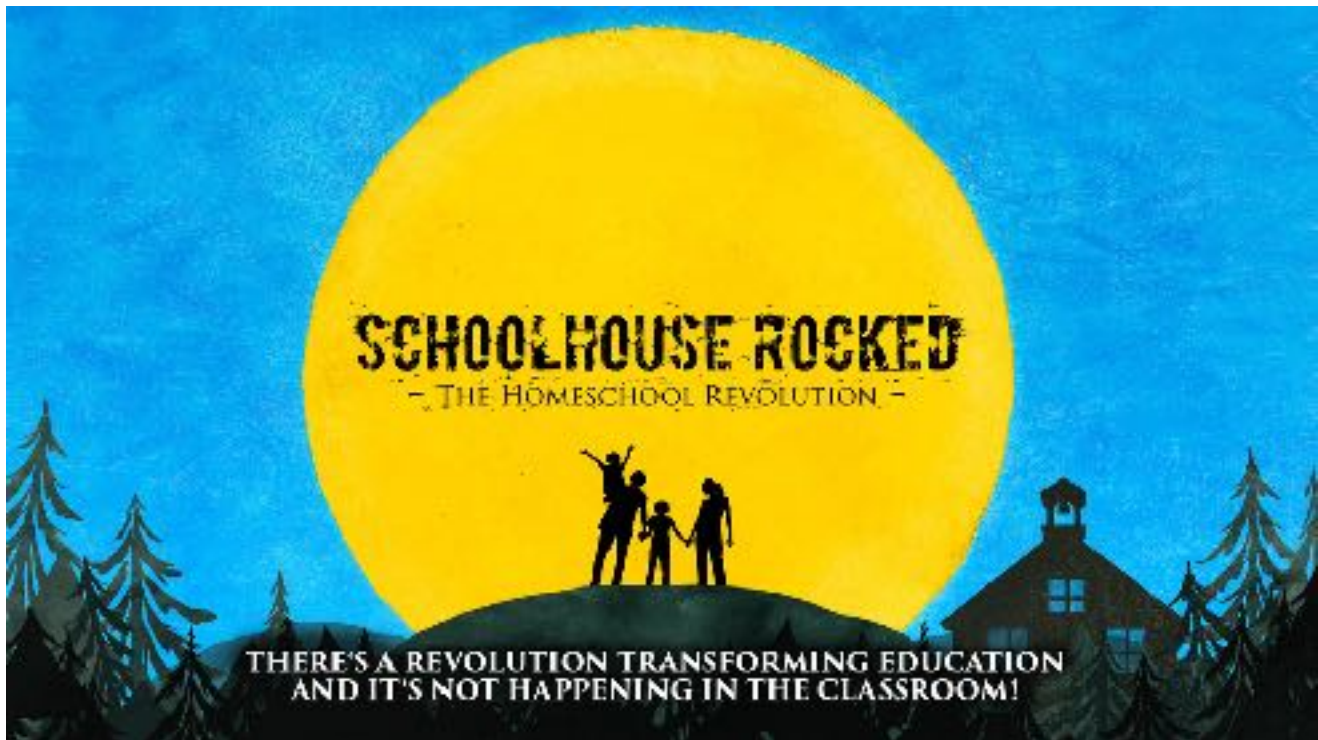

BRONZE OXEN FILMS



Documentary Film Proposal

**THERE'S A REVOLUTION TRANSFORMING EDUCATION,
AND IT'S NOT HAPPENING IN THE CLASSROOM!**



Prepared by: Garritt Hampton, Director
September 8, 2020

LOGLINE	1
STORY SUMMARY / SYNOPSIS	1
Story Arc And Character Arc	1
Synopsis	1
Act 1 - “Encourage”	1
Act 2 - “Equip”	3
Act 3 - You Can Do It!	5
Access To Story And Sources	6
Topic Summary	6
Artistic Approach	8
PROJECT STAGE	10
Timeline	10
DISTRIBUTION AND MARKETING STRATEGY	10
Pre-Release	11
Release	12
Branding Strategy	12
Distribution Plan	13
Intended Audience	14
Audience Engagement And Social Impact	15
KEY CREATIVE PERSONNEL	16
CAST	17
FINANCIAL INFORMATION	19
Partner With Us	19
Fundraising Strategy	19
Funding To Date	19
Additional Support	19
Fiscal Sponsor	20
PRODUCTION BUDGET	21
P&A BUDGET	22
DIRECTOR’S PRIOR WORK	23
CURRENT SAMPLE	23
CONTACT INFORMATION	24
SOURCES CITED	25

LOGLINE

**THERE'S A REVOLUTION TRANSFORMING EDUCATION,
AND IT'S NOT HAPPENING IN THE CLASSROOM.**

STORY SUMMARY / SYNOPSIS

Story Arc and Character Arc

Although it may seem unlikely, the journeys of many homeschoolers bear the elements of the classic monomyth, and Yvette's is no different. Her "hero's journey" begins as her oldest daughter nears kindergarten and she and her husband are compelled to seek alternatives to the failing public schools in their hometown. *Schoolhouse Rocked* is a feature-length documentary examining the world of homeschooling, which follows Yvette as she travels the country with her family, meeting other homeschoolers and education experts in an effort to learn the secrets of successful homeschooling. This diverse cast of allies and mentors ranges from parents of preschoolers to college graduates, authors, curriculum developers, and college and university faculty and administrators who guide her from a position of strong opposition to homeschooling, to reluctant homeschooler and first-time teacher, to outspoken advocate for this growing education revolution. Along the way, she also meets people who oppose home education and question her ability to teach her own children. As viewers follow Yvette on this journey and share in her challenges and victories, they will gather the necessary resources and encouragement to homeschool with excellence — to start strong and finish well!

Synopsis

Act 1 - "Encourage"

Yvette's "hero's journey" begins before her daughters are even ready to start school. In the world she has grown up in, public school and structured class time are the norm. She and her husband Garritt have bought in to most of the classic stereotypes and misconceptions about homeschooling and they have no plans to homeschool their girls, in fact, they often claim they would never homeschool their kids. Why would they do that to their family?

Why are so many families choosing to homeschool? Experts Bryan Osborne, Scott LaPierre, and Carrie DeRenzo, PhD share their experiences as public school teachers; and homeschooling parents share their children's school experiences, which influenced their decision to homeschool. Public schools are failing our children academically and spiritually. While we are spending more per student than ever before, our schools are producing mediocre students who are poorly prepared for college or the workplace; and the secular humanistic philosophy that permeates public schools is leading to moral decay in our society.

While private schools, in many cases, provide a better alternative than public schools, tuition costs are too high for many families and the majority of these schools still operate under the same academic model as public schools. These schools employ the same methods, developed by Horace Mann and John Dewey, as public schools, yet expect better results than public schools because they offer a “safer” environment, slightly smaller class sizes, and depending on the school, may offer Biblical instruction.

As an alternative to public and private schools, millions of American families have chosen to homeschool and are finding that the benefits are great.

Yvette's call to adventure comes as Brooklyn nears school age. She and Garritt live in an area where the public schools are unsafe and the overriding philosophies (secular humanism, evolutionary worldview, moral relativism) of the public schools are at odds with the family's religious and moral convictions. They determine that the traditional path of public school is not the right choice for their family, but are resistant to the call to homeschool and seek other options. In their search, they find that local private schools are out of their price range, and while local charter and stem schools offer increased safety, the overriding philosophy at these schools is no different from the traditional public schools. It is then that they meet their mentors. Through the encouragement of some experienced homeschooling friends Garritt and Yvette attend a homeschool convention and realize that homeschooling isn't what they believed it to be.

What are the benefits of homeschooling? There are numerous benefits to homeschooling. Chief among them is that it allows for children to be taught according to their individual learning styles. If a child thrives in math or science they have the freedom to move forward without the restriction of grade-level standards. If the child is struggling in a subject, homeschooling allows for the child to slow down until they are ready to move on. Andrew Pudewa, Connie Albers and Janice Campbell share how homeschool parents are also able to teach according to the child's unique bent and learning style, whether auditory, visual, kinesthetic, or global.

Debby Sjogren and T. Caleb Schroeder share how Christian parents are able to instruct from a Biblical worldview. Deuteronomy 6:5-7 says “You shall love the Lord your God with all your heart and with all your soul and with all your might. And these words that I command you today shall be on your heart. You shall teach them diligently to your children, and shall talk of them when you sit in your house, and when you walk by the way, and when you lie down, and when you rise” (Crossway Bibles). Christian homeschooling parents are taking this command to heart.

Are parents qualified? Many parents do not feel equipped to homeschool. We find this concern expressed in street interviews, and hear it echoed in interviews with homeschooling moms. Nearly every mom we have interviewed experiences doubts about their abilities at some point. However, as we have heard time and time again from moms such as Heidi St. John, Sarah Mackenzie, Sam Sorbo, Colleen Kessler, and many others, God provides all that one needs to carry out this important task. Additionally, parents know the needs, struggles, and strengths of their children better than anyone else and have the greatest desire to see them to succeed.

Against the advice of friends and family who call into question their ability to properly educate and socialize their children, the Hamptons cross the threshold into the strange new world of homeschooling.

Act 2 - “Equip”

As new homeschoolers the Hamptons deal with the challenges of choosing curriculum, establishing a routine, and developing an effective lesson plan and teaching method. As Yvette learns to navigate this new world, she finds support through co-ops and support groups, books, podcasts, and training at homeschool conventions which enable her to gain confidence and ability as a new teacher. However, each new school year brings new challenges and uncertainties.

What does a parent need in order to homeschool? Every family’s homeschool looks different and every parent has resources available to help guide them in their choice of methods, curriculum, record keeping, and support groups. We speak with Mike Smith and Caleb Mast from HSLDA (Homeschool Legal Defense Association) about the legalities of homeschooling across the country. In Cincinnati, Ohio we attend one of the largest homeschool conventions in the country and find resources and support from private school satellite programs, virtual schools, co-ops, classical communities, and Scholé Groups for bringing order to your homeschool world, acquiring the necessary tools, and complying with state regulations.

What about socialization? The myth of the unsocialized homeschooler has taken a huge turn. For the past decade or so, since homeschooling has become more accepted in society, homeschool families have made a concerted effort to involve their children in an array of social activities and opportunities, which have prepared them well for adulthood. We hear from several homeschooled students about their involvement in church, social clubs, learning programs, and athletics. These stories are juxtaposed against the misperceptions of people on the streets to highlight this important stumbling block. Ironically, in multiple street interviews we meet public school teachers who are concerned that current trends in education (reduction in play time and physical education, and an emphasis on standardized testing) have negatively affected socialization among public school students.

What is the role of the husband and father? The father’s role is very important to the growth and nurturing of his family. The husband is called to be pastor and leader of his home and encourager and supporter of his wife and children. Some dads are directly involved in the schooling of their kids, while others offer support to their wives as they educate the children. Despite the differing roles of dads in homeschooling, their importance can’t be minimized. Israel Wayne, Pastor Scott LaPierre, T. Caleb Schroeder, and Bob Sjogren encourage fathers to take an active role in leading their families, supporting their wives and training the hearts of their children.

How does homeschooling create family unity? Homeschooling allows for a strong family bond between parents and siblings as they experience life together. It also provides freedom to travel, as well as to explore what each member of the family is gifted in and passionate about. Andrew Pudewa and Josh Tolley discuss the virtues of the family business, where students learn the value of hard work and gain a sense of worth and satisfaction as they contribute in real ways to the well-being of their families.

The Hampton family finds that homeschooling allows them to travel and experience life together while many other kids would be in the classroom. As a concrete demonstration of this freedom the family commits to traveling the country extensively to allow their kids to see America and learn its history in the places where history unfolded. The family sells their home, buys a truck and travel trailer, and hits the road. Giving up her

large, well-stocked school room, Yvette adapts to the challenges of “road schooling” and finds that the benefits to the kids are worth the sacrifices.

At a homeschool convention in South Carolina we meet best-selling author S.D. Smith. Homeschooling allows him to travel with his family while speaking at conventions across the country. His wife and kids happily meet fans and play in his booth while he signs books and posters for his readers. At the same conference, young authors Solomon and Cecelia Schmidt talk about how homeschooling has allowed their family to develop deep bonds while playing and learning at home and while traveling the country with their mom, dad, and two younger siblings.

In her third year of homeschooling, Yvette experiences setbacks, which threaten to undo her plans to homeschool through graduation. Lacey, now pre-school aged, enters the homeschooling picture and Yvette finds that juggling two different lesson plans and meeting the needs of two students at different levels exceeds her abilities as a teacher. Chaos begins to overtake the school day, and like many other moms at this stage, she feels completely overwhelmed.

How does a family balance it all? Balancing family, home, academics, parenting, and marriage can be a terrible struggle. Pam Barnhill, author of *Plan Your Year*, encourages viewers to clearly define their homeschooling goals, then plan accordingly. While homeschooling won't always be orderly, when we have our priorities straight, the important things will fall into place. Blogs, such as The Unlikely Homeschool; podcasts, such as The Homeschool Snapshots Podcast by Pam Barnhill; and books, such as *Teaching From Rest* by Sarah Mackenzie and *The Busy Homeschool Mom's Guide to Daylight* by Heidi St. John provide invaluable resources and encouragement for homeschool parents trying to find an appropriate balance.

Yvette meets moms who are struggling with issues that she hadn't even considered. In Savannah, Georgia she talks with the mother of a profoundly gifted student. Though highly educated herself, with a degree in engineering, Cynthia feels that she is incapable of providing a rigorous enough education to challenge her 13 year old son and is considering enrolling him in school. In Woodland, Washington, Yvette meets Wendy, who decided to homeschool her deaf son after witnessing his struggles in the classroom.

Can you homeschool children with learning disabilities, physical disabilities, or exceptional gifts?

Colleen Kessler and Kathy Kuhl share advice for dealing with gifted and twice-exceptional students, as well as those who have physical and cognitive challenges.

Just as it seems that the challenges of homeschooling will overwhelm her, Yvette meets an important mentor. Nanette Brown introduces Yvette to a local co-op. The structure and accountability, and the support and friendships of other families in this community prove to be the elixir that Yvette needs to flourish in home education. She learns that while there are many different homeschooling methods (Charlotte Mason, classical, eclectic, Montessori, etc) and homeschooling looks different for every family, the methods and commitment to community in this co-op suit her and her family well. As they get involved, they begin to excel in their lessons, they make great friends, and begin to develop a love of learning.

How can a family succeed and thrive in homeschooling? While successful homeschooling looks different for every family, consistency and community are common keys to this success. Even if a family considers themselves “unschoolers” or “lifeschoolers,” having consistency as part of the day is necessary to their success. Community is also essential. The ability to connect with other like-minded families and draw encouragement and support from them is an incredibly important part of the homeschool journey.

Should homeschool look like school at home? Sarah Mackenzie, Dr. Christopher Perrin, and Andrew Kern clarify the classical learning method as the pursuit of truth, goodness and beauty. Charlotte Mason advocate, Janice Campbell, explains the importance of reading “living” literature and pursuing virtuous ideas. Regardless of background, we find a single enduring theme in the message of every expert and experienced homeschooler we speak with. None emphasizes the importance of worksheets, tests, or other typical classroom activities. Rather, each one encourages parents to simplify, rest, and focus on those things which provide enduring value.

As Yvette speaks with Dr. Perrin about *scholé* (leisure - simply “learning from rest”), Sarah Mackenzie about *Teaching From Rest*, and Andrew Kern about truth, goodness, and beauty, she experiences a revelation. Much of her struggle has been in trying to recreate traditional school at home, rather than developing a culture of learning and a love for knowledge and virtue in her daughters. Armed with this knowledge she begins the process of refining school to its most basic and important elements. She is reinvigorated and her girls blossom in this new environment.

Act 3 - You can do it!

What about college and beyond? At The Master’s University in Southern California, we meet homeschool dual enrollment counselor, Michelle Burgess. She tells of the success that homeschool students are having in the Master’s University’s dual enrollment program, where high school juniors and seniors are taking university courses for dual credit. Paige and Lindsay, Master’s University graduates who were homeschooled from kindergarten through high school graduation talk about how homeschooling prepared them for success in college and now in the workplace. We meet with faculty at several other prominent colleges who attest to the success of homeschool students in their most difficult academic programs, and find that as “homeschool students continue to score higher on the SAT and ACT than their traditionally schooled counterparts (CollegeBoard) (Brian D. Ray) many colleges are seeking to diversify their student bodies and welcome homeschoolers with open arms” (Tate).

Encouraged by the knowledge that homeschoolers are succeeding — that they are graduating from high school ready to succeed in college, in the workplace, in relationships, and in life — Yvette begins to enthusiastically encourage other families to homeschool. Her journey has shifted from one of discovery and growth, as she sought the necessary tools and encouragement to continue homeschooling, to one of mastery and mentorship, as she now shares her knowledge and experience with other struggling moms.

We hear from Heidi St. John, Durenda Wilson, Connie Albers, Janice Campbell, and several other homeschooling veterans whose children have graduated from college and are leading full and successful lives. These proud parents enthusiastically recommend homeschooling, in spite of the challenges.

Schoolhouse Rocked closes with many of the cast offering a heart-felt word of encouragement to the viewer. These short, but touching moments acknowledge the struggles that many families are facing, but remind viewers “Where God guides, He provides.” If these families feel called to homeschool He will provide everything they need to succeed. These scenes are an emotional highlight of the film as cast members each share, from their perspective, the message that in spite of the challenges, homeschool families can succeed and the results will be worth the effort.

Yvette has experienced many of the benefits of homeschooling her own girls, namely family unity, teaching from a Biblical worldview, freedom to travel and experience life together, a growing love of learning in her daughters, and her girls' commitment to the morals, ethics, and values that she and Garritt hold dear. While her girls have several years to go before graduation, she is certain that her journey will be worth the struggle and that homeschooling was the right choice for their family.

Access to Story and Sources

To date, all of the necessary interviews for the film have been completed.

As a homeschooling family since 2011, the filmmakers have experienced many of the challenges and victories shared by homeschoolers across the country. Prior to this project, they had developed a sizable network of like-minded families and were deeply involved in their local homeschooling community. They invested significant time, effort, and resources to become steeped in homeschooling methods and philosophies, and through their years of attending homeschool conventions and their involvement in several homeschooling programs they had made the necessary connections to begin production. As production progressed and word spread about the movie, the filmmakers were welcomed and encouraged by many prominent leaders in the homeschooling movement. Additionally, homeschooling families across the country have welcomed the filmmakers into their homes and communities, which has enabled them to capture much of the necessary b-roll for the film.

Topic Summary

Schoolhouse Rocked is a **pro-homeschooling** movie! We believe that the moral and academic decline of the public schools, coupled with a rising desire among parents to take control of their children's education and training has lead to the explosive growth of the homeschool movement. 2020 has only accelerated that growth. School closures and social distancing due to COVID-19 have caused millions of parents consider home education, and many have decided that they will never send their kids back to public schools. **This is the homeschool revolution!**

Schoolhouse Rocked seeks to be a leading force in the next wave of that revolution. This important film will encourage these parents that they can homeschool, break down the misconceptions and negative stereotypes that are holding them back, and give them the resources they need to do it well.

But homeschooling is difficult. Almost daily we hear about homeschooling families who are struggling with balancing family commitments and teaching time, with making intelligent curriculum choices, with feelings of isolation, and with opposition from friends and family. We read heartbreaking social media posts from moms who are ready to throw in the towel and are begging for encouragement and guidance. A commitment to homeschool means years of hard work, expense, and sacrifice. Many times it is hard to focus on the end result when you are in the midst of the daily struggle.

“TRAIN UP A CHILD IN THE WAY HE SHOULD GO...”

While homeschooling is hard, it is also a high calling and a worthy endeavor. Proverbs 22:6 tells us, “Train up a child in the way he should go; even when he is old he will not depart from it” (Crossway Bibles). Homeschooling families have exhibited a deep commitment to following God’s call to train up their children and have dedicated significant effort, time, and resources to the task.

Thankfully, this worthy endeavor yields great rewards. Homeschooling provides many benefits, both in the short term and into the future, which make this difficult task worth undertaking. Homeschooled students tend to internalize the values and beliefs of their parents at a high rate (Brian D. Ray). Homeschooling yields academic and spiritual benefits as parents are able to tailor their teaching to the learning styles of their children and integrate the spiritual values of the family into every subject. Homeschooling also provides flexibility of schedule and venue – lessons can be held at any time and in any place that the family chooses.

Over time, the benefits of homeschooling are realized in academic excellence. The rich learning and social opportunities afforded by homeschooling lead to very high college acceptance rates, better ACT and SAT scores, higher rates of college attendance and graduation, and higher GPAs when compared to the national average. Recent studies show that 74% of homeschooled students between 18 and 24 have taken college courses, compared to 46% of the general population (Writers). Homeschoolers averaged 22.5 on the ACT in 2003, compared with the national average of 20.8 (Writers), and homeschool students’ SAT scores were 0.61 standard deviation higher in reading, 0.26 standard deviation higher in mathematics, and 0.42 standard deviation higher in writing than those of all college-bound seniors taking the SAT (CollegeBoard) (Brian D. Ray). Homeschoolers graduate from college at a rate of 66.6%, compared to 57% of other college students (Writers). Homeschool freshmen typically have higher GPAs in their first semester at college, averaging 3.37, while the other students average 3.08, and the trend continues throughout college, with homeschooled college seniors maintaining an average 3.46 GPA, versus 3.16 among other students (Writers).

Encourage Equip

The Mission of Schoolhouse Rocked is to Encourage and Equip homeschool families to start strong and finish well.

It is our goal to empower homeschool families to better enjoy the benefits of homeschooling by clearly outlining the common challenges and then providing real-world advice and access to resources to overcome these challenges. In an effort to encourage the support of family and friends of homeschoolers, the movie will also dispel many myths that can lead to opposition to homeschooling. Finally, the movie will provide heart-felt encouragement from real people who have experienced the common struggles and blessings of homeschooling. We believe that by providing a realistic picture of the benefits, challenges, and real-world outcomes of homeschooling, by disseminating wise advice and valuable resources, and by offering heart-felt encouragement we can effectively carry out our mission.

Artistic Approach

Schoolhouse Rocked is a feature-length documentary, which uses the narrative of Yvette's journey to engage viewers, create empathy, and drive the story forward. Her story is dynamic and takes place over several years and all across the United States. Professional narration is used between acts and to set the stage for the ongoing discussion. Key narrative scenes take place in practical locations with an emphasis on movement, as Yvette shares her story with another homeschool mom and as they walk and talk together we hear the trusted voices of homeschooling experts as they affirm Yvette's convictions and give advice to new and experienced homeschool families to help them succeed. Throughout the film, Yvette and her family visit scenic and historic locations, including one-room schoolhouses, libraries, abandoned inner-city schools, and city squares, and as they travel together, they experience the freedom that homeschooling brings as they explore the country. Yvette's story is augmented by voice-over and family photos and videos - the birth of her girls, family trips, school projects, school field trips, co-op meetings, etc.



The color palette will shift from the low-contrast of brown-blacks, tan-grays, and yellow-white highlights for stories of struggle and uncertainty, to high-contrast warm yellows, bright greens, blown-out backlit highlights and long, black shadows to convey joy and life during stories of successes and new revelation. Framing is wide to medium and each shot is dynamic but fluid, utilizing a Steadicam or gimbal for most shots, with ultra-wide shots and drone shots to establish the setting and mood.

Short narrative segments are interspersed with interview footage of homeschooling experts discussing the topics that Yvette is dealing with. These interviews have been shot in two main styles. Many have been formal, sit-down interviews in practical locations - living rooms, schools, and offices. They share a similar color scheme of earthy browns and tans with accents of primary color and are all lit with a similar, bright three-point lighting style to ground the content in reality.



Additionally, stand-up interviews take place at homeschool conventions and on city streets. Careful use of appropriate natural light and location selection are used to place these interviews in the same world as the sit-down interviews. They feature a similar color scheme, diffused daylight, and minimal shadows to indicate authority and truth. Additionally subtle framing, set design and art direction methods are used to set the tone of each interview. When the emphasis of an interview is to encourage or validate the experiences of the viewer,

interviewees sit in soft chairs and couches. When a tone of authority is appropriate, cast members are filmed in their offices, lecture halls, seated on stools, or standing. Interview shots are mediums, and close-ups, and mainly singles to give full attention to the expert. Occasionally over-the-shoulders and two-shots are used to establish that every interview is actually a dialog, and viewers are able to grow along with Yvette as she learns from these experts.

Man-on-the-street interviews are juxtaposed against the narrative scenes and expert interviews to bring a counterpoint to the story and to introduce common stereotypes and misperceptions. These interviewees have no experience with homeschooling. A wide segment of the population is represented, but all interviews occur in busy downtown locations in the middle of the day. These settings reinforce the idea of “the world at work.” These are real people doing what real people do. Colors are bright reds, yellows, blues, sunny whites, and inky blacks and the locations are noisy and bustling.



Finally, b-roll of real families and homeschool groups doing life and school at home, on farms, in family businesses, on the playground, at church, on field trips, at landmark events like graduations, and at college will be used to bring context to each scene. Stock footage and historical photos will be used early in the film to give a historical perspective of traditional school and early home education, and to represent the dramatic changes that have taken place in the last few decades.

PROJECT STAGE

Schoolhouse Rocked is currently in post-production. All filming has been completed, final narration has been recorded, and a 90 minute rough edit has been completed. In filming for Schoolhouse Rocked we interviewed prominent leaders, speakers, authors and publishers, college and university professors and faculty, homeschooling moms, dads, and students at all stages in their journey, from kindergarten to graduation. Filming for the movie took place in Washington, Oregon, California, South Carolina, North Carolina, Alabama, Georgia, Tennessee, Kentucky, Virginia, Washington D.C., and Ohio. This provided a very broad view of homeschooling across the United States and has allowed us to build a base of support in several different regions of the country.

In order to complete the film we still need to hire a composer, colorist, and post production studio to do the final sound mix and produce the deliverables - theatrical version, DVD version, Blue-ray version, streaming version, etc. The completion date of the film is dependent on fundraising.

Timeline

Pre-Production	September 2016 - November 2016
Fundraising/Production	November 2016 - August 2019*
Post-Production	Current phase (finish is dependent on funding)
Promotion and Advertising - Theatrical Release	4-6 month pre-release window
Theatrical Release (Fathom Events)	Dependent on funding
Promotion and Advertising (DVD, Blu-ray, Digital)	6 month window starting at release
DVD, Blu-ray, Digital Release	3 months after theatrical release

***Dates are dependent on fundraising and Fathom Events scheduling.**

DISTRIBUTION AND MARKETING STRATEGY

Schoolhouse Rocked will meet homeschool families where they are. We intend for our primary audience to have very high awareness of *Schoolhouse Rocked*, well in advance of the film's release. This will be accomplished through multiple exposures to our content on **social media platforms**, **SchoolhouseRocked.com**, our **YouTube Channel**, **The Schoolhouse Rocked Podcast**, on other blogs and podcasts, radio and television, and in magazines and newsletters. **We will work with Collide Media Group** to manage all aspects of the marketing campaign, including PR, print, and digital campaigns. Additionally, we are continuously developing strategic relationships with important **marketing partners** and **sponsors**, including state homeschool organizations, homeschool curriculum publishers, authors, bloggers, podcasters, and other homeschool-friendly organizations to augment the P&A budget.

Throughout production, our marketing strategy has been to focus on low-cost methods to build strong, grassroots enthusiasm for the film. Through strategic partnerships with our cast and marketing partners, we have access to a

network of well over 500,000 homeschoolers through Facebook and mailing lists. We will continue to leverage these resources to the fullest by sharing trailers and topical video content on their pages, private groups, and newsletters. We have already begun to employ these resources to grow our own mailing list, social media following, and general awareness for the film.

In addition to the partnerships we are building with our cast, sponsors, and marketing partners, we are currently active in several other Facebook groups, boasting tens of thousands of members each. Combined, these groups host hundreds of thousands of individual members. These groups have proven to be extremely effective in spreading the word about the film. We have found that strategic posts to the largest of these groups has resulted in sharing throughout the community and is building a measure of virality into our marketing.

Pre-Release

Podcast and Online Conference – In addition to strengthening the homeschool community, **The Schoolhouse Rocked Podcast** and **Homegrown Generation Family Expo** are extremely effective marketing tools. The Schoolhouse Rocked podcast currently boasts 20,000 downloads per month and is seeing steady growth, and the Homegrown Generation Family Expo is entering its second year and will have several thousand attendees.

Crowdfunding Campaign – Prior to release, we will run a crowdfunding campaign to pre-sell the movie on DVD, Blu-ray, and digital download. More than just a fundraising tool, crowdfunding provides several strategic advantages that can lead to a successful project. “Crowdfunding serves to validate demand and build communities of support” (Mollick) and instills a sense of “ownership” among contributors, who become more likely to promote the film. Additionally, “the pressure of community support instills a sense of obligation in project creators as well. As a result, failure is remarkably rare in crowdfunding, with approximately 91% of successfully crowdfunded projects delivering” (Mollick). Finally, successful crowdfunding campaigns generate significant press and industry buzz by signaling strong market interest.

Street Team – In order to build word-of-mouth momentum, we will launch a street team of homeschooling moms, involved in their local communities and co-ops. We will offer free merchandise and copies of the movie to moms across the country who are willing to spread the word about the film in their churches, local homeschool communities, Scholé Groups, homeschool conventions, family conferences, support groups, social media circles, podcasts, and blogs.

Paid Advertisements – As release nears, we will add highly targeted, paid advertisements to our campaign. Several homeschooling magazines, including *The Homeschool Court Report* (HSLDA), *The Old Schoolhouse*, *Practical Homeschooling*, *Home School Enrichment*, and homeschooling friendly religious magazines, such as *Answers Magazine* offer affordable and widespread access to our primary market. We will coordinate press releases for featured coverage and paid advertisements in these magazines to drive sales. Additionally, we will launch a pay-per-click campaign to drive traffic to our website and social media platforms. This allows our advertising budget to be spent in highly targeted areas and avoids the “shotgun” approach.

Appearances – Radio and television ads on Christian and conservative shows will be combined with live appearances for maximum effect. Toward that goal, the filmmakers have begun to cultivate relationships with traditional and new media broadcasters. Yvette and Garritt have already been guests on several national radio shows and podcasts, and will continue to appear on as many as possible. They are also engaging speakers, and continue to speak at homeschooling, business, and filmmaking events.

Promotional Video – As we move through post-production, we will be regularly releasing content rich, topical video on SchoolhouseRocked.com, the *Schoolhouse Rocked* YouTube channel, and on the *Schoolhouse Rocked* Facebook page. These video posts will be accompanied by keyword rich video descriptions and text posts. Over time, this will lead to rapidly growing web traffic as we employ effective S.E.O. techniques in the development of this content.

Festivals and Screenings – Prior to general release, *Schoolhouse Rocked* will be featured in select film festivals and at industry and press screenings in an effort to build industry buzz and to seek advantageous distribution deals.

Release

Following release, the film will be exhibited at homeschool conventions and family conferences across the country. Both Garritt and Yvette will seek opportunities to speak and host booths at these conventions. We believe that there are few more impactful ways to spread the word about the film than to speak directly to hundreds of conference attendees and then to get to know them as they share their struggles and successes at the *Schoolhouse Rocked* booth. While this method may not ensure the widest reach, it guarantees a very deep connection with a large number of people who then become evangelists for the film.

Branding Strategy

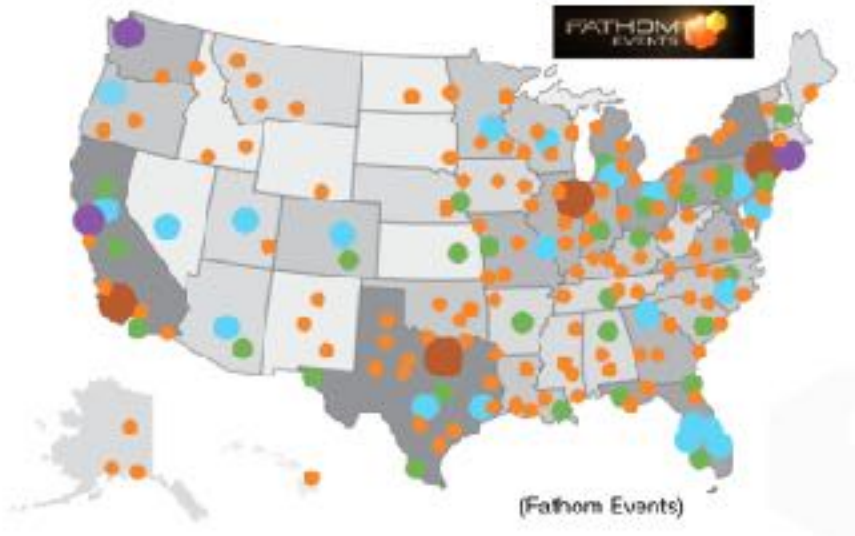
The subtitle of the film, *The Homeschool Revolution*, is an important element in communicating the philosophy of the movie. We believe that there is a growing revolution in education, led by homeschooling families, which will contribute some of the best and brightest leaders to the next generation. The slogan, “Join the Revolution!” will be employed as a call to action, as viewers are encouraged not only to purchase and view the film, but to pursue homeschooling and encourage others to do so by sharing the film with their friends and family.



Distribution Plan

Fathom Events

The producers are in discussions with Fathom Events, and are currently planning for a two night nationwide theatrical screening and live event. In coordination with Fathom Events, the producers have created a marketing budget to allow for a successful release. Additionally, Fathom Events has aligned the producers with **Collide Media Group** to handle the advertising campaign for *Schoolhouse Rocked*.



Previous faith-based documentaries, including *Is Genesis History?*, *The Riot and The Dance*, *Unstoppable*, and *Monumental* have been hugely successful with Fathom Events, and a large part of that success has been because of the engagement of the homeschool community. Once a film has been scheduled for a Fathom Event the company provides valuable marketing, including showing movie trailers in more than 885 theaters, and providing over 10,000,000 web and social media impressions.

Widespread Digital Distribution – Streaming and Download



Digital distribution of documentary films, through download and streaming, is quickly becoming the standard method for distribution. We plan to release *Schoolhouse Rocked* on all major digital distribution platforms (Netflix, iTunes, Amazon, Hulu, Pure Flix, RightNow Media, Google Play). The producers have budgeted for the initial cost to establish distribution these platforms. However, possible distribution contracts may be negotiated, which would offset this cost.

Limited Community and Theatrical Screenings

While the producers of *Schoolhouse Rocked* are planning on a nationwide Fathom Event as the main theatrical release of the film, following release, special showings will be arranged at churches, homeschool groups, community organizations, and for promotional events. provides a simple and affordable solution for these limited theatrical engagements. Tugg.com charges no upfront fees, and offers access to over 90% of all the screens in the United States, including Alamo Draffhouse Cinema, AMC Theatres, Bow Tie Cinemas, Cinemark Theatres, Goodrich Quality Cinemas, Rave Cinemas, and Regal Cinemas (Ferrari) through a split of ticket sales.



DVD, Blu-ray, and Digital Download

Schoolhouse Rocked will be available for purchase on DVD, Blu-ray, and digital download through SchoolhouseRocked.com, Amazon.com, and select retail stores. Additionally, physical media will be distributed at homeschool conventions and will be made available through the distribution networks of our sponsors and marketing partners.

Intended Audience

The movie and its associated properties will be marketed to a very well defined niche, but while it is a clearly focused group, religious homeschool families are a very substantial market. Christian homeschoolers comprise more than two-thirds (approximately 1.6 million students) of the homeschool community (Kaleem), which is currently estimated at over 2.3 million students* (Brian D. Ray). This is our primary audience and target market, which we estimate comprises approximately 2 million people (parents, students 7th-12th grade, and graduates) in the United States alone. **These figures do not include the massive growth in 2020.*

Secular, families from other religious backgrounds, and the families of prior homeschool students comprise our secondary market, which we estimate represents 6-8 million people. "An estimated 3.4 million U.S. adults have been homeschooled for at least one year of their K-12 years, and they were homeschooled an average of 6 to 8 years. If one adds to this number the 2.3 million being homeschooled today*, an estimated 5.7 million Americans have experienced being homeschooled" (Brian D. Ray). While *Schoolhouse Rocked* exhibits a strong Biblical worldview, we believe that the related interests of the homeschool community at large, and a scarcity of similar products will attract the attention of members of the broader homeschooling community. **These figures do not include the massive growth in 2020.*

While we know that many of the people who view *Schoolhouse Rocked* will be current homeschoolers, we don't just want to preach to the choir. We intend to advance homeschooling by reaching families who are considering homeschooling, but may have reservations about their ability to educate their own children, questions about the opportunities for socialization and extra-curricular activities, or worries about college or job prospects for homeschool graduates.

An important additional market is "holdouts." By "holdouts," we mean unsupportive family members and friends of people desiring to homeschool. We want *Schoolhouse Rocked* to be a powerful tool in changing the hearts and minds of people who are opposed to homeschooling. We want moms and dads to be able to say to those people, "just watch this," knowing that the movie will answer the questions and objections of their loved ones. While this will be an important segment of our audience, it is difficult to estimate its size, but will likely contribute to a wave of support for new homeschool families and ultimately bolster the homeschool movement. We plan to implement a "Share This Movie" campaign to reach these people.

Less significant audiences, still warranting mention, are educators, administrators, and students at traditional schools and colleges. The content of *Schoolhouse Rocked* will offer significant insights into the educational process and will serve as a tool for many educators seeking to improve educational outcomes.

The content of *Schoolhouse Rocked* will be appropriate for all ages and its family-focused content will provide an excellent opportunity for exhibition at community events, churches, and homeschooling groups.

Audience Engagement and Social Impact

Schoolhouse Rocked doesn't just give lip service to the homeschool revolution. We believe that we are at the leading edge of a very real revolution in education, which will provide enormous societal benefits. Therefore, we want to provide valuable tools for current homeschoolers and encourage the next wave of families to join the revolution. Along with the film, SchoolhouseRocked.com and the *Schoolhouse Rocked* Backstage Pass subscription website will offer many hours of free and paid content, including videos, articles, product reviews, and recommendations to equip the next generation of world changers. Viewers will be encouraged to share the movie and online resources with their churches, co-ops, and community groups as a way to strengthen the homeschool community and encourage reluctant families to begin homeschooling.



KEY CREATIVE PERSONNEL



Garritt Hampton – Director

Garritt is a movie industry veteran with credits on some of the biggest movies of the last decade, including *Interstellar*, *Furious 7*, *TRON: Legacy*, *GI Joe: The Rise of Cobra*, *The Twilight Saga: New Moon*, and many more. Following several years of working as a motion control technician in Hollywood, Garritt made an abrupt shift and taught film at a Los Angeles area private school, while producing short documentary content for his church. His time teaching high school and middle school students deepened his love for education and his passion for the creative process. View Garritt's credits at <https://schoolhouserocked.com/gh-credits>.



Yvette Hampton – Producer/Host

Yvette's greatest enjoyment is being a wife and mom. She has been homeschooling since 2011 and is passionate about changing lives and families through homeschooling. She and Garritt have been married for 24 years and she thrives on interacting with people, especially young wives and moms who are in need of encouragement. Her extensive business background, organizational skills, and ability to connect with people make her an excellent host and producer.

Schoolhouse Rocked is a production of Bronze Oxen Films LLC.

The producers will enlist the services of experts, including a composer, colorist, assistant editor, post sound mixer, and a graphic artist to complete the post-production process on *Schoolhouse Rocked*. Relationships have already been established with all of the professionals and companies who will be employed to finish, promote, and distribute the film.



CAST

In addition to homeschool families and students across the United States, we have interviewed many of the leaders in the homeschool community, including:

J. Michael Smith, Esq. has served as president of Home School Legal Defense Association (HSLDA) since 2001. He has been defending homeschooling in court and before the legislature since 1983, when he and his wife Elizabeth, along with Michael Farris and his wife Vickie, founded HSLDA.



Dr. Carol M. Swain is a former professor of political science and law at Vanderbilt and Princeton Universities. She is an engaging public speaker, political commentator, author, and homeschooling advocate who is passionate about empowering others to raise their voices in the public square.

Sam Sorbo is an actress, author, and homeschooling advocate. She and her husband Kevin homeschool their three children. Her books, *They're Your Kids* and *Teach from Love* are excellent resources for homeschooling families and parents intent on teaching their children Biblical values.



Christopher A. Perrin, PhD is the CEO/publisher at Classical Academic Press, and a national leader, author, and speaker for the renewal of classical education. He serves as a consultant to classical schools and is the director of the Alcuin Fellowship and the co-chair of the Society for Classical Learning.

Ken Ham is the president, CEO, and founder of Answers in Genesis-US, the Creation Museum, and the Ark Encounter. His passion for apologetics and Biblical authority have made him one of the most in-demand Christian speakers in North America.



Andrew Kern is the founder and president of the CiRCE Institute, the founding author of *The Lost Tools of Writing*, and co-author of the best-selling book *Classical Education: The Movement Sweeping America*.

Heidi St. John is a highly sought-after conference speaker who has delighted tens of thousands of people through her books, podcast, blog, and social media posts. She is an outspoken homeschool advocate and homeschools her seven children.



Bryan Osborne is a speaker and curriculum specialist at Answers in Genesis. He taught Bible history in a public school for 13 years and, for nearly 20 years, he has been teaching Christians to defend their faith.

Israel Wayne is the author of several books, a popular conference speaker, and director of Family Renewal. He and his wife, Brook, are both homeschool graduates who homeschool their nine children. He has been a regular columnist for *Home School Digest*, *Home School Enrichment* and *The Old Schoolhouse* magazines.



Sarah Mackenzie is the best-selling author of *Teaching from Rest: A Homeschooler's Guide to Unshakable Peace* and *The Read-Aloud Family*. She is the creator and host of the *Read-Aloud Revival* podcast, and a popular speaker at homeschool conventions across the country. Sarah homeschools her six children.

Andrew Pudewa is the director of the Institute for Excellence in Writing and a father of seven. Traveling and speaking around the world, he addresses issues related to teaching, writing, thinking, spelling, and music with clarity, insight, practical experience, and humor.



[and many more...](#)



FINANCIAL INFORMATION

Partner With Us

If you believe in homeschooling, please consider partnering with us to bring this important movie to theaters.

Production budget remaining to be raised	\$50,000.00
--	--------------------

P&A (Prints and Advertising) budget remaining to be raised	<u>\$287,100.00</u>
--	---------------------

Remaining Amount Needed for Production and P&A	\$327,100.00
--	--------------

Fundraising Strategy

To date, production on *Schoolhouse Rocked* has been funded through corporate sponsorships, private donations from enthusiastic supporters, and through investments by the director and producer. Fundraising to complete production is ongoing. The production team is pursuing private and institutional investments, corporate sponsorships, grants, and marketing partnerships. The following fundraising breakdown is an estimate and is subject to change. The P&A (prints and advertising) budget will be significantly enhanced by in-kind contributions from marketing partners and sponsors. Many of these relationships have already been established.

Self-Financing/Deferments - \$285,000

Investments - \$285,000

Corporate Sponsorships and Marketing Partnerships - \$100,000

Private Donations - \$20,000

Pre-sales and Content Subscriptions - \$20,000

Funding to Date

Self-Financing/Deferments - \$285,000

Private Donations - \$20,000

Pre-sales and Content Subscriptions - \$11,500

Corporate Sponsorships - \$39,500

Additional Support

Marketing Partnerships - \$150,000 (equivalent value to augment the P&A budget)

View a list of our [sponsors here](#). View a list of our [marketing partners here](#).

Fiscal Sponsor



From The Heart Productions acts as our fiscal sponsor to allow donors to make **tax-deductible contributions** to support the film. From The Heart Productions has been successfully funding films since their inception in 1993 under the 501(c)(3) Internal Revenue Code of 1954. They are also classified as a public charity under section 509(a)(2) of the Code. As such, any monetary donations to the Fiscal Sponsorship Program qualify as charitable

contributions under the U.S. Tax Code. Their IRS number is 95 444 5418 and donors may use this number on their taxes with the donated amount for a tax deduction.

From the Heart Productions administers donations received in support of *Schoolhouse Rocked*. As fiscal sponsor for this film, they monitor the film's progress. They can be reached at (805) 984-0098, or by email at info@fromtheheartproductions.com. From The Heart Productions is located at 1455 Mandalay Beach Road, Oxnard, California 93035-2845. Donors may visit <http://schoolhouserocked.com/support/> for more information on making a tax-deductible contribution to support the production of *Schoolhouse Rocked*.

PRODUCTION BUDGET

Acct.	Description	Budgeted	Spent	Remaining
"A" Above the Line				
01.00	Story Rights/Acquisitions	\$0.00	\$0.00	\$0.00
03.00	Producer	\$75,000.00	\$35,000.00	\$40,000.00
04.00	Director	\$75,000.00	\$35,000.00	\$40,000.00
05.00	Actors	\$2,500.00	\$0.00	\$2,500.00
	Total:	\$152,500.00	\$70,000.00	\$82,500.00
"B" Production				
10.00	Production Staff	\$5,000.00	\$0.00	\$5,000.00
13.00	Makeup/Hair Labor	\$0.00	\$0.00	\$0.00
14.00	Camera Labor	\$0.00	\$0.00	\$0.00
15.00	Production Office Expenses	\$10,000.00	\$5,270.00	\$4,730.00
17.00	Travel & Living	\$35,800.00	\$35,800.00	\$0.00
20.00	Makeup/Hair Supplies	\$250.00	\$250.00	\$0.00
21.00	Camera Equipment	\$10,500.00	\$3,100.00	\$7,400.00
22.00	Electrical Equipment	\$300.00	\$300.00	\$0.00
23.00	Lighting/Grip Equipment	\$1,100.00	\$1,100.00	\$0.00
24.00	Sound Equipment	\$1,000.00	\$1,000.00	\$0.00
25.00	Digital Storage	\$5,500.00	\$2,750.00	\$2,750.00
	Total:	\$69,450.00	\$49,570.00	\$19,880.00
"C" Post-Production				
26.00	Editorial Equipment	\$15,000.00	\$675.00	\$14,325.00
30.00	Editorial Labor	\$20,000.00	\$0.00	\$20,000.00
40.00	Music	\$15,000.00	\$0.00	\$15,000.00
41.00	Titles and Animation	\$5,000.00	\$0.00	\$5,000.00
42.00	Color Correction	\$15,000.00	\$0.00	\$15,000.00
43.00	Stock Footage	\$7,000.00	\$800.00	\$6,200.00
44.00	Post Production Sound	\$15,000.00	\$0.00	\$15,000.00
45.00	DVD and Blu-Ray Authoring	\$3,000.00	\$0.00	\$3,000.00
46.00	DCP Creation and Post Deliverables	\$5,000.00	\$0.00	\$5,000.00
	Total:	\$85,000.00	\$800.00	\$84,200.00
"B & C" Production and Post-Production				
50.00	General Expenses	\$7,500.00	\$6,500.00	\$1,000.00
60.00	Legal	\$7,500.00	\$350.00	\$7,150.00
61.00	Insurance	\$10,000.00	\$6,991.00	\$3,009.00
62.00	Accounting/Tax	\$3,000.00	\$1,811.00	\$1,189.00
70.00	Indirect Costs	\$0.00	\$0.00	\$0.00
	Total:	\$28,000.00	\$15,652.00	\$12,348.00
"D" Other				
80.00	Contingencies	\$25,000.00	\$0.00	\$25,000.00
	Total Production Budget	\$359,950.00	\$136,022.00	\$223,928.00
	Deferments			\$170,000.00
	Total Needed to Complete Production			\$53,928.00

P&A BUDGET

"E" Marketing/Advertisement

100.00	Agency and services (Collide Media Group to determine breakdown of advertising budget)	\$150,000.00	\$0.00	\$150,000.00
110.00	Trailers, Special Content Creation	\$5,000.00	\$0.00	\$5,000.00
111.00	Graphic Design - Posters, Ads, etc.	\$7,500.00	\$0.00	\$7,500.00
112.00	Web Hosting, Domains, Design, Email Service	\$2,500.00	\$2,000.00	\$500.00
113.00	Street Team (Merchandise, Materials, Management)	\$10,000.00	\$0.00	\$10,000.00
114.00	Premiers, Press Screenings	\$15,000.00	\$0.00	\$15,000.00
115.00	Printed Materials	\$7,500.00	\$250.00	\$7,250.00
116.00	Sponsor Electronic Press Kits (Hard Drives, Production, Shipping)	\$5,000.00	\$0.00	\$5,000.00
117.00	Promotional Merchandise	\$5,000.00	\$500.00	\$4,500.00
118.00	Special Events (Fathom Event Live Cast Discussion)	\$35,000.00	\$0.00	\$35,000.00
119.00	Promotional Appearances, Festivals, Conventions, Churches, Travel	\$40,000.00	\$150.00	\$39,850.00
	Total:	\$282,500.00	\$2,900.00	\$279,600.00

Prints/Distribution

200.00	Digital Distribution Costs - Distribber.com (iTunes, Amazon, Netflix, Google Play, Hulu)	\$6,000.00	\$0.00	\$6,000.00
	Shipping	\$500.00	\$0.00	\$500.00
210.00	Hard Drives for DCP Distribution	\$1,000.00	\$0.00	\$1,000.00
	Total:	\$7,500.00	\$0.00	\$7,500.00

Total P&A Budget	\$290,000.00	\$2,900.00	\$287,100.00
-----------------------------	---------------------	-------------------	---------------------

Remaining Amount Needed for Production and P&A	\$341,028.00
---	---------------------

DIRECTOR'S PRIOR WORK

Please visit <http://schoolhouserocked.com/previous-work/> for a sample of Garritt's prior work. The password for the page is **gloria**.



The page features a directing sample and separate sample of Garritt's work as a motion control tech and camera operator on major feature films, music videos, and commercials. The directing sample consists of footage from the short films and short-form documentaries that Garritt has directed. While *Schoolhouse Rocked* is a slight departure, in scope and style, from the director's previous projects, the film's interviews share the familiar, intimate, and affectionate feel of his previous short documentaries, and the overall movement, narrative style and look of his

work reflect the artistic approach and aesthetic he has developed over the past decade as a filmmaker.

CURRENT SAMPLE

The official trailer for *Schoolhouse Rocked* can be seen at <http://SchoolhouseRocked.com>.

Please visit <http://schoolhouserocked.com/current-sample/> for a sample from *Schoolhouse Rocked*. The password for the page is **gloria**.

While a rough cut of the film has not been completed, the page features several samples of key interviews, b-roll, and street interviews to give an early look at what has been shot for the film. This footage does not represent the montage style, final color, music, or audio mix of the finished film. The film also will feature an original score.



CONTACT INFORMATION

Bronze Oxen Films LLC
P.O. Box 226
Pooler, GA 31322

Garritt Hampton, Director
(661) 886-3131
Garritt@SchoolhouseRocked.com

Yvette Hampton, Producer
(661) 877-3172
Yvette@SchoolhouseRocked.com

Schoolhouse Rocked on the Web - **SchoolhouseRocked.com**
Schoolhouse Rocked on Facebook - **Facebook.com/SchoolhouseRocked**
Schoolhouse Rocked on YouTube - **SchoolhouseRocked.com/youtube**

Soli Deo gloria.

SOURCES CITED

Crossway Bibles. The Holy Bible, English Standard Version. ESV Text Edition: 2016. Wheaton: Good News Publishers, 2001.

CollegeBoard. CollegeBoard. 7 October 2014. 19 April 2017 <<https://secure-media.collegeboard.org/digitalServices/pdf/sat/TotalGroup-2014.pdf>>.

Brian D. Ray, PhD. National Home Education Research Institute. 23 March 2016. 19 April 2017 <<https://www.nheri.org/research/research-facts-on-homeschooling.html>>.

Tate, Allison Slater. NBC News. 17 February 2016. 19 April 2017 <<http://www.nbcnews.com/feature/college-game-plan/colleges-welcome-growing-number-homeschooled-students-n520126>>.

Writers, Staff. 15 Key Facts About Homeschooled Kids in College. 13 September 2011. 15 4 2017 <<http://www.onlinecollege.org/2011/09/13/15-key-facts-about-homeschooled-kids-in-college/>>.

Homeschool Base Staff. The Most Popular Facebook Homeschool Groups - Ranked & Searchable (Over 700). 23 March 2017. 27 April 2017 <<https://homeschoolbase.com/facebook-homeschool-groups/>>.

Mollick, Ethan. The Unique Value of Crowdfunding Is Not Money — It's Community. 21 April 2016. 29 April 2017 <<https://hbr.org/2016/04/the-unique-value-of-crowdfunding-is-not-money-its-community>>.

AMFMStudios. IS GENESIS HISTORY? FATHOM EVENT HITS #1 IN BOX OFFICE, RETURNS TO THEATERS MARCH 2nd and 7th. 27 February 2017. 27 April 2017 <<http://www.amfm-magazine.com/is-genesis-history-one-night-only-fathom-event-hits-1-in-box-office-returns-to-theaters-march-2nd-and-7th/>>.

Fathom Events. ABOUT US. 19 April 2017 <<https://www.fathomevents.com/about-us>>.

<https://www.distribber.com>. YOUR FILM, IN PROFIT, FASTER! 22 March 2010. 19 April 2017 <<https://www.distribber.com>>.

Tugg.com. How Tugg Works. 19 March 2014. 19 April 2017 <<http://resources.tugg.com/howtuggworks/>>.

Ferrari, Alex. IFH 025: TUGG – How to Get a Theatrical Release for Your Indie Film. 19 November 2015. 29 April 2017 <<https://indiefilmhustle.com/tugg-theatrical-self-distribution/>>.

Kaleem, Jaweed. The Atlantic. 30 March 2016. 19 April 2017 <<https://www.theatlantic.com/education/archive/2016/03/homeschooling-without-god/475953/>>.

Scripture quotations are from the ESV® Bible (The Holy Bible, English Standard Version®), copyright © 2001 by Crossway, a publishing ministry of Good News Publishers. Used by permission. All rights reserved.