



Ripple BIG 501(c)3

Thru Storytelling/Filmmaking and Social Impact

Tax Deductible Courses tailored for you

RippleBig.com

Michael@RippleBig.com

Movies and You



STORIES + ACTION



A WORLD TRANSFORMED

An abstract graphic at the top of the slide features a green semi-circular area containing a network of black dots connected by thin black lines. To the left of this green area, there are light gray topographic-style contour lines. The background of the slide is a light gray color.

MOVIES

The Storytellers' Canvas of the 21st Century

Thru Stories and Movies...

We see, hear, feel, connect all people on our planet

We stir the co-creation of a better world

We have a greater appreciation & enjoyment of life

We awaken the hero living inside of us

We make a difference in the lives of others



Your Significance and Power

as a Storyteller, Filmmaker, Content Creator, ChangeMaker

We help you discover and effectively utilize your voice and vision!

We help you understand and quickly master the craft and the tools easily accessible to you!

We help you tell your personal story in a way to engage and grow your biggest audience!

We help you focus on the qualities of your product/brand that appeal most to your demographic!

We help you target the social causes (environmental, animal welfare, etc.) you most care about!

We help you to help the world be a kinder, better place for all!





Mya Middleton, 16, Chicago

We are the turn of this century. We are the voice of change. We are here to fix what America is falling short of.

Alex Wind, 17, Parkland

People believe that the youth of this country are insignificant. People believe that the youth have no voice. I say that we were the only people who could have made this movement possible.

Yolanda Renee King, 9, granddaughter of Martin Luther King Jr. & Coretta Scott King

"My grandfather had a dream that his children would not be judged by the color of their skin but the content of their character. I have a dream that enough is enough."

D'Angelo McDade, 18, Chicago Cred, Chicago

We, as youth, must now be the change that we seek. If you don't stand for something, you'll fall for anything.

Tommy Murray, 21, who attended Sandy Hook Elementary School during 2012

Keep fighting as hard as you can. Your voices are so important. Your stories have truly changed hearts and minds.

Everyday Heroes

**All over the World
With a Story to Tell**

You are One



- + MovieMaker
- + Educator
- + Documentarian
- + **Michael K**



Michael K's Work

Directing and Producing

- Directing and Producing Inspiring Stories affirming peace, kindness, joy & global responsibility

Teaching and Mentoring

- Teaching and Mentoring eager curious youth and others

Working

- Working in disasters, hot-spots and impoverished nations

Connecting

- Connecting with people all over the world, living amongst entirely different cultures

Producing

- Producing over 40 feature films

Directing

- Directing hundreds of movies (storied content) for non-profits, social entrepreneurs, healthy-lifestyle brands

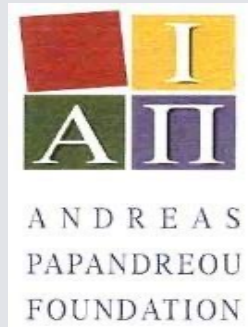
Documenting

- Documenting the worlds' everyday unknown heroes

Clients of Michael K Include

- + Charities to support their messaging, fundraising and impact.
- + Corporations directly connected to causes (CSR campaigns).
- + Social Entrepreneurs (and planet-friendly products)
- + Conferences & Events for Social Impact and a Healthy Planet





SymiSymposium

Dear Michael,

It is with great pleasure that I write to invite you to this summer's 17th Annual Symi Symposium. Our Symposium brings together leading intellectuals, politicians, Nobel laureates, entrepreneurs, diplomats, scientists, and activists to discuss how progressive leaders around the globe can play an active role on some of the most pressing issues of our time.

George Papandreou (Chairman)

Dear Michael,

Your movie has directly lead to increased funding - which is apparent year over year. It separates Q4K from hundreds of other "charity projects" in Nepal, and gives an air of trustworthiness that is certain. The movie you made inspires potential donors...and inspires all of us. Your movie is a game-changing force for us!

James C. Hopkins (Director)



It is the supreme art of the teacher to awaken joy
in creative expression and knowledge.

Albert Einstein

MASTERCLASS WITH MICHAEL KASTENBAUM (NYC)

TITLE: STORYTELLING AND FILMMAKING: A TOOL FOR ADVOCACY AND SOCIAL JUSTICE

Friday, 22.01.16 14.30-18.45 Saal 3

Programme:

14.30-16.30 Workshop

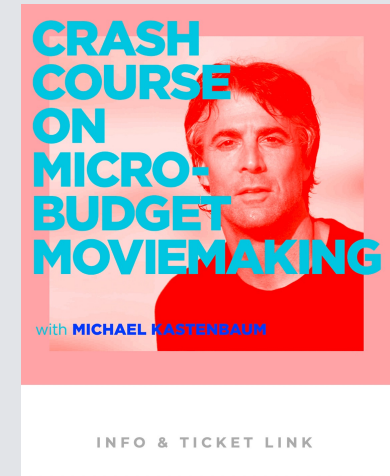
17.15-18.45 Film screening "Burning from the Inside", Germany/Greece 2014,

D: Marsia Tzivara, 64 min, Greek-German-English with

German subtitles & Postheimat D: Ioanna Kryona, Greek with German Subs)

Michael Kastenbaum / Producer & Director (Bio)

www.michaelkastenbaum.com



4:00pm ~ Storytelling Through Movies: A Tool for Advocacy and Social Transformation

Michael Kastenbaum travels the world as a hired lens for grassroots organizations and for the likes of Oxfam and Save the Children. In this presentation, you will learn how to research, write, and follow stories as they develop before your eyes.



Workshops and Masterclasses by Michael

Storytelling/Filmmaking Workshops - Themes

Creativity

Expression,
Communication

Art and Craft

Movie-Making

Production

Nuts and Bolts

Advocacy, Impact

Media that Matters

Promotional

Storyed - Brands, Products

On-Site Workshop Environments

Ethical Businesses
(Tell your story
effectively)

Universities
Community Colleges

High Schools
(public and
private)

Non-profit
Organization
(staff workshops)

Film Festivals
(master-classes)

Adult Education Centers
Learning Annexes

Film Academies
and Collectives
(Artist in Residence)

Community Centers
Libraries



Tell Stories that Make a Difference :

Learn to express your voice, manifest your vision – thru stories and movies

Learn to produce meaningful storied-content to market your brand

Learn to produce impactful storied-content to advocate for a just and equitable world

Learn to utilize simple easily accessible tools and equipment – to make movies

Learn the necessary approach to make a living doing what you love

Using your Voice to Transform the World

Can a person
impact the world?
YES (here is how...)

Can a movie
impact the world?
YES (here is how...)

Can the impact be
sustainable?
YES (here is how...)

How to be an effective storyteller and filmmaker for your purpose...

How to effectively advocate as a storyteller and filmmaker...

How to effectively market as a storyteller and filmmaker...

Our Learning Style

We have refined teaching **Modules** based on 5 key learning **Tracks**

You create your **Course** by choosing a **Track** and add-on **Modules** and a **Case Study**

You create your course by choosing one Track from 5 optional Tracks

You can add Modules from other Tracks to your Course (if you choose to do so)

You can also add a Case Study to your Course (if you choose to do so)

You can choose more than one Track and Case Study though we suggest starting with one

We are happy to help create the Course to best serve you!

YOUR VOICE – Discover Your Stories

SPARK - your Inspirational Self

WRITE - Stories from your Heart

YOUR WALK - Living your Stories

YOUR SHARING – Landing your Stories on Others

THE HOW - The Simple Craft

STORY IMPACT - Responsibility and Care

Track A – Your Creativity & Expression

(Storytelling & Filmmaking)

STORY – Choosing your Subject, Theme, Message

SCRIPT – Writing the Story (the Plot)

STORYBOARD – Creating the Visuals

THEORY, HISTORY – Essentials

AESTHETICS, STYLE – Essentials

TECHNOLOGY – Essentials

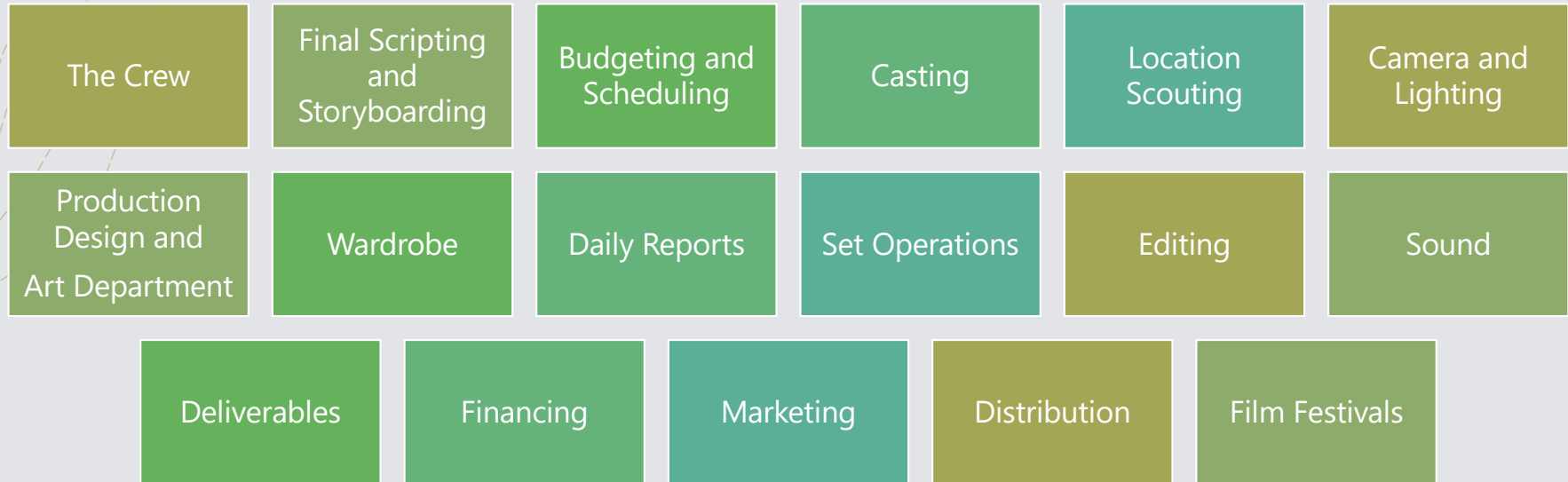
TOOLS of FILMMAKING – from the simplest, easily accessible equipment to the most elaborate

PRODUCTION – The Essentials you need to know if actually Shooting a Movie (including basics of Pre and Post Production)

BUSINESS of FILMMAKING – Marketing, Distribution and having a Career as a Movie-Maker

Track B – The Art & Craft of MovieMaking

(Low Budget Focus)



Track C – Production (Nuts & Bolts)

Inc: Pre-Production & Post-Production (Low Budget Focus)

STORIES WE EXPERIENCE - Traditional Media, Dis-information, Spin

STORIES WE CAN TELL - An Empowering Media, The Heroes Journey

CONNECTION - To Others, Yourself and Our Planet

IMPACT – Calls-To-Action

STORY GUIDE – Rising Consciousness

FIELD WORK - The Physicality (Documentarian, Journalist)

POSSIBILITY - The World You and Your stories Create

Track D – Advocacy, Impact – Media that Matters

(Storytelling & MovieMaking for Social Justice)

PERSONALITY – Scripting the Leader, Director and Team

PRODUCT – Scripting

BRAND – VISION/MISSION – Scripting

CAMERA READY – Preparing and Empowering the Leader(s) and Team

THE SIZZLE – 30 seconds, 1 minute, 2 minutes - the Story Essentials

THE LONG (SHORT) STORY – Making the Key Brand Video

CONTENT CONSISTENCY – Ongoing Content

CRAFT/TOOLS - The Nuts and Bolts particular to Brand Content

SOCIAL RESPONSIBILITY – Telling that Story (with Credibility)

CONTENT - DIGITAL MARKETING - The Ongoing Relationship

Track E – Promotional Storied-Content

(focus on CSR and social value efforts of companies, brands, products)

Case Studies

We offer modular course content focused on specific themes (mostly from the work of Michael K)

Each course online is 10 hours, broken up into 10 modules (1 hour each)

These courses are offered live (in the field) in which case the duration is tailored to your preference

Microbudget Filmmaking (and the Indy Spirit of the 1990's) – the ZERO Pictures Story

Local Heroes all over the World – Calls-to-Action – Substantive Impact – the CAN Story

Filmmaking (and Storytelling) in the Field – Navigating Disasters and Hotspots

Filmmaking (and Storytelling) in the Field – Environmental Advocacy Focus

Filmmaking (and Storytelling) in the Field – Animal Advocacy Focus

Filmmaking (and Storytelling) in the Field – Promotional Content for Ethical Businesses

Filmmaking (and Storytelling) in the Field – Promotional Content for Entrepreneurial Personalities

Course modules and streaming content have commentaries and interviews with the Director, Crew and people integral to the theme and experience – guiding you to grow as Storytellers and Filmmakers



MAKE A MOVIE

Within our modules and case studies we encourage you to make a movie during the course.

If you want to make that an absolute addition to your learning experience, let us know!

We individualize your experience so that you get exactly what you want out of it.

This Make-a-Movie option is best achieved within a 'live' instructed course (in the field or online)

SAM

Vegan (style),
Cheese, Tofu (add-on)
Cream (sauce)
No Pizza-making!

TERRIE

Meat (style)
Olives, Onions (add-on)
Garlic (sauce)
Wants to make Pizza

LOIS

Track C
Modules 3 & 5 of Track B
(add-ons)
Case Study
Animal Advocacy
Wants Movie

ANDREAS

Track E
Modules 2, 4, 7 of Track D
(add-ons)
Case Study
Ethical Businesses
No Movie

You walk into the Pizza Joint and the sign reads:

Choose from 5 Pizza Styles

Plain, Meat, Vegetarian, Vegan, Stuffed

Choose Add-on Ingredients (from other Styles)

Choose Special Sauce

Pesto, Garlic, Ginger, Salsa, Cream

Do you want to make the Pizza with us?

That's how it works at Ripple Big!

Without the Pizza

This ain't no Pizza Restaurant!!!

ARE YOU
HUNGRY
to Learn about
Storytelling and
Filmmaking???

We have immersion
programs 1, 2 or 3 Days,
1 Week, 2 Weeks and
1 Month in duration

You will typically have a
completed movie
personally made by
you after your course!

Our Program is
designed to help you
tap into your
creativity and share
your message most
effectively and
impactfully

Our presentations &
courses vary in
duration to fit your
availability
even 1 hour (if that is
what you got?)

Our expertise,
guidance and tools
helps to launch or
enhance your creative
storytelling, filmmaking
talent!

Lead Storytelling, Filmmaking and Advocacy Instructor - Michael Kastenbaum

Guest Instructors are experts in their respective fields of Storytelling, Filmmaking and Advocacy.

Experts of Storytelling & Filmmaking working with us include:

Cassian Elwes (Producer), Mathew Modine (Actor/Director), Steven Tolkin (Writer/Director), Thomas Zachmeier (Editor), Andrea Thiele (Director), Andrea Mia (Producer), Mark Amin (Producer), Dermot Mulroney (Actor), Jon Jacobs (Actor), Nick Styne (Agent), Eric Bernt (Writer), Jay Tobias (Assistant Director), Lawrence Bender (Producer), Alexander Payne (Director), Sophie Ward (Actor), Amy Shoof (Producer), Dan Mirvish (Director, Slamdance Founder), Marisa Lloreda (Sales Agent), Sid Ganis (Producer), Dave Sambuchi (TV Executive), Jijo Reed (Post-Production Supervisor), David Seltzer (Director), Marc Ambrose (Producer), Gary Tieche (Writer/Director), George Verschoor (Producer), Daniel Sladek (Manager), Lawrence Mortoff (Executive), Jacques Thelamaque (Director/Producer), Rana Joy Glickman (Producer), Jaime Reynoso (Director, Cinematographer), Jill Footlick (Line Producer), Susan Kaplan (Producer), Paul Alan Smith (Agent)

Experts of Advocacy working with us include:

Gail Eisnitz (Animal Advocacy), Tamara Roske (Youth and the Environment), Diane Avery (Horse Rescue), Angie Sommers (Education, Animal Advocacy), Fabian Cousteau (Ocean), Charlene Hewat (Environment), Seth Kastenbaum (Education), Lord Julian Hunt (Environment), Dan Schmidt (Social Entrepreneurialism), Dr. Cathy Key (Environment – Trees), G. Benjamin Bingham (Social Enterprise), Dr. Alison Thomson (Disaster Relief – Medical), Tom Martin (Disaster Relief - Medical), Aurelie Shapiro (Deforestation), Sebastian Africano (Water), Dan Tisman (Relationships, Collaboration), Ben Ayers (Poverty), Clare Carey (Endangered Species), Sarah Ingersoll (Health), Andrew Lustig (Disaster Relief - Health/Medical), David Murphy (Poverty), Kane Ryan (Poverty), Stephen Sumner (Health), Stefanie Voigt (Ocean, Endangered Species), C. Mead Welles (Medical), Sivan Ya'ari (Poverty, Environment), Jane Velez-Mitchell (Animal Welfare),

Tracks & Modules vary in Content based on age groups (tailored according)
Groups: A) 21 and up, B) 14-20, C) under 13

Live (in the field or online) Groups are typically 10 to 50 Students

Online Streaming Tracks and Modules Available (also individualized)

We love to Teach and Mentor, it is our Passion

Our Fees are flexible - depending on your circumstances (and we give scholarships!)

Please consider an awesome EXPERIENCE to have with us!



Our Partner CAN (Conscious Action Network), has been supporting Local Heroes ('ChangeMakers') all over the world for over 15 years! CAN brings light to their extraordinary work!

We stir support for the ChangeMakers portrayed and inspire viewers to see that they too can make a difference.

We continue to do this work.

You can join as Storyteller/Filmmakers (before, during or after your course)!

If you are interested in working with CAN without taking a course, that is great too!

Here is what you do:

Make a movie about a ChangeMaker near or far (we can help if you want)

Launch a fundraiser (we will match the funds you raise up to \$1,000 – and even help you with the fundraiser)

We will happily, excitedly publish your movie on our evolving network

You can download a free Track and Case Study at Ripple Big!

Please join our ongoing effort to bring the 'Good News' to the world.

YES there are many people working tirelessly and optimistically to elevate the lives of others!

FUNDING

Ripple Big is a 501(c)3, a non-profit organization

You get a tax deduction for your course fee or contribution.

There are many ways and reasons to contribute to Ripple Big.

Many deserving people who would like to take a course with us, do not have the financial means.

We want to say yes to all of them and your contribution helps us do that.

Consider designating a contribution to cover a course for someone in need (someone you know or someone we know).

We have a lot of expenses creating content modules, courses and empowering the best instructors.

You can designate a contribution to help us always be our best and to be of greatest service.!

You CAN designate a ChangeMaker (Local Hero) as the recipient of your contribution.

Our partner organization CAN continually does stories on ChangeMakers all over the world.

Ripple Big matches funds that students raise to support their ChangeMakers' stories and projects.

You can target your contribution to our funding pool to support projects of ChangeMakers.

You can also designate funds to specific ChangeMakers you like (see link to ChangeMakers).



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