



DEEP DOWN

a story from the heart of coal country

Beverly May and Terry Ratliff grew up on opposite sides of a mountain ridge in eastern Kentucky, where coal is king. When a mountaintop removal coal mine encroaches on their community, the two find themselves on opposite sides of a debate that divides their community and the world – who controls, consumes, and benefits from the planet's dwindling supply of natural resources? In a small town in dire economic straits and high unemployment, the coal company's offer to buy land and provide jobs can be hard to resist. What can a community do when it must choose between its present and its future?



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FROM THE FILMMAKERS

Older than the Himalayas and central to the American story, the Appalachian mountains are unmatched in their ecological diversity and cultural wealth. As with films such as *Life is Beautiful* and *Indochine*, *Deep Down* tells a tale of human connection struggling to survive in the face of impending tragedy, wherein environmental devastation mirrors emotional devastation. The environment is unquestionably one of this decade's most publicly debated concerns, yet rarely in public discourse are human lives directly connected to "the environment." Global audiences are hungry for environmental stories that delve deeper than the purely scientific, political, and stereotypical. *Deep Down* paints a portrait of the human face behind our world's environmental impact, in the form of protagonists Beverly May and Terry Ratliff.

More than misunderstood, portraits of Appalachian people have often relied on surface stereotypes, such as those in *The Beverly Hillbillies* and *Deliverance*. But as *Deep Down* advisor Dr. Chad Berry of Berea College eloquently puts it, "there is not an Appalachian culture, there are Appalachian cultures." Although she identifies as a "mountain woman" and a "hillbilly," Beverly May defies those stereotypes. She is a fiddler, a health practitioner, a community builder, and protector of her Appalachian heritage, and as such, Beverly embodies the spirit of one unique form of Appalachian culture. Terry is college educated, a former social worker, and a traditional Appalachian furniture maker, as well as a man of integrity and strong beliefs who is grappling with a complex personal dilemma. While upholding precious elements of Appalachian folk art and tradition, he's also struggling to make a living doing this work, and forced to weigh the value of feeding his family on the one hand, and protecting his ancestral land and heritage on the other. Together, Terry and Beverly provide audiences nationwide with admirable and compelling protagonists.

Our families are from the mountains of east Tennessee and the small town industrial community of Peoria, Illinois, so we had personal connections to rural working America and the Appalachian region. For over two and a half years we lived in eastern Kentucky off and on, and were trusted and welcomed whole-heartedly. Over that time, we learned that the issue of coal mining in Appalachia is a very old one, utterly embedded and entwined in the history and culture of the place. Therefore, the issue of mountaintop removal is complicated. Blowing up mountains to get at coal is destructive and horrible on many levels. But, coal is the root of the Appalachian economy, and Americans need energy. The solutions are alternative energy development and jobs, and many small personal changes by the rest of the country.

We have three main goals for the film's impact: 1) to connect Americans in a new way to Appalachia, its mountains, and its people; 2) to raise awareness of mountaintop removal mining and support related policy; and 3) to inspire mindfulness around energy consumption and increase demand for alternative energy.

As Terry's and Beverly's struggles evolve, they give age-old questions new meaning. Terry's position is not a new one – the excruciating decision over whether or not to sign away family land and history has been around for centuries, both in Appalachian coal country and beyond. But in the context of this story, we see in Beverly and Terry's struggles as representative of the dichotomous world views that, on one hand, a single person has insignificant power in the context of industrialization; and on the other, that humans do have power – not just to keep our lights on, but to save the only world the human race has to inhabit.

- Sally Rubin and Jen Gilomen



Sally Rubin (Co-Director) and Jen Gilomen (Co-Director) of *Deep Down*

THE FILM

Floyd County, Kentucky is in the heart of coal country, and it's also a place where a group of concerned citizens challenged the Miller Brothers Coal Company in its plans to expand its operations. The company sought to mine properties along Wilson Creek, an important part of the local watershed, and would have employed mountaintop removal (MTR) to get at these deposits. *Deep Down* documents the determination of a small community to prevent the controversial and destructive mining practice in this sensitive area and to preserve the land where many families have lived for generations.

In the fall of 2006, Beverly May learned that Miller Brothers, a local coal company, had leased the right to mine in the “holler” (or hollow, as canyons in Appalachia are called) where Wilson Creek is located. Knowing that this meant MTR, she began working with Kentuckians for the Commonwealth to try to prevent what she and others felt would be the destruction of their land and their way of life. A fourth generation resident of the hamlet of Maytown, Beverly considers the preservation of community as far more valuable than any price that could be put on the land. Another longtime resident, Terry Ratcliff, takes a more pragmatic approach. In need of extra cash, he entertained the coal company’s offer to lease his land, despite the fact that the blasting required for MTR could damage his house. Aware of MTR’s other harmful effects as well, such as flooding and landslides resulting from denuded land and water pollution from mining debris dumped in creeks and streams, Terry was clearly conflicted as he weighed the pros and cons of accepting the coal company’s offer. As the months went by, however, some of the company’s misleading and deceptive practices came to light, which only served to stir Terry’s anger. Ultimately, Miller Brothers withdrew its offer to lease his land.

The Floyd County chapter of Kentuckians for the Commonwealth used a provision of the Federal Strip Mining Act to challenge the coal operator by moving to have the Wilson Creek land declared “unsuitable for mining.” When Maytown residents learned of the coal company’s plans to haul the coal via the one-lane road along Wilson Creek, which could have dangerous and even deadly consequences for the local population, they persuaded the Floyd County Judge Executive not to sign the waiver necessary for the company to use the road.

The Lands Unsuitable for Mining hearing took place on December 1, 2008. Top executives of Miller Brothers, along with rank and file coal miners, were present to express their support of the company’s right to continue mining in the area. Although Beverly had trouble lining up speakers beforehand, numerous Wilson Creek residents also came to voice their feelings in support of the “lands unsuitable” petition. Despite the adversarial nature of the proceedings, participants maintained a respectful decorum, a reflection of the close-knit community. Whatever their positions on the coal mining issue, throughout the process of preparing to oppose the coal company, Beverly and her fellow Wilson Creekers continued the good relations that come from a shared history on the land and friendships based on long ancestry.

The Department of Surface Mining deemed Wilson Creek suitable for mining, but denied the coal company the use of the road along the creek as a haul road. In addition, MTR was ruled out as a mining method in Wilson Creek. In the spring of 2009 Miller Brothers filed for bankruptcy, but its parent company continues to fight the “lands unsuitable” decision. Maytown remains an example of a small community – whose individuals have often felt powerless – coming together to stand up to very powerful coal interests.



Photo credit: Jen Gilomen

SELECTED INDIVIDUALS FEATURED IN DEEP DOWN

Beverly May – a fourth-generation resident of Maytown, Kentucky
 Terry Ratliff – a fourth-generation coalfields resident and small business owner and carpenter
 Carly Ratliff – a fifth-generation coalfields resident and Terry's daughter
 Gary Ousley – a mining engineer

BACKGROUND INFORMATION

Appalachia: A Capsule Description

The geographical region known as Appalachia extends from the northern parts of Mississippi and Alabama to the southern tier of New York State. The cultural region of Appalachia, however, usually refers to the central and southern parts of the area, including eastern Kentucky, West Virginia, southwestern Virginia, eastern Tennessee, western North Carolina and northern Georgia. Its name derives from an Indian group known to early Spanish explorers as the Apalachee.

Scots-Irish and English immigrants made up the overwhelming majority of Appalachia's early settlers, and they brought their religion and music to the region. The Christian Protestantism of these groups remains the dominant religion, with most churchgoers attending mainstream churches. In the more rural areas, however, unaffiliated independent churches attract significant numbers. Traditional Appalachian music has been handed down from the area's early ancestors in the form of fiddle music and the singing of ballads. The banjo, which also figures prominently in Appalachian music, was introduced to the region by African Americans.

During the course of American history, a number of stereotypes pertaining to Appalachia and its inhabitants have arisen: mountain adventurers hunting in coonskin hats and buckskin clothing; rugged frontiersmen fiercely guarding their independence and fending off government interference; resolute hillbillies concocting moonshine and engaging in clan feuds. While some of these characteristics may have been present among the population, books and other popular media have done much to promote and perpetuate such stereotypes.

Despite the region's abundance of natural resources, poverty remains a persistent problem. Appalachia's climate is good for farming, but the topography of the region has made anything more than subsistence farming a challenge. Logging was a major activity until the scale of forest removal led to the creation of protected national forests in the early twentieth century. Coal mining continues to be the dominant industry. The coalfields of Appalachia cover 63,000 square miles, with most deposits concentrated in eastern Kentucky, southwestern Virginia, West Virginia, and western Pennsylvania. The region once produced about two-thirds of the nation's coal, but the level of production has declined over the years and the industry now employs only two percent of the workforce.

The land of Appalachia has helped to define the character of the people. Largely rural, dotted with isolated mountain towns, Appalachia is a region where people enjoy the mutual respect and support that comes

with a strong sense of community and, as exemplified in *Deep Down*, whose inhabitants have a deep connection to the land where many of their families have lived for generations.

Coal Mining

For most people, coal mining conjures an image of miners working in deep underground shafts. Reports of mine accidents, both in the U.S. and abroad, reinforce the concept of coal mining as a potentially dangerous job that takes place deep under the earth. That is certainly an accurate, but not a complete, description of coal mining. A majority of the coal in the U.S. comes not from underground mines but from surface mining, which does not require tunneling deep into the ground. To get to the coal near the surface, coal companies employ several methods:

Open Pit Mining – This is a type of surface mining used when coal is relatively near the surface, and creating a tunnel-type mine isn't feasible. The process involves removing the top layer of soil and rock, and then removing additional layers until the coal is exposed. Explosives are used to remove large blocks of coal. The pit that results from the mining operation later may be used as a landfill.

Highwall Mining – This is a form of surface mining in which a remotely-controlled continuous mining machine penetrates the coal seam and a continuous haulage system carries the coal to an open-air installation for stockpiling and transport. This type of mining is very capital-intensive.

Strip Mining – This is a type of surface mining that is done in long narrow strips. This process is used to reach layers of coal that are buried under one or two layers of rock or soil, relatively close to the surface. Forests and other vegetation are first cleared from the area to be mined. Then, holes are drilled through the top layer of rock and explosives inserted to blast away this layer. This debris is hauled away, but as subsequent strips are mined, the new debris is used to fill in the previous strip. The coal company is required to reclaim the land after mining operations are completed.

Mountaintop Removal – This is a more extreme version of strip mining; this type of surface mining involves the blasting away of entire mountaintops.

The process

1. Forests are clear cut, and all vegetation is removed.
2. Powerful explosives blast away as much as 800 feet from the top of the mountain.
3. Huge shovels dig into the soil and rock to remove it; this debris is dumped into adjacent valleys, or "hollows."
4. A dragline digs into the rock to expose the seam of coal. (A dragline is a huge machine that weighs thousands of tons and can stand as high as a 20-story building.)
5. Giant machines scoop out the coal, dumping millions of tons of "overburden" (the former mountaintop) into adjacent valleys, filling them up.
6. Reclamation of mined land and valley fills is required by law.



Advantages

- Lower costs for the coal mining company. MTR is an expeditious way of extracting coal, using far fewer workers than are required for underground mining.
- Jobs for the local population.
- Continued supply of relatively low-cost fuel for the country's energy needs.

Disadvantages

- Environmental degradation, including destruction of wildlife habitat; floods and landslides due to vegetation loss; burial of biologically significant streams by "overburden" dumped in valleys.
- Damage to homes from blasting.
- Destruction of communities, which disappear as the number of jobs declines and the local ecology is spoiled.
- Water contaminated with arsenic and mercury as a result of coal washing process and leaching of heavy metals from exposed rock.
- Health hazards created by coal dust and flyrock from blasting.
- Reclamation often left undone or done inappropriately with non-native species that create further ecological problems.
- Loss of topsoil, which would allow the area to be reforested.

Recent Changes and Proposals

In addition to localized grassroots efforts such as those documented in *Deep Down*, other, systemic remedies aim to eliminate mountaintop removal or mitigate some of its harmful effects.

Here are two worth noting:

Funding of companies engaged in MTR. As a result of pressure from environmental groups such as the Rainforest Action Network – as well as from their own shareholders – some banks have moved away from financing practices that they deem environmentally risky and that pose a danger to their reputations and bottom lines. Among the banks that have changed their financial relationship with coal operators that practice MTR are Bank of America, Wells Fargo, Citibank, Morgan Stanley, Credit Suisse, and JPMorgan Chase.

Source: <http://www.reuters.com/article/idUS425641189120100903>

Federal legislation. The Clean Water Protection Act (H.R. 1310) is a bill introduced by Frank Pallone (D-NJ) in the 111th Congress (in session until January 3, 2011) via the House of Representatives Subcommittee on Water Resources and Environment. It proposes to change the current definition of "fill material" in the Federal Water Pollution Control Act to exclude mining "waste." The summary of the bill, as written by the Congressional Research Service, states:

Clean Water Protection Act – Amends the Federal Water Pollution Control Act (commonly known as the Clean Water Act) to define "fill material" to mean any pollutant that replaces portions of waters of the United States with dry land or that changes the bottom elevation of a water body for any purpose and to exclude any pollutant discharged into the water primarily to dispose of waste.

The bill currently has 171 co-sponsors and the support of several environmental groups, including Appalachian Voices, Kentuckians for the Commonwealth, and the Sierra Club. Its companion bill in the Senate is the Appalachia Restoration Act (S. 696).

More information at <http://www.opencongress.org/bill/111-h1310/show>

Clean Coal

The term "clean coal" refers not to the coal itself, but to technologies that may reduce emissions of carbon dioxide and other greenhouse gases produced when coal is burned. The term "clean coal" has come under criticism for suggesting that there is a kind of coal that does not pollute, when in fact there is no such thing. The coal industry uses the term primarily as a reference to two technologies: carbon capture and sequestration (CCS) and integrated gasification combined cycle. CCS captures carbon dioxide and pumps it into underground storage; integrated gasification combined cycle is a process to be used by power plants, which gasifies coal to reduce carbon dioxide emissions. Both technologies are still in development and neither one is in use in the U.S. today. The coal industry predicts the deployment of this technology in about ten years. Some scientific experts dispute this estimate and say that the more likely deployment will be in twenty to thirty years.

Coal Facts

- 7 percent of the total coal used in the U.S. is from mountaintop removal.
- 60 percent of the coal in the U.S. is produced using surface mining techniques.
- There are 27 coal-producing states in the U.S., but 90 percent of the coal comes from just 10 states.
- Wyoming is the largest coal-producing state; West Virginia is second.
- More than 1/3 of the coal in the U.S. comes from Appalachia.
- 93 percent of the coal used in the U.S. is for generating electricity, and the production of electricity is responsible for 41 percent of the nation's CO2 emissions.
- Coal ranks as the third major source of energy consumed by Americans, after petroleum and natural gas.

Economics & Jobs

- In 2006, there were 82,595 people employed in coal mining in the U.S. Of those, 47,475 worked in underground mining, and 35,398 worked in surface mining.
- Due to increases in technology, the number of coal mines in the U.S. has declined over the last half century from 7,200 to 2,000 in operation today.
- It takes between 60 and 70 workers to mine a ton of coal by surface mining, compared with 100 workers to mine the same amount underground.
- Because Western mines have been more productive, the coal mining industry has increasingly moved production to those states, and has dramatically cut its workforce in Appalachia.
- Wind industry jobs surpassed coal mining jobs in 2008, as wind employment increased by 70 percent, from 50,000 in 2007 to 85,000 in 2008.

Sources: http://www.sourcewatch.org/index.php?title=Coal_and_jobs_in_the_United_States and <http://www.eia.doe.gov/>



TOPICS AND ISSUES RELEVANT TO DEEP DOWN

A screening of *Deep Down* can be used to spark interest in any of the following topics and inspire both individual and community action. In planning a screening, consider finding speakers, panelists, or discussion leaders who have expertise in one or more of the following areas:

- Coal mining
- Renewable energy
- Appalachian culture
- Community/grassroots organizing
- Corporate responsibility
- Environmental conservation
- Environmental activism
- Geology of Appalachia
- Economics of resource extraction
- Government regulation of the coal industry



Photo credit: Jen Gilomen

THINKING MORE DEEPLY

1. Before seeing this film, what was your image of Appalachia? Has that image changed in any way after seeing the film? If so, in what way?
2. Based on what you saw and heard in the film, what are some characteristics of Appalachian people and Appalachian culture? How are the people and culture similar to those in the area you come from? How are they different?
3. What new insights into the coal industry has this film given you?
4. At the Lands Unsuitable for Mining Hearing shown in the film, one resident (a woman) asked, "Why is coal the only job we have? After 100 years of mining, why is there no prosperity in this area?" Can you offer some thoughts that would help to answer her questions?
5. In the film, Terry Ratcliff says, "The land is resilient. No matter how bad we screw it up, it will come back." Do you agree with him? Does knowing that "it will come back" justify the exploitation and degradation of the land? Why or why not?
6. Is it possible to balance economic interests and environmental ones? What compromises might have to be made?
7. In speaking at the Stream Buffer Zone Hearing, Beverly May says that she and the coal miners are both victims of the company's practices. How are the workers victims?
8. When it comes to mining, drilling, or other mineral extraction in a region, who should decide to allow it or not? Whose voice and whose interests should carry the most weight?
9. Many people feel that preserving a way of life is important. Do you share that view? Is it possible to combine economic progress with the preservation of a culture? How can the two co-exist?
10. What qualities of your environment are valuable to you? What lengths would you go to in order to protect and preserve that environment?

SUGGESTIONS FOR ACTION

Together with other audience members, brainstorm actions that you might take as an individual and that people might do as a group. Here are some ideas to get you started:

1. Where does your electric energy come from? Is it associated with mountaintop removal? Find out at ILoveMountains.org (<http://www.ilovemountains.org>) by entering your zip code.
2. Research groups who are working to reduce or eliminate the use of fossil fuels such as coal. Learn more about how the company you work for can start reducing its energy intensity by participating in the Department of Energy's Save Energy Now program. Find out more at <https://www1.eere.energy.gov/industry/saveenergynow/>.
3. If you live in Appalachia, consider volunteering your time with Appalachian Voices, a nonprofit regional organization that works to protect Appalachian resources. Get more information at <http://appvoices.org/>.
4. Find out if your bank funds coal companies that engage in mountaintop removal. Check the Rainforest Action Network's "Mountaintop Removal Report Card" (<http://ran.org/content/grading-banks-mountaintop-removal-report-card>) to see if your bank is listed.
5. Gather a group of concerned citizens in your community to work on an environmental issue. Are there emissions from a local power plant or factory that affect air quality? Is there a river or stream that shows signs of pollution? Do tour buses spend long periods of time idling in certain areas? Is there a landfill that may be leaching toxic substances into the ground water? Care2 (http://www.care2.com/near_home/getlocal_list_all.html) provides a long list of environmental causes and actions to help you get started.
6. Work with other people of faith to help your region make the transition to a clean energy source. Read about Earth Ministry's Beyond Coal Campaign at <http://faithandenvironmentnetwork.org/> to decide if this is an appropriate course of action for your area. Find a list of faith-based organizations working on environmental issues throughout the U.S. at <http://earthministry.org/resources/ecumenical-interfaith/religious-partner-organizations#section-1>.

For additional outreach ideas, visit www.communitycinema.org. For information on outreach in your area, check the website for your local PBS station.

RESOURCES

<http://deepdownfilm.org/> – The official website for Deep Down contains resources, action items, and a link to find where your power comes from.

Partner Organizations

<http://www.nrdc.org/> – The National Resources Defense Council works to solve the most pressing environmental issues we face today: curbing global warming, getting toxic chemicals out of the environment, moving America beyond oil, reviving our oceans, saving wildlife and wild places.

<http://www.kftc.org> – Kentuckians For The Commonwealth is a statewide citizens organization in Kentucky working for a just society by challenging—and changing—unfair political, economic and social systems.

<http://www.greenpeace.org/usa/> – Greenpeace seeks solutions to environmental dilemmas and promotes open, informed debate about society's environmental choices. Greenpeace is actively working to address the threat of global warming, destruction of ancient forests, and the deterioration of our oceans.

<http://ran.org/> – Rainforest Action Network campaigns for the forests, their inhabitants and the natural systems that sustain life by transforming the global marketplace through education and grassroots organizing.

<http://appvoices.org/> – Appalachian Voices is an award-winning, environmental non-profit committed to protecting the land, air and water of the central and southern Appalachian region. Appalachian Voices is committed to reducing coal's impact on the region and advancing a vision for a cleaner energy future.

<http://oak.cats.ohiou.edu/~sp134601/leaf/index.html> – Lindquist Environmental Appalachian Fellowship (LEAF) is a Christian fellowship of Tennesseans whose faith leads them to take action for Tennessee's environment.

<http://www.socm.org/> – Save Our Cumberland Mountains (SOCM) empowers Tennesseans to improve the quality of life in their communities across the state. SOCM is working for social, economic, and environmental justice for all.

<http://lvejo.org/> – The mission of Little Village Environmental Justice Organization (LVEJO) is to work with families to improve our environment and lives in Little Village and through out Chicago through democracy in action. LVEJO sponsors campaigns for clean power and open spaces.

<http://interfaithpowerandlight.org/> – Interfaith Power and Light mobilizes a religious response to global warming in congregations through the promotion of renewable energy, energy efficiency, and conservation.



Appalachia

[http://en.wikipedia.org/wiki/Appalachia_\(region\)](http://en.wikipedia.org/wiki/Appalachia_(region)) – This article provides a good overview of Appalachia and Appalachian culture.

<http://www.appalachiancommunityfund.org/html/aboutcentralA.html> – The Appalachian Community Fund (ACF) funds and encourages grassroots social change in central Appalachia. The website provides an overview and facts about central Appalachia, including a list of famous people from the region.

<http://www.grist.org/article/reece/> – This passionate article about the effects of MTR puts a human face on the problems created by the coal industry in Appalachia.

Factual Information about Coal and Mining

http://en.wikipedia.org/wiki/Mountaintop_removal_mining – This site offers a basic explanation of MTR, its environmental effects, related legislation and court rulings, and some of the efforts opposing MTR.

<http://library.thinkquest.org/05aug/00461/stripm.htm> – This ThinkQuest site presents a clear, straightforward description of strip mining.

<http://www.osmre.gov/topic/smcra/smcra.shtm> – This website contains an unofficial compilation of the Surface Mining Control and Reclamation Act of 1977 (SMCRA), including all revisions to SMCRA through December 20, 2006.

<http://www.nma.org/> – This website for the National Mining Association contains maps, tables, and a variety of statistics about coal and coal mining.

<http://www.eia.doe.gov/> – The Energy Information Administration website contains official energy statistics from the U.S. government.

http://www.sourcewatch.org/index.php?title=Coal_and_jobs_in_the_United_States – SourceWatch, published by the Center for Media and Democracy, is a specialized online encyclopedia devoted to public issues and public policies. This page contains basic statistics about coal mining jobs.

Clean Coal

<http://www.coal-is-clean.com/#> – This website – a joint project of the DeSmog Project, the Rainforest Action Network and Greenpeace USA – debunks the myth of clean coal.

<http://www.fossil.energy.gov/programs/powersystems/cleancoal/> – This Department of Energy website explains the agency's Clean Coal Power Initiative.

<http://www.americaspower.org/> – AmericasPower.org is sponsored by the American Coalition for Clean Coal Electricity (ACCCE), which is a partnership of the industries involved in producing electricity from coal. Their goal is to advance the development and deployment of advanced clean coal technologies that will produce electricity with near-zero emissions. The website contains FAQs, a glossary, and facts about coal energy.

Alternative Energy

www.energyempowers.gov/ - Energy Empowers is an information service of the Dept. of Energy; its mission is to tell the stories of the people who are building the nation's clean energy economy.

<http://www.uniseo.org/> – The International Sustainable Energy Organization website contains a wealth of information on alternative energy sources.



Photo credit: Jen Gilomen

DEEP DOWN WILL AIR NATIONALLY ON THE EMMY AWARD-WINNING PBS SERIES INDEPENDENT LENS IN NOVEMBER 2010. CHECK LOCAL LISTINGS.

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COMMUNITY CINEMA is the national community engagement program of the Independent Television Service. COMMUNITY CINEMA works to leverage the unique and timely content of the Emmy Award-winning PBS series *Independent Lens* to build stronger connections among leading organizations, local communities and public television stations around key social issues and create more opportunities for civic engagement and positive social change. To find out more, visit <http://www.pbs.org/independentlens/communitycinema/>.