

The Take Back

A DOCUMENTARY FILM



▶ TAKE TWO
MEDIA
INITIATIVE

A group of teens spend the summer documenting their own struggles with technology and social media, transforming into Media Ambassadors determined to reclaim their lives from big media and tech.

The Problem

Children are growing up inside the most powerful attention-capturing systems ever created. Social media, gaming, and digital platforms are shaping identity, behavior, mental health, and human connection at an unprecedented scale. Anxiety, loneliness, distraction, and addiction among young people continue to rise while adults struggle to keep up. But what if the answer is not fear or restriction? What if the solution is preparing young people to lead?

The Solution

From Take Two Media Initiative and inspired by the ideas in *The Take Back: How We Can Reclaim Our Lives from Big Media and Tech*, *The Take Back* follows a cohort of teen Media Ambassadors during a summer Media Lab in New York City. Supported by the Summer Youth Employment Program, the students are trained in media literacy, digital well-being, storytelling, and self-documentation as they examine their own relationships with phones, social media, gaming, and algorithms.

*Inspired by the intimate self-shot style of **Alone**, the teens document their struggles and breakthroughs as they attempt to reclaim control of their attention, identity, and mental health.*

The Outcome

As the summer unfolds, the students transform from passive consumers into leaders equipped to help others navigate the digital world with awareness and agency. By the final day of the program, they take the stage at Lincoln Center to share their message with students, families, and educators, offering a hopeful blueprint for taking back our lives from big media and tech.

About the Team

The Take Back is created by Megan Kiefer, an educator, founder of Take Two Media Initiative, and author of *The Take Back: How We Can Reclaim Our Lives from Big Media and Tech*, alongside Sara Nesson, an Academy Award-nominated documentary director known for emotionally powerful storytelling, and Matt Makar, an HBO award-winning documentary director recognized for character-driven films exploring contemporary social issues.

Take Two media Initiative is a 501 C3 and partners with Take Two Film Academy - a film school that has taught over 100,000 NYC students filmmaking and media literacy.

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We are seeking to raise \$250,000 to support the training, production, and completion of this short documentary. Funds will help equip students with self-shoot camera kits, support workshops and expert contributors, and cover production, post-production, festival deliverables, and outreach to ensure the film reaches audiences worldwide.