ROLL RED ROLL

Directed by Nancy Schwartzman

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THE FILM

Roll Red Roll is a true-crime thriller that goes behind the headlines to uncover the deep-seated and social media-fueled “boys will be boys” culture at the root of high school sexual assault in America.

At a pre-season party in small-town Steubenville, Ohio, a heinous crime took place: the assault of a teenage girl by members of the beloved high school football team. What transpired would garner national attention and result in the sentencing of two key offenders. But it was the disturbing social media evidence uncovered by crime blogger Alexandria Goddard that provoked the most powerful questions about the collusion of teen bystanders, teachers, parents and coaches to protect the assailants and discredit the victim. As it painstakingly reconstructs the night of the crime and its aftermath, ***Roll Red Roll*** uncovers the ingrained rape culture at the heart of the incident, acting as a cautionary tale about what can happen when teenage social media bullying runs rampant and adults look the other way. The film unflinchingly asks: “Why didn’t anyone stop it?”

DIRECTOR’S STATEMENT

Roll Red Roll is a story that I felt compelled to tell. I went to a high school not unlike Steubenville High School. I was a varsity athlete growing up and I come from a sports family. I understand the love and passion for sports and the intense relationship between a player and a coach, and what it means to your family for you to succeed on the field or court. The entire town of Steubenville coming together to celebrate and stand together every Friday is a beautiful thing. But to quote journalist Rachel Dissell, “Is this football town putting its daughters at risk, by protecting its sons in a situation like this?”

I felt like I knew these kids. They reflected some of the attitudes of my high school growing up. I wanted to explore the undercurrents of this compelling and frightful situation. As a sexual assault survivor, the behavior wasn’t unfamiliar to me, but the social media platform was new. I wanted to know what empowered boys to talk about rape so casually, and broadcast it so publicly. It was all out there. That’s what made it so shocking.

The incident was planned and witnessed and an entire conversation was happening on social media about it. Prosecutors had to sift through over 400,000 text messages, hundreds of tweets to figure out what was evidence and what was bravado. I read the text messages and social media posts, and they chilled me.

In ***Roll Red Roll*** we see young men acting with total privilege and without accountability. This wasn’t a “one-off” incident. This was a pattern of behavior that went beyond just a juvenile criminal trial and led to a Grand Jury investigation of school officials. There should have been no question about what happened, and yet: the entire town was divided.

Why didn't anyone stop it?

If we want to understand what is "rape culture" - then, here it is, laid bare. I just couldn't look away. As a means of healing my own trauma, I've been working to transform culture around gender-based violence for over 10 years, using film and technology in service of these goals. I've always been fascinated by technology and youth culture, and how while technology is mainly neutral, it is the way we use it that is the variable. Seeing it overlap in the gender space - I was amazed at the power of social media: to incriminate, to empower and to shine a light on darkness. This entire thing was documented on social media and shared publicly. The bravado and the language used by the kids to talk about their classmates and young girls were astonishing. Anyone could see it. And the lack of empathy was chilling.

There were school administrators and teachers that heard rumors, and there were coaches who did nothing or defended players without asking the tough questions. By doing nothing, and not taking it seriously, they were enabling it – excusing and justifying it, or looking the other way. This situation underscores the need for responsibility and for us to behave as friends, parents, family members, fellow classmates, teachers, school administrators, coaches and everyone in our communities to make sure that we believe survivors, we investigate carefully, and this behavior stops. Now we are at this incredible #metoo moment, where men and mainstream audiences are listening to the reality of those who experience violence, and it's time to shift our attention. We need to look closely at those who commit assault, so we can identify it, prevent it and ultimately transform our culture.

The bottom line is that rape is preventable. Steubenville is just like your town or school. Watching and studying the police interviews, the story shows clearly that rapists and bystanders are not "monsters", they are us – our sons our fathers, our coaches, our friends. When we turn them into "monsters" – it makes rape hard to "see" and eradicate. We as individuals and communities have to take responsibility and teach accountability to our children so that they understand this is wrong. And that speaking up and intervening is the right thing to do, even if no one else is doing it. I am hopeful that audiences take these lessons to heart and will move forward in creating safe, loving and caring communities for our future generations.

FILMMAKER BIOGRAPHIES

Nancy Schwartzman - Director/Producer

Nancy Schwartzman is a director, producer, and media strategist who uses storytelling and technology to create safer communities for women and girls. Her debut feature,**Roll Red Roll,** world premiered this April at the Tribeca Film Festival, had its international premiere at Hot Docs, is currently playing at over 30 international festivals, and will have a robust impact campaign in 2019. For **Roll Red Roll,** Nancy received the Adrienne Shelly Foundation's Excellence in Filmmaking Award. The film is nominated for a Cinema Eye Spotlight Award, and she is the winner of "Best in Show" at Bend Film Festival, "Best Documentary" at Monmouth Film Festival, "Best Social Impact Doc" at Chagrin Falls Festival, and "Visualizing History" at Middlebury Film Festival. Her first film, **The Line**, a short documentary examining consent was used by the White House for a campaign around sexuality, and her follow-up short, **xoxosms**, was on PBS/POV and BBC exploring love between two teenagers, bridged by technology.

A globally recognized human rights activist, Nancy serves on Vice President Biden's Advisory Council. As a tech founder, she created the White House award-winning app Circle of 6 designed to reduce sexual violence among America's youth. Circle of 6 is used by over 350,000 people in 36 countries. She has shared her work at the White House, the United Nations, TEDxSheffield, AIDC and more.

Steven Lake - Producer

Steven Lake's directorial debut, **Drying For Freedom,** had success in the international film festival circuit, and picked up accolades including the UK's 2012 Climate Week Award for Best Artistic Response. In early 2013, the documentary went into distribution, securing broadcast deals within the US, Asia and Europe. Steven's work to date has revolved around the aim of creating lasting social change through documentary; he is a converted environmentalist and advocate for feminism and women's rights. Steven is a Creative England fellow.

Jessica Devaney - Producer

Jessica produced the Sundance-supported documentary, **Speed Sisters,** about a fearless team of Palestinian women racecar drivers. She co-produced the Peabody Award winning short film **My Neighbourhood,** exploring the human impact of settlement expansion in East Jerusalem, and produced its companion web series **Home Front,** which Richard Branson deemed "films that make a difference." Jessica associate produced **Budrus**, which won thirteen international awards, including the Ridenhour Documentary Film Prize.

Matt Bockelman - Cinematographer

Matt Bockelman is a New York-based cinematographer whose feature documentary credits include **Do I Sound Gay?** and **To Be Takei**. He's created short-form works for many arts and non-profit organizations, including Sesame Street, NYC Ballet and The Public Theater. He is also an adjunct professor at the Columbia University Graduate School of Journalism.

Christopher White - Editor
Christopher White has been a documentary film editor, producer and director of numerous award-winning films since 1995. His most recent project (as co-producer and editor) is **Love Free or Die**, which premiered at the 2012 Sundance Film Festival, winning the Special Jury Prize. Other films include **The Killer Within** (as editor and co-director) which premiered at the 2006 Toronto Film Festival and was nominated for a 2008 Best Documentary Emmy, and **Hard Road Home**, nominated for a Best Documentary Emmy in 2009. White also edited **Waging A Living**, which followed the struggle of four working Americans trying to make ends meet, and **Critical Condition,** a verité journey through America's ailing health care system.

Nima Fakhara - Composer
Iranian-born composer, ethnomusicologist, and inventor of musical instruments, Nima Fakhrara is the founder of Zoo Creatives, with studios in Los Angeles and New York City. His credits include the Toronto Film Festival Official Selection **The Girl in the Photographs** (the final film executive produced by Wes Craven), the Los Angeles Film Festival selection **Consumed** (directed by Daryl Wein), the Sundance Film Festival selection **The Signal**, **Catchaman** (directed by Toya Sato and starring Tori Matsuzaka and Ryohei Suzuki), a live action take on the anime series *Battle of the Planets,* **The Pyramid** (directed by Gregory Levveseur, produced by Alexander Aja), and **Exists** (directed by Eduardo Sanchez). His international credits include the Japanese TV show called *Tantei No Tantei*, and the SXSW selection **I Am a Hero**. His video game credits include *Resident Evil: Revelations 2* and the 2016 release *1979 Revolution*.

Bari Pearlman is - Co-Producer
Bari Pearlman is a Peabody Award-winning documentary filmmaker whose films include **Mah-Jongg: The Tiles that Bind, Daughters of Wisdom** and **Nangchen Shorts.** She recently directed two episodes of *HLN Death Row Stories* and the short documentary *Autism Is for Life* for HBO *Night of Too Many Stars*. As a producer, Bari collaborated on HBO's feature documentary **How to Dance in Ohio**, and **Smile 'Til It Hurts: The Up With People Story**. For television, she was the story producer/co-producer of Amazon's *The New Yorker Present*s and previously produced A&E's *Fugitive Chronicles* and Court TV's *Shots in the Dark*. Bari is a member of the Producer's Guild of America and the Academy of Television Arts and Sciences.

Chachi Hauser - Associate Producer
Chachi Hauser is a filmmaker and writer based in New Orleans. Her short film, **1227 Lesseps** which she co-wrote and directed, premiered at the 2017 New Orleans Film Festival. Her Wesleyan University thesis film, **Lolo**, won honors and screened at the 2014 Boston Wicked Queer Film Festival as well as 2014 Fringe! Queer Film & Arts Fest in London. She is currently an associate producer on two projects in development, including a documentary series focusing on young people in Southeastern Louisiana most vulnerable to climate change. Her writing has appeared in Hobart Online, Quaint Magazine, among others

Eliza Licht – Impact Producer and Engagement Strategist

Eliza Licht is an industry leader in developing and implementing engagement strategies to maximize the impact and visibility of documentary films. Before starting Licht Creative Consulting, she spent 17 years, building and expanding the community engagement and education department at the PBS documentary series, POV. As Vice President of Content Strategy and Engagement, Licht spearheaded broadcast campaigns for over 250 films, including **American Promise**, **Food, Inc.** and **Last Train Home**. Under her leadership, there was a 1000% increase in the number of events to over 800 screenings a year engaging over 46,000 people directly. In her current role, she works closely with clients to help determine their goals and vision for engagement and impact. She creates and implements entire campaigns including overall strategy, partnership development, overseeing the production of high-quality educational resources, and tracking, measuring, and evaluating impact. Eliza frequently speaks at conferences and festivals. She has appeared on panels at AFI Docs, IFP Film Week, DocNYC, Tribeca Film Institute, DocEdge Kolkata and DMZ Docs.

Jessica DeBruin - Impact Coordinator
Jessica is a media professional and writer with a dedication to intersectional film and theatre. She has 4 years experience implementing fundraising and patron engagement strategies at national theatre nonprofits, including Roundabout Theatre Company, and Center Theatre Group. She holds a BA in Theatre and Latin American Studies from Smith College. Her writing has been featured in online platforms for *The Advocate* and *Everyday Democracy*.

PROTAGONIST BIOGRAPHIES

Alexandria Goddard, a.k.a. "Prinnie" – Crime blogger
Alexandria Goddard is a blogger and social media consultant. She has over 25 years of combined experience in legal investigations, fraud/risk management investigations and social media analysis. Her expertise includes utilizing social media to build social and personal profiles of witness, jurors and litigants, while researching publicly accessible data to analyze social media presence and activities. For her role in the Steubenville case, she has appeared on Dr. Phil, 20/20, Piers Morgan, Democracy Now, Jane Velez-Mitchell and a multitude of print and web-based articles regarding her social media analysis expertise. Her work has also been used as source reference in academic research papers, as well as by advocacy agencies around the world.

Rachel Dissell – Investigative reporter, Plain Dealer
Rachel Dissell has been a reporter for *The Plain Dealer* since 2002. Dissell has written investigative pieces and examined policies around Cleveland's response to sexual assault, teen dating violence and lead poisoning. Her stories have led to changes in laws or policies and public perceptions, including a series with reporter Leila Atassi that led to the testing of nearly 14,000 rape kits and the investigations of decades old cases that followed. Since then more than 650 defendants in Cleveland have been indicted in previously unprosecuted rape cases. Most recently Dissell's reporting with colleague Brie Zeltner uncovered

Cleveland's failure to investigate when children were poisoned by lead, which spurred local and statewide policy changes. Dissell's nine-part narrative piece "Johanna: Facing Forward" won the 2008 Dart Award for coverage of trauma. The story started a conversation about teen dating abuse and has since been used as inspiration for a stage play. Dissell is an adjunct professor at Kent State, her alma mater.

Detective J.P. Rigaud – Lead investigator
J.P. Rigaud is a special agent with the Ohio Bureau of Criminal Investigation. He was formerly a police officer with the Steubenville, Ohio Police Department and was the lead investigator in the Steubenville case. He is the board president of A Caring Place, a child advocacy center in Steubenville, Ohio.

Marianne Hemmeter – Lead Special Prosecutor for the Ohio Attorney General's Office
Marianne Hemmeter served as a special prosecutor for Ohio Attorney General Mike DeWine. While at the Ohio Attorney General's Office she prosecuted criminal cases in twenty-three different counties throughout Ohio, including the much-covered Steubenville rape trial. Judge Hemmeter also served on the Ohio Attorney General's Statewide Sexual Assault Response Team and was recognized as a domestic violence subject matter expert for the Ohio Peace Officer's Training Commission. She is now a judge in the Delaware Municipal Court.

Walter Madison – Defense Attorney, Ma'lik Richmond
Walter Madison is a defense attorney based in Akron, Ohio. He represented Ma'lik Richmond in the Steubenville case.

TIMELINE

August 11, 2012
Pre-season football parties are happening in Steubenville, Ohio. Over the course of the night, the crime takes place.

August 12-22, 2012
Kids tweeting and texting about the crime. Police interviews occur.

August 14, 2012
Jane Doe and her family make a report to the police.

August 17, 2012
The town of Steubenville requests that the Attorney General of Ohio's office handles the investigation.

August 22, 2012
Trent Mays and Ma'lik Richmond are arrested.

August 22, 2012
Local media outlet reports on the rape.

August 26, 2012
Alexandria Goddard, local crime blogger posts the social media discussing the rape and the Instagram photo of Jane Doe being carried.

September 2, 2012
Operating on tips from locals, Cleveland-based journalist Rachel Dissell, of the Plain Dealer publishes her first story on the Steubenville case.

September 3, 2012
A 14-year-old girl from Steubenville high school reports a rape, from April 2012.

October 31, 2012
Alex Goddard is sued by a local family for defamation. She and a friend tag the news #freespeech and calls for the help of Anonymous.

December 16, 2012
New York Times publishes “Rape Case Unfolds on Web and Splits City”

December 23, 2012
Anonymous hacks the high school website and releases a warning video. They also share the video of the kids laughing about the rape. This video went viral and ignited global interest and news coverage outrage.

December 29, 2012
Anonymous and locals organize #OccupySteubenville rallies and protests in Steubenville, to demand swift justice and a fair trial. Hundreds attend and hundreds of women speak.

March 13, 2013
Trial for Trent Mays and Ma’lik Richmond begins

March 17, 2013
Trent Mays is an adjudicated delinquent (“found guilty” in the juvenile courts, sentenced to two years in juvenile detention for assault and for photographing the victim). Ma’lik Richmond is an adjudicated delinquent and sentenced to one year in juvenile detention.

March 17, 2013
Attorney General Mike DeWine calls for a Grand Jury investigation to determine if there was any obstruction of justice or any other crimes of that matter occurred.

November 25, 2013
Five Grand Jury Indictments are handed out to school officials, including the Superintendent. The lead football coach is not indicted.

January 2, 2015
School Superintendent Mike McVey resigns, four other school officials resign.

FUNDERS:

Roll Red Roll was made:

In association with:
Ford Foundation I Just Films
Artemis Rising Foundation
Fork Films
Bertha / Doc Society

Executive Producers:
Geralyn Dreyfous
Barbara Dobkin
Chandra Jessee
Patty Quillin
Regina K. Scully

Co-Executive Producers:
Abigail Disney
Gini Reticker

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Fledgling Fund
Silicon Valley Foundation
Perspective (Wellspring)
Tides Foundation
The Harnisch Foundation
The Gucci Tribeca Documentary Fund

CREDITS
Sunset Park Pictures Presents
Directed and Produced by Nancy Schwartzman
Producer Steven Lake
Producer Jessica Devaney
Co-Producer Bari Pearlman
Cinematography Matthew Bockelman
Editor Christopher White
Composer Nima Fakhrara

END CREDITS

A film by
Nancy Schwartzman

PRODUCED BY
Steven Lake

PRODUCERS
Jennifer Fox
Maxyne Franklin

ASSOCIATE PRODUCER
Chachi Hauser

CONSULTING PRODUCER
Brenda Coughlin

Field Sound Mixer	**Aubrey Keith**
Additional Camera	**David Holm** **Steven Lake** **Isaac Mathes** **Kyle Wilkinson**
Additional Editing	**Erin Casper** **Sarah Devorkin**
Assistant Editor	**Bryn Silverman**

Featuring (in order of appearance)	J.P. Rigaud Alexandria Goddard Jeremy Jones Vinnie Fristick Michele Robinson Mark Nelson Gretchen Nelson Madeline Nelson Therese Nelson Shawn McGhee Jeno Atkins Rachel Dissell Marianne Hemmeter Walter Madison
Graphic Artist	Rob Fuller
Graphics Consultants	Thomas Cabus Gui Trang Nguyen
Title Design	Nicholas Vranizan
Title VFX Artist	Keenan Parry
Music Supervisor Music Coordinator	Mary Ramos Wyatt Oden
Archival Research	Sierra Pettengill Julie Begey Seureau
Fundraising Research and Support	Natalie Erazo Frances Underhill Sara Deneweth Carrie Nelson
Transcription	Victoria Negri Annie Rose Malamet
Equipment Rental	Hello World EGADS
Colorist	Ken Sirulnick
Online Editor	Mitch Jacobson

Finishing Assistant/ Alchemist Engineer	**Jordan Thompson-DeSon**
Post Production Facility	**Glue Editing & Design**
Supervising Sound Editor/ Re-Recording Mixer	**Lewis Goldstein**
Re-Recording Mixer	**Thomas Ryan**
Dialogue Editor	**Alfred DeGrand**
Sound Effects Editor	**Jerrell Suelto**
Audio Post Production Manager	**Cate Montana**
Sound Facility	**Parabolic NY**
Impact Producer	**Eliza Licht**
Impact Coordinator	**Jessica DeBruin**
Publicity	**Falco, Ink**
Legal Services	**Victoria Cook, Frankfurt Kurnit Klein & Selz** **Nicole Page, Reavis Page Jump LLP** **F. Robert Stein, Pryor Cashman LLP** **Matthew Tynan, Pelosi Wolf Effron & Spates LLP**
Accounting Services	**A Bookkeeping Cooperative**

	Adelman Katz & Mond LLP
Insurance Services	**Reiff and Associates, LLC**
Security Consultant	**Jessica Robinson/Purepoint International**
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