



R EISENBERG PRESENTS, INC.

Regina Eisenberg

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August 13, 2009

The largely unknown story of the Alaska Native struggle for equality, and the central role in it of an extraordinary Tlingit Indian woman, Elizabeth Peratrovich, that resulted in the passage of the Alaskan Anti-Discrimination Bill in 1945.



For the Rights of All: Ending Jim Crow in Alaska

Presenter: NAPT

Distributor: APT Exchange

Narrator: Peter Coyote.

NOLA Code: FREJ

***SD Feed for Record: FREJ 000 SD-Base Revision 001
Sunday, October 25, 2009, 1300-1400ET /SD05***

***HD Feed for Record: FREJ 000 HD-Base Revision 001
Monday, October 26, 2009, 1100-1200ET /HD03***

***Broadcast Rights: 6 Releases/4 Years
November 1, 2009 – October 31, 2013***

VOD: Yes

Non-Commercial Cable: Yes

School Record: 1 Year

Rating: TV-G

Shot in HD

Screening DVD's Are Available Upon Request

Dear colleague:

NAPT is pleased to present ***For the Rights of All***, one of four powerful documentaries (three from NAPT) for your November schedules. While we very much hope that you will consider these as a package for your programming commemorating Native American Heritage Month and that you will schedule all four in complementary slots (such as weekly or as a

stunt), they are being offered separately so you are able to choose any or all. (ITVS is offering the fourth, **Summer Sun Winter Moon.**)

For the Rights of All: Ending Jim Crow in Alaska is the largely unknown story of the Native Alaskan struggle for equality in the first half of the 20th Century and the central role in it played by an extraordinary Tlingit Indian woman, Elizabeth Peratrovich. Her relentless struggles and compelling State Senate testimony—reenacted in a dramatic live-action scene—resulted in the passage of the Alaskan Anti-Discrimination Bill, the first civil rights bill passed in the United States since the Civil War—one decade *before* "Brown vs. Board of Education."

Through extensive reenactments, historic footage and photographs, the non-violent struggle for Alaska Native justice unfolds in ***For the Rights of All: Ending Jim Crow in Alaska***. The story begins in 1867 when the U.S. purchased Alaska from Russia. The Constitution and Bill of Rights that came north with the flag did not apply to the indigenous people who had lived in this great land for thousands of years. The documentary explores their pursuit of the basic rights of citizenship and voting. Racist signs like "No Natives or Dogs" were common. One sign is shown in front of an Army recruitment center—a *center recruiting Alaska Natives!* How it got there is a story told in one of the very interesting reenactments.

For the Rights of All: Ending Jim Crow in Alaska reveals the pivotal role played by another young Native woman, Alberta Schenck Adams, who was arrested for sitting in a movie theater's "whites only" section. The climax of the movement takes place in 1945, while WW II raged, with the passage of the equal rights law.

For the Rights of All is produced by Jeffrey Silverman, Blueberry Productions. Presented by NAPT, distributed by APT Exchange, it is underwritten by Rasmuson Foundation, Alaska Humanities Forum, Alaska Native Heritage Center, Sealaska Corporation and Alaska Airlines. Local underwriting *is* permitted.

Please contact me if you have questions. I'll be in touch with you about your carriage plans during the next months. A fact sheet follows.

Very truly yours,
Regina
Regina Eisenberg

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fact sheet

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For the Rights of All: Ending Jim Crow in Alaska

Program Summary:

The largely unknown story of the Alaska Native struggle for equality, and the central role in it of an extraordinary Tlingit Indian woman, Elizabeth Peratrovich, that resulted in the passage of the Alaskan Anti-Discrimination Bill in 1945.

Narrator:

Peter Coyote

Episodes/Length:

1/60

Rights:

Broadcast: 6 Releases/4Years (November 1, 2009- October 31, 2013).

VOD: Yes

Non-Commercial Cable: Yes

School Record: 1 Year

Video:

Shot in HD

NOLA Codes:

FREJ 000 SD-Base Revision 001

FREJ 000 HD-Base Revision 001

SD Feed for Record*:

Sunday, October 25, 2009, 1300-1400ET /SD05

HD Feed for Record*:

Monday, October 26, 2009, 1100-1200ET /HD03

(*Please watch for the APT Program Release Announcement for further details/confirmed timings.)

Audio/Visual:

Stereo/Shot in HD

V-Chip Rating:

TV-G

Producer:

Producer: Jeffry Silverman
Blueberry Productions

Presenter:

NAPT

Distributor:

APT Exchange

Underwriters:

Rasmuson Foundation
Alaska Humanities Forum
Alaska Native Heritage Center
Sealaska Corporation
Alaska Airlines

Local Underwriting:

Local underwriting *is* permitted.

DVD:

<http://www.visionmaker.org/>

Websites:

www.nativetelecom.org
www.aptonline.org
www.stationrelations.com (Note: this redirects to:)
www.reisenbergpresents.com

Complementary Programs Offered for Native American Heritage Month:

To Brooklyn and Back: A Mohawk Journey (NAPT, PBS Plus)

River of Renewal (NAPT, NETA)

Summer Sun Winter Moon (ITVS, PBS Plus)

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Viewer Questions & Comments:

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