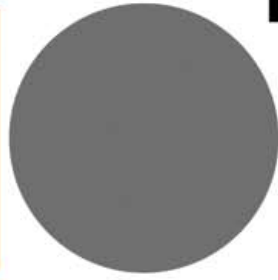


2013 Annual Report



Picture Alternatives

See a future without violence



We're all in the story.

A message from the executive director

In my conversations over the months with other leaders of violence-prevention efforts, I hear a consistent refrain: "Yes, we need to reach people and tell our story visually!" It's clear to me that others have seen the reality that Picture Alternatives sees: We're in the midst of a dramatic shift in how people learn and how attitudes and behavior change. Today the most powerful agent of change is visual media. Audiences increasingly consume through multimedia—no matter what age. Efforts to combat violence need now to have a powerful ally that delivers a product capable of emotional, visceral impact through visual storytelling. And these stories must be adroitly targeted by style and message to an array of audiences.

These realities and values have catalyzed Picture Alternatives from the start.

Our friends and supporters spark and encourage us. I personally want to thank every one of our allies for believing in our mission, sharing the vision of how powerful an impact we can have, and giving us thumbs-up in word and deed.

With gratitude,



Holly Bridges Shapira
Executive Director



Highlights from 2013

In a little more than a year since we became a 501(c)(3) organization,

- we have reached real people dealing with real issues, like teen-dating violence and parenting;
- we have won two national awards from the U.S. Centers for Disease Control and Prevention for our first two PSAs, which were produced by an almost all-volunteer cast and crew in less than four weeks;
- we've had amazing people like actress Orla Brady and composer Giona Ostinelli volunteer their time;
- we've added a new ally to our Board of Advisors, Melissa Natavio, M.D., who specializes in women's health.

Our 2013 productions



Our trailer

A one-minute dynamic visual description of what we do and why



The Two Sides

A one-minute PSA on teen dating violence. Winner of the first-place award in U.S. Centers for Disease Control and Prevention "I Veto Violence" competition, September 2013



Two-Thirds Dating Majority

A one-minute PSA on teen dating violence. Runner-up in the U.S. Centers for Disease Control and Prevention "I Veto Violence" competition, September 2013



The Choice

A two-minute healthy parenting animation

La Elección (Spanish version)

We teach through visual storytelling.

We reach through visual storytelling.

Our mission

Picture Alternatives is a nonprofit venture that uses creative media to promote the social value and effectiveness of alternatives to violence. Through high-impact visual storytelling, we advance practical and constructive tactics that reshape the way people handle conflict in all aspects of life—from interpersonal relationships to the international political arena.



What people are saying about our productions:

The Choice/La Elección

"It is great to be part of a production that empathizes with parents and gives them a positive model for how to react when the tension with their kids escalates."

—Actress *Orla Brady*
Voice of the mom, English version

"This video is great. I am soooooo that mom, who gets frustrated, and is overworked, and sometimes feels like I don't have time to be compassionate. It's easier and faster to just yell, but then everyone feels terrible. Definitely spoke to me!"

—A mom from Los Angeles

"Like, a day after I watched it, I was in the same situation with my toddler. I thought, 'Wait, don't turn into Monster Mom.' It really made me think twice."

—A mom from New York

"Paciente comprensivo. Es muy difícil tener tiempo para el niño cuando está muy ocupado haciendo algo. Es bueno recordar dedicarle tiempo a los niños." [Translation: "Patient understanding. It's really hard to make time for the kid when you're very busy doing something. It's good to remember to make time with children."]

—A mom from Los Angeles

The Two Sides

"Thanks to you, Holly, and your team for promoting safe, respectful, and healthy relationships."

—U.S. Centers for Disease Control
"I Veto Violence" initiative

"I showed 'The Two Sides' to my boyfriend, and he got mad. I broke up with him. I'm glad I did."

—Anna G.

"The Two Sides' gave me the confidence to tell my best friend she needs to have a serious talk with her boyfriend about the way he treats her."

—Cara D.

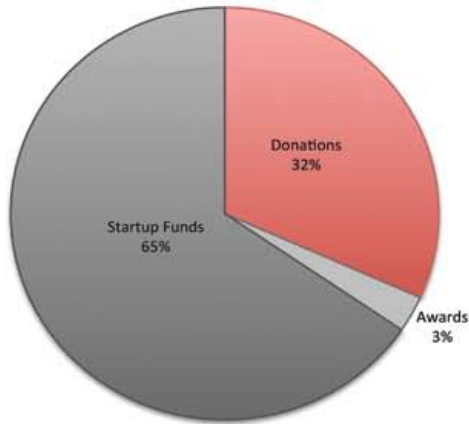
Two-Thirds Dating Majority

"I like this ad. It made me think about the way I sometimes treat my girlfriend."

—Adam C.

Photos, from left: executive director Holly Bridges Shapira, animator Cecilia de Jesus & creative director Jill Aske. Orla Brady. Adriana Molina. Writer/director Christopher Rowe & actress Christine Wood. Editor/sound mixer Kevin Thompson. At wrap party (L-R) Board member DJ Johnson, Jill, Holly, Board member Kathleen Cady, Esq., Advisor Ted Braun, guest speaker Paul J. Zak, Ph.D. Luna Molina. Director of photography Nicholas D. Johnson with the team.

FY 2013 Assets



People have generously invested their time, their means, and their talent.

They support us because they believe in this cause, and in the way we're going to help change attitudes and change behavior.

We couldn't do it without you!

You are part of the story.

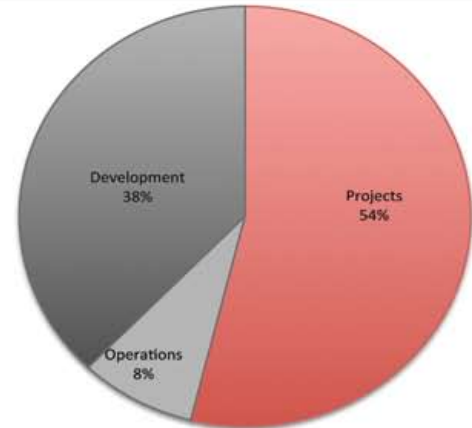
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Cindy and David Shapira
Edith Shapira and Mark Schmidhofer
Ralph J. Shapira
Lon Wahlstrom
Lee Ann and Chip Wood

Picture Alternatives.
Our story has just begun.
Help us build.
Help us reach.
Help us teach.

**Because violence deserves
a creative opponent.**

FY 2013 Expenditures



In-kind Donors

Sean Adams, AdamsMorioka
Rob Asghar
Leslie Baker, Etch Creative
Manuel Bermúdez
Orla Brady
Chris David and Tana David,
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Mariluz and Eduardo del Rivero
Jeremy Elliott
Roberto Gomez
Jack McKee
Sara Michal
Adriana Molina
Luna Molina
Richard Molina and Latisha Basque
Giona Ostinelli
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