



THE ARMOR *of* LIGHT

IMPACT REPORT

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Background

*“The night is far gone; the day is at hand.
Let us cast off the works of darkness and put on the armor of light.”*

–Romans 13:12

The increasing rate of mass shootings¹ reached a catastrophic height when 6 adults and 20 children were murdered with an AR-15 assault rifle at Sandy Hook Elementary School on December 14, 2012. Lawmakers, survivors, advocates, the public, pundits, and editorial boards called for immediate and swift action. Despite this mobilization and other subsequent mass shootings, national gun safety legislation failed to pass in the U.S. Senate due to Republican opposition. This opposition was rooted in the ideology of a strong evangelical Republican base. Overwhelmingly pro-life, evangelicals represent 36% of registered voters² and 25% of the US population³—yet 57% live in homes with guns⁴ and 59% oppose gun restrictions.⁵ Given that Republicans controlled the U.S. Congress, 30 state legislatures, and 32 governorships, neither state or federal policy solution was possible in the short-term.

One of the primary roadblocks for bipartisan action was that there were no visible national champions of gun safety who had credibility with conservative policymakers and voters. Mobilizing a progressive choir and creating a narrative based on empirical evidence wasn't working to move Republicans who were vital to a policy solution.

To address this leadership problem, filmmakers Abigail Disney and Kathleen Hughes looked beyond progressive, pro-choice allies to find a conservative, pro-life leader who would stand against this violence. To Disney, supporting easy access to assault weapons was inconsistent with preventing abortions, especially from a theological perspective. She asked, “How can someone be pro-life and pro-gun?”

After speaking to five pro-life leaders who all agreed gun violence was a crisis, Disney identified the ideal leader to profile: Rev. Rob Schenck, evangelical Christian minister to the U.S. Congress and Christian activist. It became clear that Rev. Schenck's evangelical community needed a new space to discuss their true protector: God, not guns. Therefore, the film and outreach campaign sought to decouple evangelicals from the gun lobby as well as create a biblical discussion on gun violence. Pulling inspiration from Romans 13:12, the film was titled *The Armor of Light*.

1 Congressional Research Service

2 Pew Research Center

3 ibid

4 Public Religion Research Institute

5 ibid

The Film

The Armor of Light profiles an evangelical minister and the mother of a teenage shooting victim who ask, is it possible to be both pro-gun and pro-life?

In a gripping portrait of courage, director Abigail E. Disney follows the journey of an evangelical minister trying to find the moral strength to preach about the growing toll of gun violence in America. *The Armor of Light* tracks Reverend Rob Schenck, anti-abortion activist and fixture on the political far right, who breaks with orthodoxy by questioning whether being pro-gun is consistent with being pro-life. Reverend Schenck is shocked and perplexed by the reactions of his long-time friends and colleagues who warn him away from this complex, politically explosive issue.

Along the way, Rev. Schenck meets Lucy McBath, the mother of Jordan Davis, an unarmed teenager who was murdered in Florida and whose story has cast a spotlight on “Stand Your Ground” laws. Also an evangelical Christian, McBath’s personal testimony compels Rev. Schenck to reach out to pastors around the country to discuss the moral and ethical response to gun violence. Lucy is on a difficult journey of her own, trying to make sense of her devastating loss while using her grief to effect some kind of viable and effective political action—where so many before her have failed.



The Armor of Light follows these allies through their trials of conscience, heartbreak and rejection, as they bravely attempt to make others consider America’s gun culture through a moral lens. The film is also a courageous look at our fractured political culture and an assertion that it is, indeed, possible for people to come together across deep party lines to find common ground.

From 2015-2016, *The Armor of Light* served as the vehicle for a multi-year campaign consisting of a theatrical release, national broadcast, faith leader outreach, community screenings, and the rollout of an interactive digital platform called *Sword of the Spirit* to create a theological conversation on gun violence.

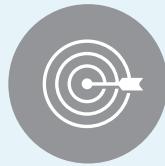
The Impact Campaign

IDEA

Work with a Pro-life, Conservative Leader to Reframe the Gun Debate & Break the Impasse



Follow a pro-life, evangelical leader who discusses the morality of the American gun culture with fellow clergy based on the Bible.



Question the pro-life, evangelical support of the gun lobby. Are guns a pro-life ethic?



Create a moral conversation on gun violence to break the political impasse.

WHO

Evangelical Influencers & Grassroots Base



Megachurch Pastors



Parachurch Leaders
& Christian Service Organizations



Christian University Students
& Academics



Megachurch Pastors



Woman Lay Leaders
and Congregants



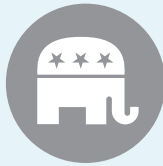
Pro-Life Activists

WHERE

Go Where Liberals Can't



Blue and swing states with high evangelical populations, divided state governments, mid-level gun safety ratings.



Republican House districts with high levels of evangelical churches and mass shootings.



Republican Congressional representatives who fit a variety of variables: evangelical or on the Prayer Caucus, have a mid-level gun lobby rating, on the Judiciary Committee, in a competitive district.

HOW

Full-Scale Issue Campaign



Film Distribution



Branding with a Second Christian Identity



Partners



Influencer Meetings & Events



Press & Op-Eds



Digital



Ads



Goals and Strategy

Creating a Moral Conversation with Broad Credibility

The film sought to transform the gun debate from political to theological and moral. Unlike most films, however, *The Armor of Light* did not have an official “ending,” as Rev. Schenck and Lucy McBath’s transformed lives were just beginning. As a result, Peace is Loud designed an impact campaign to support their work and create an infrastructure for a broader coalition in the years, rather than months, to come.

- 1. Vision**
Reframe gun violence from being a constitutional issue to a pro-life, Christian spiritual crisis. Change hearts and minds before attempting to create a bipartisan policy solution.
- 2. Champion**
Propel a conservative leader from their own pro-life, faith community to be the messenger and mobilizer.

Campaign Goals for 2016 and Beyond

After the film’s release at the Tribeca Film Festival in April 2015 and the theatrical release in the fall of 2015, the following campaign plan was put into place:

- 1. Phase 2 (2016)**
Identify and recruit evangelical champions to join us in building a base of support to start changing hearts and minds.
- 2. Phase 3 (Post-2016 — The Future We Want to See)**
Create an attitudinal shift that decouples the evangelical community from the NRA and results in a variety of behavioral changes, including but not limited to: turning evangelicals away from a reliance on firearms; building a lasting movement where an evangelical base (church laity and leadership) uses their voices and votes to pressure their lawmakers to support gun safety legislation; and inspiring Republican politicians to champion gun violence prevention policies.

Objectives

1. **Create Faith Champions**
Obtain public endorsements from 25 faith leaders (national, regional, and megachurch-based) who will take on the issue and convey Rev. Schenck's message to other faith leaders/pastors privately and then publicly. These leaders will create the seeds of change of hearts in politically-relevant areas on the ground or via their national influence.
2. **Operate in Politically Relevant Areas**
Engage with targeted communities in areas that include high concentrations of large evangelical churches located in Republican districts in blue or swing states, with bonus points for elected officials with jurisdiction over gun policy. Blue and swing states were chosen to begin where Rev. Schenck had relationships and the ground was softer to create a visible and high-level consensus before entering conservative states.
3. **Initiate a Grassroots Base**
Create deep engagement with congregants to catalyze a lay-led, grassroots base. Plans for this engagement may include a Bible study and sharing campaign content. Test the model in 2-3 congregations, to roll out more broadly in 2017 and beyond.
4. **Plant Seeds for a Post-2016 Coalition**
As the faith leader relationships are solidified, conduct private one-on-one conversations about forming a branded coalition to roll out a post-2016 national campaign managed by Rev. Schenck's newly-formed Dietrich Bonhoeffer Institute (TDBI). The Institute is a faith-based nonprofit confronting ethical issues of the day from an evangelical perspective, starting with gun violence.

Audiences

Creating a New Audience for the Message

We met many evangelical pastors and spiritual leaders troubled by gun violence and their faith's close association with the gun lobby. Publically, however, they had no cover or support (such as a film and champion like Rev. Schenck), and feared losing their conservative members if they preached on gun violence. As a result, we identified a new audience to develop: pro-life evangelicals who support gun safety from a moral perspective. We felt their pastors could be most influential if they revealed this theological blind spot to their congregants and ran ministry projects related to the human impact of gun violence. As a result, their congregants would eventually view gun safety as a ballot-box issue, like they do for abortion.

Primary Audiences

The primary audience and partners consisted of pro-life, conservative evangelicals. Rev. Schenck and faith organizer Melinda Ronn pursued one-on-one meetings, private dinners, conference participation, and film screenings (when appropriate) to build and strengthen a relationship with this audience.

Secondary Audiences

The secondary audiences and partners included gun violence prevention organizations and progressive religious groups. We offered our targeting research, helped bolster their progressive faith leaders, and received digital outreach support for the film distribution. Screenings for these groups were by request only and did not typically receive public/online promotions, to avoid alienating evangelical groups.

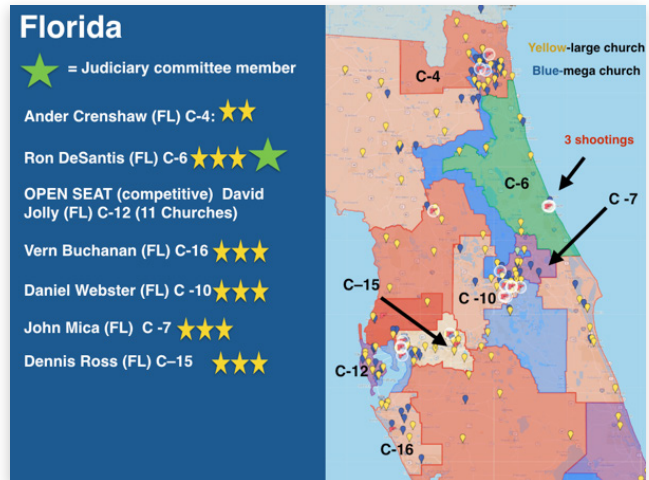
Primary Audience Targeting

While our goals weren't explicitly political, we determined target political districts where our outreach to evangelical leaders would yield the greatest long-term benefit. The bare-bones criteria included Republican Congressional districts with higher evangelical membership and rates of gun violence. The scope of the outreach and long-term infrastructure-building to our primary audiences was directed toward 12 states and 58 congressional districts.

Using public, non-partisan datasets, we identified the following as key variables to select the states for our outreach. This was within the scope of going to conservative areas within blue and swing states per Rev. Schenck's knowledge and relationship with these communities.

1. **Target Audience**
High evangelical population
2. **Political Environment**
Swing state or blue state, divided state government, gun lobby donations, size of congressional delegation
3. **Issue Trends**
Higher rate of gun violence, higher rate of gun ownership
4. **Regulatory environment**
C-D rating from the Brady Campaign on state laws (2013)

We also prioritized locations that included any of the following additional variables: a Judiciary Committee member, a competitive district in the 2016 election, a mid-level (B or C) rating from the conservative Gun Owners of America, a strong evangelical population, a Prayer Caucus member, or a mass shooting (2014-present).



Example of targeting analysis for one state. Shades of red are Republican districts; shades of blue are Democratic; purple are competitive; and green includes a member of the Judiciary committee.

Outreach Methods

Based on the targeting above, we tiered outreach efforts, with high-priority areas receiving in-person meetings, dinner events, targeted ads, digital outreach, Christian college screenings, and press outreach. Lower-priority areas received predominantly digital and press-based outreach.

Our outreach messaging, developed in partnership with Rev. Schenck and Abigail Disney, aimed to reframe the gun debate through a Biblical lens to restore a moral discourse on gun violence, replacing NRA talking points within the evangelical discourse with Christ-led calls for humility and love. We also worked to create an experiential understanding of catastrophic gun violence without being heavy-handed or gratuitous.

Digital Identities

To address our very distinctly-defined audiences, we developed two entities, each of which has a website, active Facebook and Twitter accounts, and a specific tone/message:



The Sword of the Spirit presented an explicit religious focus with biblical themes addressing fear, violence, weapons, idolatry, love thy neighbor, human fallibility, transformation, and a Christ-led prevention of gun violence. The audience was exclusively evangelical, conservative Christian. The website provides related content not directly tied to the film, with features including an 80-page Bible study, weekly devotionals, articles and pastor toolkits. The Facebook account amassed 9,783 followers, largely rural women in target states. There were a total of 2.2 million post impressions and 113,000 post engagements.

THE ARMOR of LIGHT

The Armor of Light online content focused on the film themes (fear, transformation, human impact of gun violence) and narrative arcs of Rev. Schenck (theological) and Lucy (human impact). This was oriented toward both our primary evangelical as well as secondary PBS and progressive audiences. The website includes video shorts from Rev. Schenk and Lucy McBath, a screenings toolkit, cast updates and op-eds. The Facebook profile had 6,194 followers of both genders in suburbs and cities, a total of 5.5 million post impressions, and 141,400 post engagements.

Weekly devotionals were a popular feature of the Sword of the Spirit website and on the social media platforms for both accounts. On a weekly basis, the devotional posts attracted an average of 2,700 post engagements and 24,000 impressions, with similar number through *The Armor of Light's* channel. For 27 weeks, the grand total included: 1.3 million impressions reaching conservative Christian women with 101,000 post engagements, 16,000 link clicks, and 3,000 new page followers.

Outcomes and Impact

Overview

Within a year and half of the film's release in April 2015, the film and campaign have led to concrete outcomes for each of the goals and objectives among the key audiences in our target states or districts.

Creating a Pro-Life, Evangelical Champion for Gun Violence Prevention

As the lead character in the film, Rev. Schenck represented the champion critically needed to begin to balance the gun violence prevention movement. The film distribution across theatrical (26 theaters, 17 cities), national broadcast (1.5 million PBS viewers), local communities (432 community screenings), and digital on-demand (reaching the top 50 documentaries on iTunes) platforms was rare for any documentary, let alone one about such a divisive topic.

After the film, Rev. Schenck took extraordinary steps to engage his evangelical community on this issue. He met with more than 28 pastors and an additional 11 nationally prominent faith leaders. He spoke at screenings at Christian colleges, churches, and seminaries, and among gun violence survivors. He also wrote op-eds to counter pro-gun evangelicals on issues related to guns at Christian college and churches, gun violence at abortion clinics, and mass shootings. His op-eds were all placed in national mainstream and Christian press, including: *Time*, *Washington Post*, *Daily Beast*, *Patheos*, and *The Christian Post*.

For the long term, Rev. Schenck's Sword of the Spirit digital platform was the first of its kind to provide an evangelical, theologically rich response to gun violence. This content is an evergreen, spiritual resource for pastors, lay leaders, students, and the press. Our campaign was designed to sustain beyond our involvement, and Rev. Schenck's platform will continue this work through The Dietrich Bonhoeffer Institute.

Creating a Coalition of Evangelical Leaders

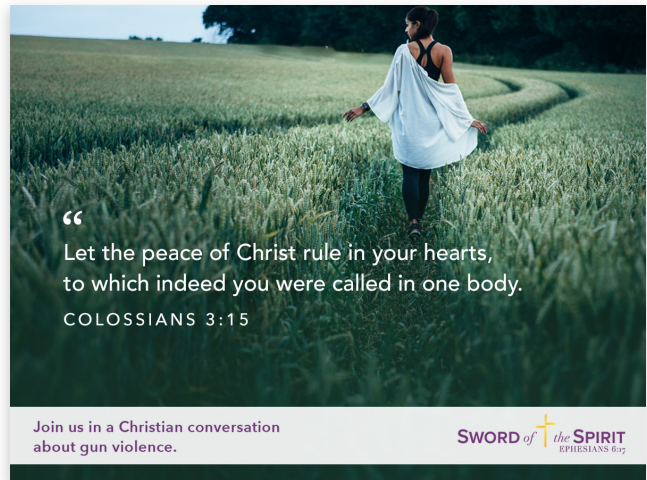
As a first step, the film spurred other evangelical leaders to speak out on the issue including (but not limited to): Preston Sprinkle, *Patheos* blogger and gun owner; Lynne Hybels, co-founder of Willow Creek Community Church; and Christopher Hays, Professor at Fuller Theological Seminary.

We exceeded our goal of obtaining endorsements from 25 evangelical faith leaders, with a total of 28 endorsements that ranged from devotional writing, providing a testimonial, holding screenings, attending our events, preaching on the issue, and posting on social media. These evangelical leaders represent the potential for a combined reach of more than 3.5 million people in megachurches and on social media. Our partner Dr. Joel Hunter, Pastor of Northland Church in Orlando, publicly stood with the Pulse Night Club victims and interfaith leaders and wrote a prescient devotional. (This was particularly notable because a large number of evangelical leaders were silent after Orlando—presumably due to their view on LGBTQ people.)

Creating a New Audience in Politically Relevant Areas

As an anecdote to how our audience of pro-gun-safety, conservative evangelicals did not previously exist, our digital ad vendor had to create a new polling model to target them for our digital ad campaign. We planted the seeds of engaged groups of pastors, women congregants, and Christian college students in our targeted geographic areas.

It's often said that buying email lists is less effective than organic subscriptions. However, for this campaign, Sword of the Spirit built an engaged group of 1,100 evangelical pastors representing 510,000 congregants in our target states and districts with open rates double the industry average on a weekly basis. This shows they desire a moral discussion on gun violence and gun culture.



The Sword of the Spirit has created a 9,700-strong audience of predominantly evangelical women in our key states on Facebook through a targeting profile of pro-life affiliations, evangelical denominations, and Christian colleges. They regularly comment (amongst themselves, not just to the post) and share devotionals, sharegraphics, and articles. The Sword of the Spirit then recruited nearly 500 newsletter subscribers from this Facebook audience and digital ads in Christian press. The result is a 30% average open rate among people who largely map to the targeted districts and conservative states, including Louisiana, Alabama, North Carolina, New Mexico, and Arizona.

Our college outreach to 800 Christian colleges and universities, campus ministries, and seminaries has resulted in screenings and discussions at 26 Christian schools, including Baylor University, ranked the fifth most conservative school in the country. We provided all partners with college toolkits to help students continue this biblical conversation on gun violence with peers on their campuses, as well as initiate dialogue in their home communities and churches. In addition, we partnered with the Council for Christian Colleges and Universities (CCCU), an association of 181 Christian colleges and universities which enroll more than 450,000 students each year and represent more than 1.8 million alumni and nearly 30,000 faculty. CCCU

hosted a private screening of the film for their staff, as well as a public screening for more than 200 professors and administrators from 50 Christian educational institutions, followed by a discussion with Rev. Schenck, Lucy McBath, and Abigail Disney, facilitated by CCCU president Shirley Hoogstra. The CCCU expressed interest in continuing this partnership and plans to meet with Rev. Schenck in the future to explore additional ways to bring the theological conversation on guns to a young Christian audience.

Restoring a Moral Conversation to Gun Debate

In addition to the moral discussion on guns created among the primary audiences, one has also occurred among the press, across broader social media, and within progressive audiences.

During the highs of the campaign around the theatrical release and PBS broadcast, there was a spike in national and religious press coverage on the pro-life/pro-gun contradiction and faith/evangelicals and guns. Tragically, eight mass shootings occurred during the campaign. Our team mobilized rapid responses, including op-eds written by Rev. Schenck, which resulted in additional press coverage framed around the Christian response to gun violence. Toward the end of the campaign, and even after it wrapped, the

mainstream and religious press sought comment from Rev. Schenck as a leading voice on the Church and guns. For example, after the campaign ended, Yahoo News covered Christian college Liberty University's plans to build a gun range on campus and included Rev. Schenck's criticism in their story.

As secondary partners, PBS viewers, progressive faith audiences, and gun safety groups were also able to discuss this issue in a new way that both inspired and activated their audiences to continue the conversation. During the PBS broadcast of the film and subsequent town hall, conversations about the film on Twitter reached 11 million people, with approximately 80% positive comments, according to NUVI, a social media analytics tool. Lucy McBath initiated faith organizing for Everytown for Gun Safety and Moms Demand Action, and regularly addresses and trains congregations. Moms Demand Action also convened screenings in conservative communities, allowing them to build relationships with audiences previously unlikely to support gun safety policies. The film inspired the "God and Guns" faith leader training sponsored by Riverside Church, which included its own faith media coverage

and pastor blog posts. This increased a progressive faith audience, which helps maintain pressure on their Democratic policy champions to keep up their work.

Creating an Attitudinal Shift Away from Gun Culture

Though we focused on initiating a conversation and not concrete action, after seeing the film, an evangelical woman congregant in North Carolina canceled her background check to buy her first gun, and a Christian male student in Florida decided against applying for a concealed carry permit. These are indicators of the film's broader effect of introducing a biblical perspective on gun violence to an audience that had not previously perceived the issue theologically. Community screening survey respondents indicated that 70% of hosts changed their perspective on the issue and 100% were likely to talk to a friend about the issue. The film inspired people to broaden the conversation beyond our own efforts and realize the importance of ending gun violence—the first step towards movement building and transformative change.

The Future

From its inception, our campaign was designed to be sustainable beyond our involvement, and Rev. Schenck is in the process of establishing The Dietrich Bonhoeffer Institute (TDBI), a new faith-based non-profit organization that will focus exclusively on the issue of gun culture, particularly within the evangelical church, for its first three to five years, with the goal of gradually separating the evangelical electorate from the NRA's influence.

We have established the foundation for TDBI, including an online identity, highly engaged email list, and social media following. TDBI will launch with theological resources for pastors, lay leaders, students, and congregants, as well as the basis of a coalition of national faith leaders and pastors. We met with TDBI's future staff to deliver our recommendations and transferred all relevant materials to them, so they can move forward with the relationships, digital properties, and infrastructure created during our campaign.

Quick Hits
The Film

1.5 MILLION

People watched on PBS within a week of its broadcast premiere

RELEASED IN

26 THEATERS



AND



17 CITIES



Religious Communicators Council's Wilbur Award
for Best Documentary



Dove Foundation's Faith-Based Seal
Recipient



Inspired **2016 "God and Guns" training conference** on gun violence prevention for faith leaders across the country

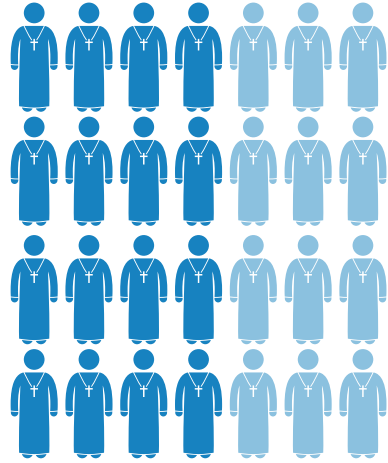


Covered by:
The New York Times
LA Times
The Guardian
Vanity Fair
Time
Washington Post
Fox Business News
FoxNews.com
CNN International

Our Campaign

Developed relationships with

28
EVANGELICAL
LEADERS



Worked with nearly
40% of these leaders
at the highest level of
engagement we offered

These leaders reached more than:



188,000

Congregants



1.5 MILLION

Twitter Followers



2.75 MILLION

Facebook Fans



Partnered with

40 ORGANIZATIONS

Who shared our content to a combined reach of

2.3 MILLION+

People on social media and email lists

Our Audience

Collaborated with **323 partners to facilitate 432 screenings**, reaching an estimated **21,600 people** in **46 states** plus Washington, D.C.



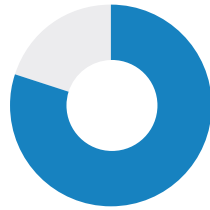
20%
of that group of respondents said they had never before considered this issue through a biblical lens



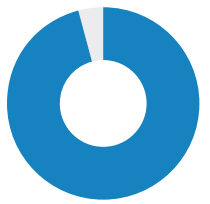
60%
of screenings were hosted by communities of faith



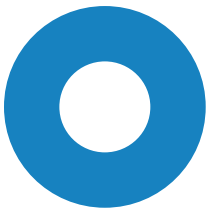
70%
of survey respondents reported that the film changed their perspective on gun violence



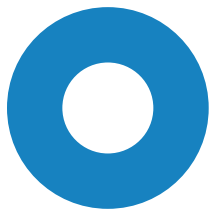
80%
plan to screen it again in the future



96%
said the screening was able to help them reach their organization's goals



100%
of respondents said they would recommend the film to others



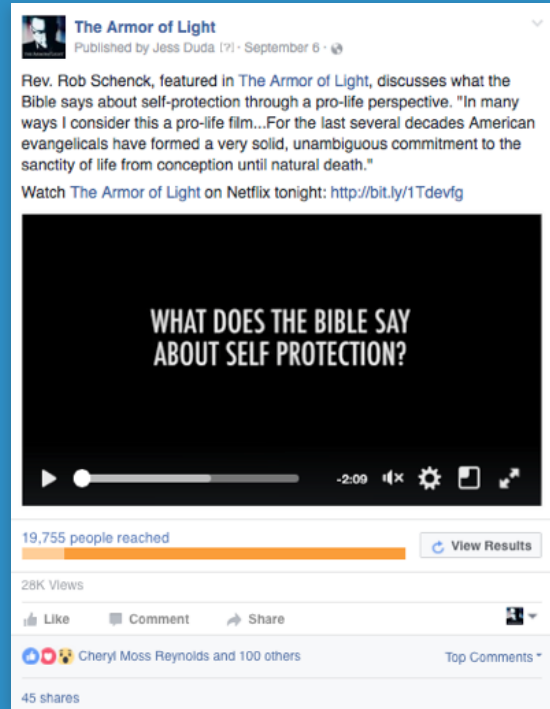
100%
said they were likely to speak to a friend about this issue after seeing the film

Digital

THE ARMOR *of* LIGHT

8.6 MILLION AD IMPRESSIONS

for *The Armor of Light*, 50% targeted to evangelical Christians



Website



75,400

Unique Visitors



187,000

Unique Page Views



Newsletter
Subscribers

Social



5.5 MILLION

TOTAL POST IMPRESSIONS

44,436

POST ENGAGEMENT



141,000

TOTAL POST IMPRESSIONS

621

POST ENGAGEMENT

Digital



2.1 MILLION AD IMPRESSIONS

for Rev. Schenck's Sword of the Spirit
Christian site



Website



28,000

Unique Visitors



51,000

Unique Page Views

Social



2.2 MILLION

Total Post Impressions

113,000

Post Engagement



50,439

Total Post Impressions

779

Post Engagement

Emails

6,000 Pastors, with a core group of 1,160 with an average open rate of 42% representing 521,000 congregants for weekly devotionals covering the biblical themes related to the causes of gun violence, but not explicitly on the issue.

For emails on gun violence, this core group had an open rate of 50% to 60% for emails. A subset of this group (232 pastors) opened every one of our last 5 emails representing 129,000 congregants.



Newsletter subscribers had an average open rate of 30% and most of which are in the targeted districts as well as conservative states.

Weekly Devotionals



1.3 MILLION CHRISTIAN WOMEN

A weekly blog post and email from Sword of the Spirit, also promoted *the Armor of Light* social media channels, reached 1.3 million Christian women on Facebook in our target states, with 127,000 directly engaging with the content and nearly 16,000 clicking through to the Sword of the Spirit website.

Team & Credits

Impact Campaign

Executive Director, Peace is Loud
Jamie Dobie

Campaign Strategist & Digital Director
Jess Duda

Outreach Director
Stephanie Palumbo

Outreach Manager
Alison Diviney

Faith Outreach Coordinator
Melinda Kay Ronn

Intern
Kaitlyn Hamby

Associate Editor
Natasha Livia Mottola

Archivist
Stephanie Palumbo

Production Assistant
Alexander Hyde

Additional Photography
Warren Jones
Kirsten Johnson
Andrew Fredericks
Brett Wiley
Max Miller
Cameron Hickey
Peter Hutchens

Sound Recordists
Michael Stewart
Tony Smith
Brian Buckley
Spencer Smith
Adam Rabinowitz

Additional Sound
Joe Campbell
Tom Craca
Mike D'Asto
Michael Filosa
Tom Johnson
Adam Jones
Judy Karp
Mike Martin
Rob Peterson
Bob Schuck
Randy Sparrazza
Jay Ticer
John Toffolo
Aaron Webster
Merce Williams

Archival Research
Vanessa Maruskin
Production Assistant
Ariel Doctoroff

Legal
Frankfurt Kurnit Klein & Selz PC
Iddo I. Arad, Esq.
Melissa Georges, Esq.

Bookkeeper
Kelley Trotter

Transcription
Steve Wylie
Pat Casteel Transcripts

Travel
Victor Esprit
New Act Travel

Title Design
Ada Whitney
Beehive

Original Score Composed,
Performed and Produced by Paul
Brill
Recorded 2014-15 at Casa de Rico
y Luca Studios, Brooklyn

Additional Recording by Ed
McEntee
at Sterling Society Social Club,
Brooklyn

Additional Music
Elizabeth Ziman
Erik Friedlander
Tom Phillips
Tom Martin
OBT Music

Film

Director
Abigail E. Disney

Producer and Co-Director
Kathleen Hughes

Executive Producers
Gini Reticker
Abigail E. Disney

Editor
Andrew Fredericks

Producer
Eva Anisko

Director of Photography
Jeff Hutchens

Original Music
Paul Brill

Additional Musicians	Trailer Editor	Kathleen Galli
Dave Eggar – Cello	Will Barton	Greg Martin
Erik Friedlander – Cello		Arlene Meymarian
Entcho Todorov – Violin	Web Producers	Virginia Moore
Rob Jost - Bass and French Horn	Orange Static	Outreach/Peace Is Loud
Bill Dobrow - Drums		Angie Wang
Gerald Menke - Guitars	Executive Assistant to Abigail E. Disney	Jamie Dobie
Peter Lalish - Guitars	Dominique Bouchard	Insurance
Elizabeth Ziman - Piano and Voice		Bill Hudson
Sonya Kitchell - Voice	Fork Films	Truman Van Dyke Co.
Heather Robb - Voice	Aideen Kane	Payroll Company
Eli Brueggemann - Piano	Yvonne L. Moore	Entertainment Partners
Paul Loren - Piano and Organ	Juli S. Kobayashi	
Music Supervision	Felice Denny	Publicity
Brooke Wentz	Celiné Justice	Weiman Seid
Supervising Sound Editor	Kat Vecchio	FAT DOT
Tom Efinger	Amy Meacham	
Sound Effects and Dialogue Editor	Julia Christie	Archival Materials Courtesy
Kate Bilinski	Hope Carmichael	Of
Foley Artist	Assistant Camera	ABCNEWS VIDEOSOURCE
Shaun Brennan	Mark Burchick	AP Archive
Re-Recording Mixer	Dean Freeland	ASSOCIATED PRESS
Tom Efinger	Alexander Hyde	C-SPAN Archives
Audio Post Facility	Mat MacIntyre	CBN, The Christian Broadcasting Network, Inc.
Dig It Audio	Rueben Pacheco	CNN
Audio Post Producer	Field Production Assistants	Disney ABC Home Entertainment and TV Distribution
Colin Thibadeau	Ariel Bruns	Gary Cameron / Reuters / Corbis
Digital Intermediate Colorist	Bill Conrad	James McCoy
Will Cox	Jennifer Roh	John Phillips
Digital Intermediate Online Editor	Liz Salvato	Motto Pictures
Drew Kilgore	Nate Savidge	NBCUniversal Archives
Digital Intermediate Producer	Sara McDaniel	Participant Media
Caitlin Tartaro	Interns	Reverend Rob Schenck personal collection
Post Production Services	Jonah Cader	Songs
Final Frame	Taylor Hom	“Amazing Grace”
	Jake Kanengiser	Traditional arranged by Ani DiFranco
	Megan Loughman	Performed by Ani DiFranco
	Sarah Loughman	Courtesy of Righteous Babe Records
	Shamrock Holdings, Inc.	By arrangement with Sugaroo!
	Nicole Alleyne	
	Mike Alvarez	

“Abide with Me”
Traditional
Performed by Choir of Westminster
Abbey, London
Courtesy of Griffin & Co. Ltd

“Unconscious Perceptions”
Written and Performed by Erik
Friedlander
Courtesy of Arconomx Music LLC

Special Thanks
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