

THE DO SOMETHING TOUR

ONE TOWN AT A TIME

A DOCUMENTARY SERIES AND GRASSROOTS MOVEMENT

Ordinary people. Local problems. Real action.

Seeking production, financing, and distribution partners

FACTS STILL MATTER • STEVE DODGE • CONFIDENTIAL



A road documentary series built on planned Gatherings and unplanned truth.

The scheduled events anchor the journey. The people Steve meets between them reveal the nation.

SCHEDULED LIVE EVENTS

Communities gather for honest dialogue, local expertise, and practical next steps.

SPONTANEOUS ENCOUNTERS

Steve stops along the road to ask ordinary people what they see, fear, hope for, and believe.

THE QUESTIONS THAT DRIVE THE FILM

- 01 Can people with opposing viewpoints still find common ground?
- 02 What motivates ordinary citizens to become activists?
- 03 Can one person inspire others to “do something” instead of giving up?
- 04 What does democracy look like at the community level?

Less about politicians. More about the people whose lives are shaped by the decisions made around them.

The national problem is paralysis – not a lack of caring.

People feel unheard, problems feel too big,
and too many wait for someone else to act.

“If you want change, do something!”

MORE PARTICIPATION

MORE CONSTRUCTIVE DIALOGUE

MORE LOCAL ACTION

MORE COMMUNITY



Each town delivers a complete arc and opens the next story.

A modular format supports a feature documentary, limited series, or continuing season.

1

ARRIVE

Meet the town and the issue residents cannot ignore.

2

LISTEN

Surface competing experiences without manufacturing conflict.

3

LEARN

Bring in credible voices who clarify what is at stake.

4

ACT

Turn conversation into a specific community commitment.

5

RETURN

Reveal what changed, what did not, and what comes next.

Built-in tension: Can conversation become action before the crew leaves town?



STEVE DODGE

A TRUTH-TELLER WHO ASKS AUDIENCES TO BECOME PARTICIPANTS.

- Creator and host of the daily Facts Still Matter webcast
- Extensive media experience and proven political campaign work
- Advocate for healthcare, human rights, women's rights, bodily autonomy, democracy, and constitutional rights
- A father of three whose daughter's two-time cancer survival anchors his personal "why"

The project begins with distribution, not discovery.

Facts Still Matter provides an owned, daily channel for audience testing, promotion, and follow-through.

200,000 + FOLLOWERS

approximate established audience across multiple social media platforms

- Daily webcast habit
- Cross-platform reach
- Direct call-to-action culture
- Built-in follow-up after each episode



Shasta County, California proved the live model can convene a community.

The event combined engaged participation, challenging questions, respectful exchange, Zoom access, and live streaming.



CONVERSATION

Thought-provoking questions sparked important discussion.

ENGAGEMENT

A community showed up, listened, and participated.

ACCESS

The program was Zoomed and live streamed.

EVERGREEN VALUE

The full event remains available online.

One production can travel across screens, towns, and communities.

The format is designed for longevity beyond a single release.

PREMIUM LONG-FORM

Feature documentary or limited unscripted series

DIGITAL EPISODES

Town stories, follow-ups, and issue explainers

DAILY SHOW

Behind-the-scenes access and audience activation

LIVE EVENTS

Community screenings, partner events, and facilitated dialogue

EDUCATIONAL / CIVIC

Discussion guides and community-use packages

The value is an expandable content ecosystem, not one event.

A production partner can develop multiple rights, release paths, and sponsor-safe extensions.

DISTRIBUTION

License or acquire premium long-form content.

SPONSORSHIP

Integrate values-aligned support around travel, access, and civic participation.

LIVE EXTENSIONS

Build ticketed, hosted, or partner-funded events and screenings.

DIGITAL LIBRARY

Create evergreen short-form stories and follow-up episodes.

IP EXPANSION

Adapt the repeatable town format across regions and seasons.

COMMUNITY PARTNERS

Activate local organizations that reduce friction and extend reach.

Specific revenue participation and recoupment terms to be negotiated with financing partners.

Local hosts create access. The production team creates consistency.

The press packet already defines the operating partnership required in each town.

DO SOMETHING SHASTA COUNTY

HOSTING A DO SOMETHING EVENT

Together We Can Make a Difference!

Bringing the Do Something Tour to your community is a powerful way to inspire people and spark meaningful action.

WHAT WE NEED FROM HOST ORGANIZATIONS

- Venue with capacity for 100+ people
- Audio / Visual (AV) support
- Volunteer help before, during & after the event

MARKETING & PROMOTION

We'll provide materials and support. You help spread the word!

- Social Media
- Email Newsletters
- Community Calendars
- Local Organizations

MEDIA OUTREACH

Help local media know about the event.

- Local newspapers
- Radio stations
- Television stations
- Podcasts & online media
- Community influencers

REFRESHMENTS APPRECIATED

Light refreshments help create a welcoming atmosphere and encourage networking.

OTHER WAYS TO HELP

- Build partnerships with local groups
- Encourage RSVPs & advance sign-ups
- Provide a registration table
- Have a volunteer coordinator
- Promote through multiple channels

OUR COMMITMENT TO YOU

- PROFESSIONAL PRESENTATION**
A dynamic message that inspires and motivates.
- PROMOTIONAL MATERIALS**
Professionally designed flyers, social media graphics, and more.
- PLANNING SUPPORT**
Guidance and collaboration throughout the planning process.
- MEDIA RESOURCES**
Press releases, speaker info, photos, and all materials for media.

WATCH THE FULL EVENT ANYTIME AT www.DoSomethingShastaCounty.com

If You Want Change, Do Something.

LOCAL HOST PROVIDES

- Venue for 100+ people
- Audio/visual support
- Local volunteers
- Community promotion

PRODUCTION BRINGS

- Professional presentation
- Promotional materials
- Planning support
- Media resources
- Editorial and production standards

We are looking for a company that can turn momentum into a franchise.

The ideal partner sees both a compelling series and a meaningful public-facing brand.

PRODUCE

Develop the format, package the project, and lead field/post production.

FINANCE

Fund development, travel, production, post, legal, insurance, and delivery.

DISTRIBUTE

Build the release strategy across premium, digital, and live channels.

AMPLIFY

Bring relationships, sponsor strategy, publicity, and measurable audience growth.

Financing target and structure will be finalized with the selected production partner.

Capital converts an active movement into market-ready screen IP.

A staged plan gives partners clear decision points before full production.

01 DEVELOPMENT

Format bible • story pipeline • access • legal

02 PACKAGING

Showrunner/EP • key crew • sample reel • budget

03 PILOT / PROOF

One-town production • edit • audience testing

04 SERIES PRODUCTION

Multi-town filming • post • delivery • launch

NEXT DECISION: align on format, scope, financing pathway, and first production market.

THE STORY IS ALREADY MOVING.

Now it needs the right production partner to take it nationwide.



PRODUCTION • FINANCING • DISTRIBUTION

<https://factsstillmatter.site/pages/do-something-tour>

www.DoSomethingShastaCounty.com

LET'S DO SOMETHING.