

FOR IMMEDIATE RELEASE:

Education Documentary Offers Free Tickets to Over-Performing Teachers

The Cartel, the award-winning documentary about corruption in public education and the promise of school choice, will screen at the Burbank International Film Festival on Saturday, September 11, 6:45pm, with a special promotion:

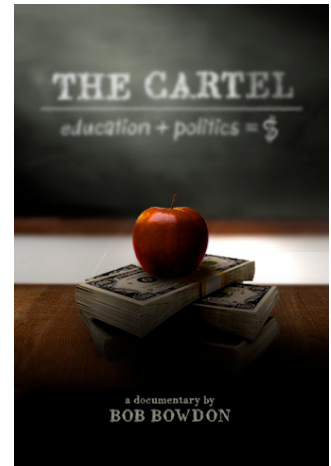
Free Tickets for Two to Los Angeles Teachers with Above Average Effectiveness Ratings, as presented by the LATimes.com Database*

*Defined by the "Overall Effectiveness" marker appearing to the right of the word "Average"

The Los Angeles Teacher Ratings are available here:

projects.latimes.com/value-added

The promotion represents a collaboration between Bowdon Media, the Moving Picture Institute and the Burbank International Film Festival. It coincides with the controversial release of teacher effectiveness data by the *Los Angeles Times*, a decision praised by U.S. Secretary of Education Arne Duncan.



"Now that this data has been made public, we hope businesses all over southern California will follow suit and offer discounts to LA's best educators," said *The Cartel* Director Bob Bowdon. "Since the Los Angeles teachers union won't allow merit pay for their highest performing teachers, this is one way we can thank them for their hard work without the UTLA's permission. This should become a trend." A Director Q&A will follow the screening.

The Cartel reveals how teachers unions make it virtually impossible to fire a bad teacher. And even those "worst of the worst" who are terminated can often just move to a neighboring town and resume teaching because dismissal records are typically sealed in union-negotiated settlements.

Amid all this, *The Cartel* puts a human face on the price of failed policies: high school students who can't read, schools where dropouts outnumber graduates, and real children's futures being systematically undermined -- all to protect the jobs of adults in a dysfunctional education bureaucracy.

The Cartel won the 2010 Washington DC Independent Film Festival's top honor, "The Visionary Award," as well as "Best Documentary." To date, it has garnered seven film festival awards. The trailer, clips and reviews are available at:

TheCartelMovie.com

For the Burbank International Film Festival:

BurbankFilmFestival.org

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