

"A GLIMMER OF HOPE!"  
Movie-Blogger.com

"VITAL!"  
AV CLUB

"ILLUMINATING!"  
Hollywood  
REPORTER

"GO SEE THIS FILM!"  
Forbes

# SHOT IN THE ARM

Executive Producer  
**NEIL DEGRASSE  
TYSON**

Academy Award® Nominee  
**SCOTT HAMILTON  
KENNEDY**

On PBS August 2023  
**HEALING IS COMING**

[shotintheearmmovie.com](http://shotintheearmmovie.com)



## PBS SPONSORSHIP OPPORTUNITY

**SHOT IN THE ARM** explores how individuals make the best decisions in the face of overwhelming mis/disinformation. Both skeptical and hopeful, the film reaches hearts and minds where data alone cannot. **The film will be broadcast on PBS stations throughout the U.S. this year.** Because your organization is aligned with the film's powerful message, we would like to offer you a unique sponsorship opportunity to secure an underwriting spot during the film's broadcast.

### ABOUT THIS FILM

In the spring of 2019, before anyone had heard of COVID-19, filmmaker Scott Hamilton Kennedy (*THE GARDEN*, *FOOD EVOLUTION*) began investigating the global measles epidemic. Filming with top public health officials—including Tony Fauci, Paul Offit, and Peter Hotez, Kennedy captured rare interviews with anti-vaccine activists such as Robert Kennedy, Jr., Andrew Wakefield, and Del Bigtree, who were persuading parents by the millions to refuse vaccines for their children.

When COVID struck, many hoped that the global challenge would unite us. Instead, it put an underlying threat into focus – the contagion of disinformation and conspiracy at the expense of unbiased science and rational thought.

Through the power of universal, compelling human stories supported with verifiable science unfolding in visual data, **SHOT IN THE ARM** cultivates empathy and connection for one another in our communities and restores trust in public health.

### WHY THIS FILM?

WHO predicts a shortfall of 10 million healthcare workers by 2030. As many as 180,000 healthcare workers may have died because of COVID-19 between Jan. 2020 and May 2021 alone. Other pandemic-related outcomes—like injury, trauma, and burnout—have likely forced more healthcare professionals out of the workforce. As of early January 2024, an average of 1,700 Americans are dying weekly from Covid. Still, pandemic fatigue is growing. The CDC reported that only 21.8% of adults 18 or older have received the latest Covid vaccine.

**SHOT IN THE ARM** heals and reinvigorates public healthcare providers while empowering communities to make informed decisions about immunizations. The film encourages empathetic, meaningful and restorative discussions about the significance of science, public health, and the social contract. Hundreds of nurses, doctors, medical assistants, scientists, and more who see the film experience it as cathartic and inspiring.



## NATIONAL IMPACT

**The film will reach an estimated audience of more than 2 million viewers when it premieres on the PBS network.**

The goal of our iimpact campaign is to increase vaccine confidence and promote science by leading with storytelling and encouraging empathy. This approach will ultimately result in increased vaccine adoption, boost the morale of healthcare workers, and restore public trust in healthcare systems.

Becoming a sponsor is the perfect opportunity to:

- **Reach new audiences with your brand message while joining the national conversation around vaccines.**
- **Demonstrate your commitment to saving lives and making the world a healthier place.**

## About the Audience

Over the course of a year, PBS reaches 79% of all U.S. television households — nearly 200 million people. PBS is ranked as the #6 broadcast and cable channel. Its primetime audience is larger than that of A&E, Bravo, TLC, Discovery Channel and HGTV.

According to a nationwide survey, PBS ranks #1 in public trust in America, lending credibility and value to its sponsors. It reaches an affluent, well-educated audience who cares about their community and social issues.

- 69% of viewers believe PBS sponsors have a greater commitment to quality and excellence.
- 59% pay more attention to the spots they see on PBS than those on other networks.
- 62% agree that PBS sponsors are industry leaders.
- 95% of PBS viewers have an HHI of \$150K+

## SPONSOR OPPORTUNITY

*As a sponsor, your organization will get:*

➤ **A dedicated underwriting spot at the opening and closing credits in an uncluttered advertising environment, creating more than 4 million high-value impressions.**

➤ **Continuous brand exposure during the PBS launch and all repeat broadcasts.**

➤ **Logo placement and link on the film website for the life of the project.**

➤ **Full-page ad in downloadable screening kit shared with all viewers for the life of the project.**

## THE FILMMAKER

Academy Award® nominee Scott Hamilton Kennedy is a writer, director, producer, cameraman, editor, and founder of [Black Valley Films](http://BlackValleyFilms.com). His documentary work includes Oscar-nominated *The Garden*, Independent Spirit Award Nominee *OT: Our Town*, the critically acclaimed *Fame High*, and *Food Evolution* (Hulu, 2016).

## GET STARTED

To discuss sponsorship options, contact Maureen at [maureen@blackvalleyfilms.com](mailto:maureen@blackvalleyfilms.com). Learn more at [www.shotintheearmmovie.com](http://www.shotintheearmmovie.com).

