



We intend to spend the next 12 months in 2009 implementing the following plan to ensure that all the hard work we have put into *Straightlaced* pays off:

- Hold a summit of leading national and regional education and youth advocacy organizations to build the most far-reaching distribution plan possible for *Straightlaced*;
- Develop a strong online presence on social networking sites like Facebook and MySpace to bring the *Straightlaced* message directly to teens;
- Collaborate with youth-led organizations like Girls Inc. and Gay-Straight Alliance Network to develop a network of teen facilitators who can bring the film directly to their classmates and community groups;
- Go directly to schools and school districts with workshops that help parents and teachers use the film to educate themselves about the heartbreaking struggles young people are facing and to find ways to use the film in their classrooms;
- Create a web-based interactive curriculum to ensure that the dialogue started with film screenings helps students understand the underlying social dynamics that lead to eating disorders, violence, suicide, steroid abuse, and more;
- Hold regional premieres in key cities throughout the country and enter the film into film festivals all over the world; and
- Bring the voices of the *Straightlaced* students to the public through high visibility media coverage of the film and our campaign.