**ADVERTISING AGENCY**

**MEKANISM INC.**

640 2ND STREET, 3RD FLOOR

SAN FRANCSISCO, CA. 94107

(415) 908 4000

**CEO/President: Jason Harris**

**CD: David Horowitz**

**Design Director: Albert Ignacio**

**Associate Director, Client Strategy: Caroline Moncure**

**Senior Producer: Kati Haberstock**

**Creative Technology Director: Sean Cosier**

**Senior Producer: Amber Cope**

**PR CONTACT**

Megan McIlroy

[mcilroy@sunshinesachs.com](mailto:mcilroy@sunshinesachs.com)

Jason Harris

Jason.harris@mekanism.com

**PRODUCTION**

**THE MILL\_ANTHEM TV**

Director: Paul Micthell

EP: Kim Wildenburg

Producer: Richard Berman & Kyle Davis

**PR CONTACT**

benh@themill.com

[wildenburg@themill.com](mailto:wildenburg@themill.com)

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**PARK PICTURES\_BYSTANDER TV**

Director: Vincent Haycock

EP: Mary Ann Marino

Producer: Alex Fisch

**PR CONTACT**

[maryann@parkpictures.com](mailto:maryann@parkpictures.com)

**14Four, Inc. IOU.ORG (WEBSITE)**

244 W Main

Spokane, WA 99201

509-448-4070

President: Jeff Oswalt

Producer: Mike Kelsey

Tech Director: Grant Bishop

Frontend Development: Ben Hodge, Tony Conti, Ben Britz

Backend Development: Adam Van Ornum, Justin Mager

**PR CONTACT**

Jeff Oswalt

[Jeff@14four.com](mailto:Jeff@14four.com)

**POST PRODUCTION**

**THE MILL\_ANTHEM**

Director: Paul Micthell

EP: Kim Wildenburg

**PR CONTACT**

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**WHITEHOUSE POST\_BYSTANDER**

Editor: Adam Robinson

Assistant Editor: Devon Bradbury

EP: Joni Williamson

Producer: Kristin Branstetter

**PR CONTACT**

[erik@trustcollective.com](mailto:erik@trustcollective.com)

**CARBON VFX\_BYSTANDER**

Lead Flame: Pete Mayer

Executive Producer: Marlo Baird Kinsey

Associate Producer: Nick Vassil

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**POST PRODUCTION CONTINUED**

**ORIGINAL SCORE\_ANTHEM**

**SQUEAK E CLEAN PRODUCTIONS**

**AMY CRILLY**

Senior Producer

1507 Echo Park Ave

Los Angeles, Ca 90026

o:  323-466-2406

m: 626-487-7488

[www.squeakeclean.com](http://www.squeakeclean.com/)

**PR CONTACT**

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**ORIGINAL SCORE\_BYSTANDER**

**GUY BENNY & COYLE GIRELLI OF MIRACLE & CO.**

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**PR CONTACT**

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**FINAL MIX AND SFX\_ANTHEM & BYSTANDER**

**ELEVEN SOUND**

**Suzanne Hollingshead**

**Executive Producer**

**o) 310.526.2911**

**c) 323.377.2003**

[**www.elevensound.com**](http://www.elevensound.com/)

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**STILLS\_ANTHEM**

**MARK HOLTHUSEN PHOTOGRAPHY**

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**ABOUT MEKANISM**

Working closely with the White House and a number of outside partners, Mekanism, an advertising agency that specializes in reaching millennials, developed the It’s On Us campaign’s concept, creative, and design. Mekanism focused on developing a campaign that would enable the audience to immediately get involved and participate. They worked with The Mill and Park Pictures on the campaigns PSA’s, and with 14Four to develop the website. The campaign is the beginning of a movement to create a sea change in how we handle sexual assault.

**ABOUT GENERATION PROGRESS**

Generation Progress, the youth arm of the Center for American Progress, works with and for young people to promote policy solutions to key political and social challenges. Their work is based on the idea that young people don’t have to wait to change the world; they have the power right now to tip the balance on critical issues from economic opportunity to access to education to human rights. Generation Progress engages a diverse group of young people nationwide, and provides them with essential resources and trainings to help them to make their voices heard.

Anne Johnson, Executive Director, Generation Progress ([ajohnson@americanprogress.org](mailto:ajohnson@americanprogress.org))

Rebecca Kaplan, Operations Coordinator, Generation Progress ([rkaplan@americanprogress.org](mailto:rkaplan@americanprogress.org))

Jamal Little, Press Associate, Generation Progress ([jlittle@americanprogress.org](mailto:jlittle@americanprogress.org))

**ABOUT PVBLIC**

PVBLIC Foundation is an in-kind grant making organization that harnesses the power of media assets to drive social impact. As strategic media outreach partner for It's On Us, PVBLIC aggregated donations totaling over 1 BILLION media impressions nationwide including reach to nearly 700 college and university campuses.  PVBLIC secured media space for the campaign across multiple platforms including billboards, taxi tv, campus bookstores, magazines, movie theaters, sports stadiums, targeted online advertising and transit ads through partnerships with leading media companies including Lamar, Screenvision, Zoom Media, Verifone, Conversant, Newsweek, On-Campus Media, Campus Media Network and more.

Rachel Cohen Gerrol, Executive Director

Sergio Fernandez de Cordova, Co-Founder

Antonio Ruiz-Gimenez Jr, Co-Founder

Daniel Wilkins, Chair of Media Partnerships

David Moss, Director of Partnerships

Adrian Lopez, Director of Strategy & Operations