

# Learn how to develop, produce and market your own social action documentary

Masterclass on Social Action Storytelling  
With Los Angeles film producer

## T. J. Berden

Using his new film *Unguarded* as a backdrop



**Cleraun Media Ethics Forum**  
**Thursday 2nd December 2021**  
**19:00 to 21:30**

(It is hoped that a small number may attend  
in-person in Dublin, with the rest taking part online)

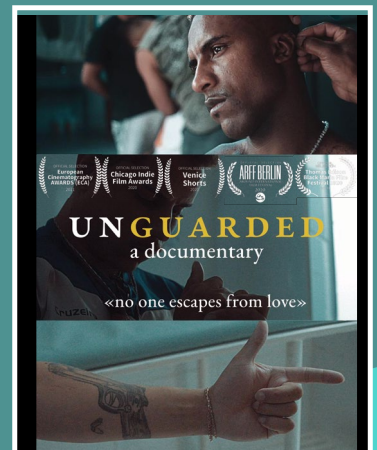
**For young documentary  
filmmakers and journalists**

## T.J. Berden

is an award-winning film producer who has developed, produced and distributed documentary and narrative films, including *Full of Grace* (2016) via Cinedigm, *Paul, Apostle of Christ* (2018) starring Jim Caviezel, and *Unguarded*. He has served as a marketing and PR consultant on specialty films such as *The House that Rob Built*, *The Stoning of Soraya M.*, *Waiting for "Superman"*, *The Tree of Life*, *The Two Popes* and *A Hidden Life*. Using his expertise in film, he has worked with non-profit organizations, such as Word on Fire, to develop more dynamic approaches to marketing and branding through storytelling.

## Case study: *Unguarded*

(trailer at [www.unguardedmovie.com](http://www.unguardedmovie.com)) takes the viewer inside the walls of APAC, the revolutionary Brazilian prison system. APAC founder Dr Mario Ottoboni volunteered in some of Brazil's worst prisons. Seeing men and women frequently return to a life of crime once they left prison, he decided to set up his own restorative justice-based system. The results have been extraordinary: while the crime rate and recidivism rates have continued to increase in Brazil's public prisons, within the APAC system they have steadily decreased. *Unguarded* explores the unique method behind this system, now present in 23 countries across four continents.



## Those attending will:

- ▶ Watch *Unguarded* in advance. As the film is not scheduled for release until 2022, each person who books in for the masterclass will be provided with a watermarked screener for their personal use only to view the documentary, and T.J. Berden will provide a series of questions to consider as they view the film.
- ▶ On the evening of the masterclass, break into teamwork groups for 40 minutes to consider T.J.'s questions among themselves; he will spend time with each group.
- ▶ Then all join T.J. to discuss how they might go about developing, producing and marketing their own social action documentary.

## Attendance limited to 30 participants

## Cleraun Media Ethics Forum:

With the ongoing support of the Broadcasting Authority of Ireland (BAI), Cleraun Media Conferences ([www.cleraunmedia.com](http://www.cleraunmedia.com)) developed from a small event in 1986 into a national conference focussing on professional integrity and ethics. Following the last conference, it was decided to organise masterclasses every few months for smaller numbers of young documentary filmmakers and journalists. The aim is to allow those taking part to develop a network of contacts who could help one another when facing challenges in the context of professional integrity and ethics. The masterclasses are supported by Screen Skills Ireland and the BAI.

## Recent masterclasses:

- ▶ **October 2021: Declan Lawn**, Belfast filmmaker: *The Salisbury Poisonings*, 180-minute docudrama, BBC 1 TV (Spring 2021), RTÉ 1 TV (Summer 2021)
- ▶ **September 2021: Brendan Byrne**, award-winning Belfast filmmaker: *One Million American Dreams*
- ▶ **June 2021: Marcus Vetter**, award-winning German documentary filmmaker: *The Heart of Jenin* (Best Documentary, German Film Awards 2010)
- ▶ **April 2021: Martina Durac**, award-winning documentary filmmaker: *The Rehab*, 3-part production, Virgin Media One, 2017
- ▶ **February 2021: Lisa Pereira**, RTÉ Morning Ireland studio and web producer: *Why accuracy and fairness matter*
- ▶ **December 2020: Michael Beattie**, award-winning Belfast documentary filmmaker: *Robert Campbell — Mountain Man*, BBC TWO NI



[www.cleraunmedia.com](http://www.cleraunmedia.com)



The event is free of charge



To book:

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Further information:

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