

“Get IN THE LIFE!”

With the generous support In The Life Media received from The Overbrook Foundation in March, we were able to launch “Get IN THE LIFE!” a grassroots community action campaign coordinated with the National Association of Lesbian, Gay, Bisexual and Transgender Community Centers. Even though our series can currently be seen on over 140 public television stations nationwide (in almost 70% of U.S. Households), most of the remaining stations are in markets that are strongholds of intolerance and bigotry — markets that could particularly benefit from what *In the Life* has to offer. Having identified LGBT centers in 12 key markets across the country, our strategy was to make each community center a hub for concerted grassroots initiatives designed to convince local public television stations to broadcast *In the Life*. A notable success since the “Get IN THE LIFE!” campaign began, *In the Life* was picked-up by WCET in Cincinnati, Ohio!

We are particularly excited about the promising grassroots efforts now in place in Nashville, TN. Due to the in-the-field efforts of our Director of Community Relations, the Nashville Black Pride Coalition is now hosting regular screenings of *In the Life* (and will also be featuring us in Nashville's Diversity Film Festival this October). According to Dwayne Jenkins, President of Nashville Black Pride:

I really appreciate you jumping on this so quickly for us so that we can show segments between our Film Fest screenings...we are honored that you have agreed to help us educate and empower our community...I wanted to make sure I let you know that we are open to displaying your brochures, flyers, mailing list stuff or whatever!...we want to make sure ITL TV gets exposure within our diverse African American and other LGBT People of Color Communities.

On another front, as a sponsor of July's Gay Games VII in Chicago, we secured interviews with most of the local publications to drum up grassroots pressure to convince local PBS station, WTTW, to change its longstanding resistance to carrying *In the Life* except for the month of June Pride. Stay tuned!



Director of Community Relations Jamie Dunne greets visitors at the official In the Life booth at the Gay Games VII Vendor Expo. (Chicago, July 2006). Photo Credit: Amber Hall