
Special Announcement: The People Speak to air on the History Channel in December

HISTORY™ and The People Speak organization, VOICES OF A PEOPLE'S HISTORY OF THE UNITED STATES, have entered into a multi-tiered marketing and programming event, it was announced today by Nancy Dubuc, EVP/GM, HISTORY. As part of this broad initiative, the network will premiere in 2009 THE PEOPLE SPEAK, a film which focuses on the concept of democracy, based on the lives and experiences of ordinary Americans who, through their words and actions, changed the course of history. The film will take viewers on a journey from the founding of this country to the civil rights movement and beyond.

THE PEOPLE SPEAK will feature dramatic performances chronicling the history of this country, including charter documents, letters, diaries and more, from such celebrities as Matt Damon, Josh Brolin, Viggo Mortensen, David Strathairn, Marisa Tomei, Don Cheadle, Jasmine Guy, Q'orianka Kilcher, Michael Ealy, Kerry Washington, and musical performances from Bruce Springsteen, Eddie Vedder, Allison Moorer and John Legend. These slices of life will be woven together with archival footage and interviews.

HISTORY will also partner with nonprofit organization VOICES OF A PEOPLE'S HISTORY OF THE UNITED STATES to develop enhanced, co-branded curriculums for a countrywide educational initiative. In addition, HISTORY will support this outreach with national on-air campaigns and live webcasting to further generate awareness.

As well, the network will engage in a wide-ranging, interstitial branding campaign, producing at least 26 shorts surrounding the concept of democracy for viral, VOD and online dissemination.

"This is a partnership that was destined to be. Together we are bringing forth a national conversation about democracy and the unforgettable, everyday stories that made America. It's the very essence of what we mean when we say History Made Every Day," says Dubuc. "The innovative style and A-list auspices of all those involved, including the passionate commitment of Matt Damon and Chris Moore, promise to make this a core initiative hopefully for years to come."

"HISTORY, a leader in the media landscape, is the perfect home for The People Speak and we are thrilled to launch this partnership," said Chris Moore, CO-Director, The People Speak. "Not only will the film strongly resonate with viewers and with our constituents, but the dedication of the talent to this cause, coupled with the educational and content initiatives, makes this an incredible win."

Says Matt Damon, "I am a firm believer in this project, proud to be part of it and proud that we are working jointly with History. The message that is so critical to disseminate is that change doesn't come from the top, but rather from the bottom, and that without everyday citizens pushing to make a difference, there would be no America."

And two recent articles on the subject:

Documentary makes History
High-profile 'People' to power project
By JON WEISMAN
Variety
Thursday, April 16, 2009
<http://www.variety.com/article/VR1118002470.html?categoryid=14&cs=1>

History recruits celebrities for documentary
Matt Damon, Josh Brolin among those in 'People Speak'

By James Hibberd
The Hollywood Reporter
April 16, 2009

http://www.hollywoodreporter.com/hr/content_display/television/news/e3id3ffb6d5b9e0b911b9203461ed313b00