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Subject: **Test Message - A Banner Year for SPLIT ESTATE**
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Split Estate News

Dear Friends,

A little over a year ago, *Split Estate* helped to break the story about the health risks associated with hydraulic fracturing to a national television audience. We gave a voice and a face to a few of the courageous families, among thousands, struggling to protect their health, their rights, and their land before the ever encroaching oil and gas industry.

So much has been surprising in the film's journey from its national broadcast on Planet Green to winning an Emmy for Outstanding Individual Achievement in a Craft: Research, at the 31st Annual News and Documentary Emmy Awards.



We set out to educate the public about the true costs and consequences of hydraulic fracturing and natural gas drilling, and to empower citizens to make informed choices...and our work hasn't let up since!

With **you** and countless others, we have helped lift critical issues out of silence and obscurity and into the mainstream.

Who would have dreamed a year ago that hydraulic fracturing would be the theme of an episode of [CSI: Crime Scene Investigation](#)?!

And its amazing and heartening to me that [Pittsburg passed an ordinance that imposes a ban on gas drilling](#) within city limits **and** privileges community decision making over the rights of corporations. That New York Governor David Paterson issued an executive order that institutes a statewide moratorium on hydraulic fracturing until July 1, 2011. That the EPA is in the midst of an investigation into fracking.

Evidence, indeed, of the power in coming together around our deepest values.

Below, you will find highlights from our 2010 community engagement campaign, as well as a preview of new developments. We hope it will give you a sense of the impact we are having at a national and international level.

Over the year, we've accomplished a staggering amount with limited resources. Our capacity to meet

the growing, global need for information and resources through our outreach campaign is directly related to the financial support we receive.

[Please consider making a generous donation](#) to the ongoing efforts of our community engagement campaign today so that we can meet that global need in 2011. We can't do this work without your support!

Thank you.

We wish you the happiest of holidays, and peace and joy in the new year.

Debra Anderson, Christian Leahy, Susan Skeelee, Eileen Torpey, Mitchell Marti, and Matt Vest.

P.S. Stay tuned for updates in 2011 on our next film now in development!



***SPLIT ESTATE* FOR EVERYONE ON YOUR GIFT LIST**

Give a copy of the award-winning *Split Estate* to your neighbors, the local library, or family members living in areas targeted for natural gas development. [Buy the DVD here](#). Your purchase supports our education and outreach efforts in the coming year.



***SPLIT ESTATE* HOUSE PARTIES IN JANUARY: EDUCATE YOUR NEW LEGISLATORS!**



*We're gonna bring you the power...*the Reel Power, that is. Red Rock Pictures is teaming up with Reel Power, 1Sky, the PostCarbon Institute and Working Films to bring you house parties in January.

Reel Power = ten groundbreaking filmmakers who have come together with cutting-edge grassroots organizations to create a dynamic new film series that travels the globe, bringing you stories from the frontline of our energy future that will get your community talking and taking action.

Split Estate will be the featured Reel Power film for January and **now** is the perfect time to be thinking about hosting an event. Use this opportunity to inform your new legislators!

[Learn more about Reel Power and view the trailer here.](#)

Or email Lora Smith at lsmith@workingfilms.org to set up a screening.



Reel Power Filmmakers, May 2010

KEEPING THE MEDIA EYE ON THE BALL: *SPLIT ESTATE* MAKES THE NEWS IN 2010

Split Estate has been the subject of more than 100 print, radio, and television articles and interviews, as well as hundreds of blog posts on the web. It was featured in three broadcasts of Democracy Now! on hydraulic fracturing and water contamination. (Don't miss [Amy Goodman's interview with Dr. Theo Colborn](#), world-renowned environmental analyst featured in the film.)

Since January, we have joined forces with the California-based publicity company Jones & O'Malley, which has offered its services on a pro-bono basis. Here's a sampling of the media coverage we have generated or been a part of:

[NBC Nightly News with Brian Williams: The Fracas over Hydro-fracking](#)

[ABC News: Natural Gas Drilling May Not Be Healthy](#)

[60 Minutes Australia: Undermined](#)



COMMUNITY SCREENINGS IN US



From Harvard to the EPA to living rooms, churches, community centers, and high school classrooms, *Split Estate* has been shown in hundreds of screenings all over the country. Citizens everywhere have used the film broadly to educate their friends and neighbors, the media, and local, state, and national policy makers. (With the mid-term changes nearly upon us, there will be a new slate of public officials who will need to be informed of the issues.)

Throughout the year, we field emails and calls from landowners, farmers and ranchers needing to understand their rights and how to protect their land; from students seeking information for projects and papers; and from women and men who are sick and needing leads to health care and support. The *Split Estate* Community Engagement Campaign connects these and others to information and resources — and to each other.



Community organizers are drawing upon *Split Estate* to raise awareness and mobilize action for clean energy...and clean water. [Check out this great piece by Agit Pop](#), which uses excerpts from the film, to protect the New York water supply from contamination.

And teachers are bringing *Split Estate* to classrooms everywhere at the secondary and university level and to charter programs for youth-at-risk. Launching in the spring semester, the film and related curriculum will be featured on [WGBH's Teachers' Domain](#), a free digital media service for educational use from public broadcasting and its partners.



FURTHER AFIELD: *SPLIT ESTATE* RESPONDS TO THE INTERNATIONAL CALL

Natural gas development is ramping up all over the world and the *Split Estate* Community Engagement Campaign has been there to answer the call for screenings and information.



In August, director Deb Anderson traveled to Sweden to support a growing grassroots movement against new natural gas development.

We also have had a presence in Tunisia, Singapore, Australia, Canada, and, most recently, the Southern Cape of South Africa where *Split Estate* was featured in a [report about fracking on a news program called 50/50](#) on the South African

Broadcasting Corporation Channel 2.

IN LOVING MEMORY OF CHRIS MOBALDI



Chris Mobaldi with friend Tara Meixsell, author of *Collateral Damage*

With great sadness, we report that Chris Mobaldi, the main "character" in *Split Estate*, passed away on November 15, 45 days after surgery for her third pituitary tumor. We honor Chris' beauty and courage and send our prayers to her family.

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