

The producer of the independent documentary film short, “Saving Evan White,” (www.savingevanwhite.com) hired me to write the film’s promotional copy. Here are a few samples.

FILM FESTIVAL SYNOPSIS: Getting one’s independent films through the door of juried festivals is vital for a producer. This particular festival limited entrants to a mere thirty words!

A Mother’s Fierce and Loving Appeal

Summary for Jewish Women’s Film Festival NCJW, max 25-30 words

Chava White’s career and family life blur in the case of medically fragile Evan. The documentary exhibits her fierceness, despite shocking Texas Medicaid realities, begging numerous ethical questions. (29 words)

DVD SHORT JACKET SYNOPSIS: Producers use this type of film description for the film’s DVD jacket, a must for marketing it to potential viewers. There was a 125 word limit.

Evan White’s typical day is about to change...or is it? In this poignant documentary, director/producer Karen Aptekar brings to light a myriad of shuddering truths regarding the plight of medically frail Evan and his peers as they ‘come of age’ in Texas. The story, which premiered in Austin’s 2009 SXSW Reel Women Showcase, introduces us to Evan’s loving family, his home nurse, and advocacy experts as they share crucial points, raising shocking ethical questions challenging the wisdom of the Lone Star State’s current management of these cases. Winner of Four Bronze Telly Awards in the categories of: Charitable, Low-Budget, Social Issues, and Use of Music, Houston WorldFest Winner, Social/Economic Issues. (114 words)

DVD LONG SYNOPSIS: Producers use this film description for digital submission to festivals, standard public relations kits, and so forth. They are used nationally and internationally. The limit was 250 words.

Who would regularly, remorselessly abandon medically frail youth, knowing how those in such dire straits would fare? Producer/Director, Karen Aptekar’s poignant film poses this question to Texans and their elected officials by introducing us to Evan White.

Evan’s typical day is about to *seriously* change...or is it? This brief documentary brings to light shuddering truths regarding the plight of Evan and his peers as they ‘come of age’ in Texas. Medically frail since birth, the exacting precision of his nurse and integrated home lifestyle allows him a relatively normal life.

Aptekar engaged Cynthia Peacock, MD, adolescent medicine expert, Steve Elliot, Texas advocacy attorney, and Evan's family, to open our eyes and hearts as radical, state mandated Medicaid assistance changes take effect. Well-versed and passionate, those who tell Evan's story share crucial points, raising shocking ethical questions that challenge current case management practices that, annually, allow people to fall through the cracks.

Dr. Peacock and her dedicated staff work heroically and resourcefully to provide critical essentials, but current legislation poses a deadly threat to their efforts, due to the level of care required. The film demands legislators and citizens to look closely at the ethical ramifications of "business as usual" on this vital issue.

This fervent documentary premiered in Austin's 2009 SXSW Reel Women Showcase. In 2009, the film snagged four Bronze Telly Awards in the categories: Charitable, Low-Budget, Social Issues, and Use of Music and walked away at the 2009 Houston WorldFest as a Remi Award Winner in Social/Economic Issues. (250 words)

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