

DISTRIBUTION STRATEGY

The distribution strategy will include both traditional and non-traditional approaches. The traditional will include using Creative Commons as a vehicle for distribution. As a promotion, we will send a partial sample DVD to Christian TV networks, organizations that have a mission to enhance fathers and families, and film festivals. The TV networks include Daystar TV, Trinity Broadcasting Network, Sky Angel, and Christian Television Network. The organizations that have a mission to enhance fathers and families include: The National Fatherhood Initiative, The Essence of Fatherhood, Promoting Responsible Fatherhood, National Organization for Marriage, National Resource Center for Healthy Marriage and Families, National Marriage Project, National Extension Relationship and Marriage Education Network, American Association for Marriage and Family Therapy, RemarriageWorks.com, National Healthy Marriage Resource Center, local family court judges, National Coalition Against Domestic Violence, Women Against Domestic Violence, The Center Against Domestic Violence. The Film festivals include: San Antonio Independent Film Festival, Phoenix Christian Film Festival, San Diego Christian Film Festival, International Film Festival, Baltimore International Film Festival, Gloryreelz Christian Film Festival, Churches Making Movies Film Festival, IMAGE Film Festival, Maranatha Christian Film Festival, The Attic Film Festival, Black Star Film Festival, Portland African American Film Festival, The San Francisco Black Film Festival, Hollywood Black Film Festival, and SilverDocs.

The non-traditional approaches include Internet Video on Demand and direct to consumer sales. We will place a video trailer on YouTube, our specific website, and the Phillycam website. Direct to seller websites will include our website, Barnes and Noble, and Amazon.com.