

A.C.T. Bridge Program

The Bridge Program is an arts education initiative of Artists for Community Transformation Int'l to bridge communities of art and communities of faith for the renewal of culture. At a grass roots level we build bridges that cultivate and inspire cultural leaders among the artistic and the religious. These leaders learn how to work together to wage a greater and more constructive influence through culture.

- How does culture work?
- How do we engage culture to make a more positive difference in the world?
- How does culture influence faith, and faith influence culture?
- What forces in culture are in opposition to my community having greater influence?
- If America is in the midst of a culture war, what position do we take in it? How do we position ourselves as peacemakers?

The Bridge Program addresses these questions to construct a dialogue around faith and culture, then directs the dialogue to highlight what our communities are *for* and applaud what our communities are doing *right*. We encourage all communities to advocate for leaders who are prophetic voices in the culture, voices that move our communities to engage the relevant issues of our day. By illustration and example, we honor the leaders who are making a positive contribution to culture and to humanity through works that reflect a superior artistic and spiritual standard.

At a typical Bridge Program event, an exceptional artistic work is presented to generate a follow-up discussion about art and faith. The program's director, Matson Duncan, moderates the discussion to explore the aesthetic (form) and the spiritual (content) aspects of the artistic work. Participants are educated and inspired by the presentation to engage both the positive and negative challenges put forth by influencers of culture, not as passive consumers but as empowered agents for change.



The creative work featured in this initial year of the Bridge Program is the Oscar nominated short film, MOST (aka “The Bridge”). The response numbers are high, with 1/3 of our audience choosing to partner with the Bridge Program. All partners receive an official DVD copy of MOST.

This arts education program is unique but it can be modified to suit each individual community’s needs. To learn more about what a Bridge Program event might look like in your city, please look over the Q&A section below.

Contact our office for more details.

Matson Duncan

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“The great work of the 21st century is reconciling the artistic and the spiritual.”
– Dana Gioia, Chairman of the National Endowment for the Arts

Bridge Program Questions and Answers

- 1) “What would a Bridge Program event look like in my city?”
 - ⇒ MOST is shown (30 minutes) and a follow-up teaching or discussion is led by Matson. The allotted presentation time runs 45 – 90 minutes. Content of the discussion depends on the purpose of the event.
 - ⇒ A church, school, or arts group can host a presentation at any facility that supports a movie theater atmosphere. Schedule a special evening, or add it to an existing weekly gathering. The program works for large groups of 1,000+ or small groups of 50+. Teens are welcome.
 - ⇒ The program is sustained by donations from partners. The host announces the opportunity to partner with the Bridge Program at the close of the event. For a suggested donation of \$20, partners get a gift DVD of the film, MOST. Special arrangements are made for student groups.

- 2) "How does the Bridge Program benefit my community?"
 - ⇒ Faith communities learn how art and culture are relevant to faith and spirituality.
 - ⇒ Art communities learn how faith and spirituality are relevant to art and culture.
 - ⇒ All groups gain critical thinking skills and learn how to engage culture with greater sophistication.
 - ⇒ Individuals are inspired to place a higher value on faith and culture as well as humanity and social issues.
 - ⇒ Individuals are empowered to exercise greater cultural influence for community growth and success.

- 3) "How much does the program cost?"
 - ⇒ Any organization that partners with the Bridge Program may host the program at no cost! License fees and speaker fees are waived. However, expenses for travel and accommodations may apply.

- 4) "How can I personally present a screening of MOST to my community or small group?"
 - ⇒ **MOST is only to be presented by persons legally LICENSED by MOST the Movie.** However, Bridge Program partners are encouraged to show the film according to fair use laws. Our expressed rule of fairness is a \$1 minimum per audience member to cover the "license fee." For example, a \$40 donation = up to 40 people, and a \$500 donation = up to 500 people. All potential fees are automatically covered for Bridge Program partners. All donors receive a fair number of DVD's too (valued at \$20)! Partners enjoy the best win/win!

- 5) "What does a partnership with the Bridge Program look like?"
 - ⇒ A partnership is a friendship with us. You agree to enlist in a network of grassroots supporters who are committed to help us accomplish our mission and vision. Partners support us by:
 - Advocating for the artists we endorse. They are under employed and under recognized. Intercede and use your voice to help us change that.
 - Sharing our 2007 vision and helping us distribute 100,000 units of MOST. Donate to the Bridge Program or buy DVDs from

MOSTtheMovie.com.

- Learning to comply with the “fair use laws” that protect the creative property rights of artists. Teach your friends how and why they must comply with these laws too.
- Being a friend and spreading the good news about the program. Direct others to the Bridge Program web page and show the MOST trailer. Give or show our MOST DVD to friends.
- Recommending the program to schools, civic groups, arts groups, conferences, and church groups.
- Giving us contacts and referrals.

6) How do you define a “cultural leader?”

⇒ A cultural leader is someone who makes a contribution to culture. This can be any one who creates or commissions the creation of alternatives that improve the course of existing culture. A contributor has the authority to critique or even criticize culture, particularly a contributor of high culture. Cultural leaders, however, are not limited to professionals in art or religion. Culture needs contributors from every sphere including business, education, government, family, etc.