

SUBJECT MATTER

UNDER EMBARGO UNTIL WEDNESDAY, MAY 24TH, 2023

Contact: ShannonTreusch@Falcolnk.com / EmmaBeidler@Falcolnk.com

SUBJECT MATTER TO AWARD \$100,000 AT TRIBECA FESTIVAL

Through a collaboration with Tribeca Festival, Subject Matter will give grants and activate audiences to create a positive community action in response to the documentary films *Breaking the News* and *Every Body*.

Tribeca Festival names Subject Matter recipient of Z Pass fundraising efforts

NEW YORK, NEW YORK - May 24th, 2023 – Subject Matter announced today that they will award \$100,000 in grants at the 2023 Tribeca Festival. \$25,000 grants will go to two films in Tribeca’s Documentary Film Program, Heather Courtney, Princess A. Hairston and Chelsea Hernandez’ *Breaking the News* and Julie Cohen’s *Every Body*, to support their audience outreach and impact efforts, along with corresponding grants of \$25,000 to two nonprofit organizations that are addressing the topics featured in the films. Subject Matter provides funds & resources to documentary films highlighting urgent social issues and to nonprofits tackling the featured topics, while creating roadmaps for inspired audiences to take action.

In addition, Subject Matter is collaborating with Tribeca Festival to sell VIP Z Passes as a fundraiser for their year-round work. The passes offer the highest level and most exclusive access to the Festival, along with a concierge service, transferability so passes can be shared with family and friends, and a tax-deductible donation to Subject Matter. Details can be found online at <https://www.subjectmatter.org/tribeca-vip-passes>.

To support *Breaking the News* and *Every Body*, Subject Matter will be present at each of the Tribeca screenings to rally audiences to support the causes and the nonprofits, The 19th* and interACT, to create a positive community action in response to the powerful stories in the films they have just seen.

“We’re thrilled to put the Subject Matter model into action at Tribeca Festival” said Subject Matter’s Co-Executive Director David Earls. “There’s no better audience than a film festival audience and we’re excited to capture their empathy and enthusiasm at the end of the film screenings and channel that energy into a moment of collective giving.”

“By inviting audience members to join us in raising funds to support interACT’s Youth Leadership Program, tied to the screening of *Every Body*, and The 19th’s coverage of voting rights, reproductive health and LGBTQ+ rights, tied to *Breaking the News*, we aim to create an impactful and hopeful moment in response to the stories, while shining a light on the people working towards solutions,” added Colleen Hammond, Subject Matter’s Co-Executive Director.

SUBJECT MATTER

“Tribeca Festival has always been about engaging audiences in interactive ways. Subject Matter furthers that approach by connecting audiences with organizations working to solve important social issues presented in some of our documentaries this year,” said Tribeca Co-Founder and CEO Jane Rosenthal.

“*Every Body* and *Breaking the News* both bring to light important social justice issues through spirited storytelling and showcase some of the courageous people working towards solutions,” said Tribeca Programmer Jose Rodriguez. “We're thrilled for the filmmakers to receive Subject Matter grants which will help bring their films to more audiences.”

In *Breaking the News*, seeking to buck the white male status quo, a group of women and LGBTQ+ journalists launch a news startup asking who's been omitted from mainstream coverage, and how to include them. The nonprofit organization, **The 19th***, will be the organizational grant recipient to support their coverage of voting rights, reproductive health and LGBTQ+ rights in the lead-up to the 2024 election. The film is directed by Heather Courtney, Princess A. Hairston, Chelsea Hernandez, and produced by Diane Quon, Courtney, Hairston and Hernandez.

Every Body explores the lives of three intersex people who emerged from childhoods marked by secrecy and non-consensual surgeries to come out as their full, authentic, joyous selves. The nonprofit, **interACT**, will receive the organizational grant to support their Youth Leadership Program, in honor of the activists featured in *Every Body*. Their program provides advocacy skills and support for the next generation of young intersex leaders. The film is directed by Julie Cohen and produced by Tommy Nguyen and Molly O'Brien.

Since Subject Matter launched a year ago, they have awarded \$120,000 in grants to four social issue documentaries (*Aftershock*, *Lakota Nation vs. United States*, *Refuge*, and *A Woman on the Outside*) and four impactful nonprofits (saveArose Foundation, Lakota People's Law Project, Parents for Peace, and Essie Justice Group). Over the past 12 months, they have further defined and developed the Subject Matter model, and have plans for growth in their second year with a focus on bringing their mission to more audiences through film festival partnerships. Their inaugural grantee *Aftershock* recently won a Peabody award.

About Subject Matter

Subject Matter provides funds & resources to documentary films highlighting urgent social issues and to nonprofits tackling the featured topics, while creating roadmaps for inspired audiences to take action. Subject Matter is led by Co-Executive Directors Colleen Hammond and David Earls, along with Board Co-Chairs Jeffrey Wright and Lily Band, and board members Christie Marchese, Samantha Rudin Earls, Loren Hammonds, and Ferne Pearlstein.