

USING VIDEOS & DOCUMENTARIES AS A COMMUNITY ENGAGEMENT & EDUCATION STRATEGY

WHO WE ARE



Andrea Torrice is an award-winning documentary and media producer with over 20 years experience whose work reaches a variety of audiences on a range of contemporary issues.

We use dramatic, human storytelling to bring national and global topics into perspective for American audiences. Torrice also oversees community engagement campaigns related to her media work.

WHAT WE DO

We produce documentaries that use dramatic, human storytelling to bring national and global topics into perspective for American audiences. We educate and inform, not manipulate.



COMMUNITY ENGAGEMENT

New Metropolis Project



- What are the critical points to convey
- Who is your audience
- What are your desired outcomes



Media Strategy

- National/Regional PBS broadcasts
- Public radio, newspaper/print and social media tie-ins
- Community events

New Metropolis Events

Detroit, MI



Philadelphia, PA





New Metropolis

"BUILDING COMMUNITY CONNECTIONS"
A Civic/Community
Engagement Program

WQED Studios
May 27, 2010

Assessment of Outcomes

- Increase awareness among all audiences
- Create new stakeholder dialogues which create new coalitions
- Increased civic participation in regional programs and policies

WWW.TORRICEMEDIA.COM