



(Poster / Photo download [here](#))

**FOCUS FEATURES ANNOUNCES POSTER AND TITLE OF
THE WAY I SEE IT
DAWN PORTER'S DOCUMENTARY WITH
FORMER CHIEF WHITE HOUSE PHOTOGRAPHER PETE SOUZA**

**Official 2020 Selection of the Telluride Film Festival and
Produced by Oscar Winners Laura Dern and *Free Solo*'s Evan Hayes,
Documentary Will Feature Rare Behind-the-Scenes Photos from Souza's Time
Covering President Obama and President Reagan**

FOR IMMEDIATE RELEASE

NEW YORK, NY, August 3, 2020 – Focus Features announced the poster and title of Dawn Porter's documentary and official 2020 selection of the Telluride Film Festival, *The Way I See It*, which follows former Chief White House Photographer Pete Souza's time behind-the-scenes covering Presidents Barack Obama and Ronald Reagan. This comes on the heels of Porter's recent moving documentary, *John Lewis: Good Trouble*, chronicling the now-late Congressman and civil rights hero John Lewis. *The Way I See It* is produced by Porter alongside Academy Award®, BAFTA® and Emmy Award® winning producer Evan Hayes (*Free Solo*), Academy Award® and Emmy Award®-winner Laura Dern and her Jaywalker Pictures partner Jayme Lemons, in association with Platform One Media. The documentary is a co-presentation from Focus Features and MSNBC Films, a division of NBC News Studios. *The Way I See It* will open in theaters this September.

Pete Souza commented, “I hope this film serves as a reminder about importance of the Presidency, but also how the power of the still image in behind-the-scenes moments can reveal the true character of the person holding that office.”

Based on the New York Times #1 bestseller comes *The Way I See It*, an unprecedented look behind the scenes of two of the most iconic Presidents in American History, Barack Obama and Ronald Reagan, as seen through the eyes of renowned photographer Pete Souza. As Official White House Photographer, Souza was an eyewitness to the unique and tremendous responsibilities of being the most powerful person on Earth. The movie reveals how Souza transforms from a respected photojournalist to a searing commentator on the issues we face as a country and a people.

The documentary is based on Souza’s New York Times #1 bestsellers, “Obama: An Intimate Portrait” and “Shade: A Tale of Two Presidents.” He is a professor emeritus at Ohio University’s School of Visual Communication and was a winner of the Pulitzer Prize for explanatory journalism in 2001 as part of the Chicago Tribune staff.

Souza, the filmmakers and Focus Features will also launch at the film’s release #VoteTheWayYouSeeIt, a social impact campaign aimed at engaging and encouraging all Americans to register to vote in the November elections. They will work together with HeadCount, a non-partisan organization that promotes participation in democracy through music, culture, and digital media. With HeadCount, they will provide resources to register all Americans to vote and understand their voting options — whether it is in-person at the polls, absentee or mail-in based on their state.

The trailer for *The Way I See It* will debut tomorrow, Tuesday, August 4th on President Obama’s 59th birthday.

About Dawn Porter

Dawn Porter is an award-winning documentary filmmaker whose work has appeared on HBO, PBS, Discovery, and Netflix among others. A two-time Sundance festival Director, her film *Trapped* explored laws regulating abortion clinics in the South. The film won the special jury social-impact prize at the 2016 Sundance Film Festival, in addition to a Peabody and numerous other awards. Her 2013 documentary *Gideon’s Army* premiered on HBO and won best editing at Sundance. *Gideon’s Army* was nominated for an Independent Spirit Award and an Emmy, and is part of the U.S. Department of State’s American Film Showcase. She just completed a feature documentary, *John Lewis: Good Trouble*, about the late Congressman John Lewis distributed by Magnolia Pictures and CNN Films. Dawn has been commissioned to create films for the Center for Investigative Reporting, Time and Essence Magazines, The New York Times Op Docs, and Amazon. Her work has received generous support from the MacArthur Foundation, the Ford Foundation, Tribeca Film Institute, Sundance Film Institute, Chicken & Egg Pictures and other esteemed organizations. She is a member of the Academy of Motion Picture Arts and Sciences, the Television Academy of Arts and Sciences, and the Directors Guild of America.

About Pete Souza

Pete Souza was the Chief Official White House Photographer for President Obama and the Director of the White House Photo Office from 2009-2017. Previously, Souza was a national reporter for the Chicago Tribune from 1998-2008, a freelancer for National Geographic and Life, and the Official White House Photographer for President Reagan from 1983-1989. His books include *Images of Greatness: An Intimate Look at the Presidency of Ronald Reagan*, the New York Times bestseller *The Rise of Barack Obama*, which documents President Obama's meteoric ascent from his first day in the United States Senate through the 2008 presidential primary, and the #1 New York Times bestsellers *Obama: An Intimate Portrait* and *Shade: A Talk of Two Presidents*. Pete also published the children's book "*Dream Big Dreams*" which also debuted on the New York Times bestseller list. Souza is a native of South Dartmouth, MA. He graduated cum laude with a bachelor of science degree in public communication from Boston University and received his masters degree in journalism and mass communication from Kansas State University. He is currently based in Madison, WI and is a Professor Emeritus at Ohio University's School of Visual Communication.

About Focus Features

Focus Features acquires and produces specialty films for the global market and holds a library of iconic movies, with 127 Academy Award Nominations and 25 wins from fearless filmmakers. Upcoming and current releases from Focus include Jon Stewart's *Irresistible* starring Steve Carell, Rose Byrne, and Chris Cooper; the music industry set *The High Note* starring Dakota Johnson and Tracee Ellis Ross; the Kevin Costner and Diane Lane led *Let Him Go*; Edgar Wright's psychological thriller *Last Night in Soho* from Working Title; *Promising Young Woman* produced by LuckyChap Entertainment; comedy *Half Brothers* from director Luke Greenfield; Robin Wright's feature directorial debut *Land* starring Wright and co-star Demián Bichir; acclaimed filmmaker Morgan Neville's upcoming documentary on Anthony Bourdain; and Dawn Porter's untitled documentary on former Chief White House photographer Pete Souza. Universal Pictures International has led distribution in select markets for titles including *Harriet*; *Emma .*; *Let Him Go*; *Irresistible*; *Last Night in Soho*; *The High Note*; *Half Brothers*; *Land*; Untitled Anthony Bourdain documentary; and Untitled White House Photographer Pete Souza documentary.

Focus is part of Universal Filmed Entertainment Group (UFEG), which produces, acquires, markets and distributes filmed entertainment worldwide in various media formats for theatrical, home entertainment, television and other distribution platforms. UFEG's global division also includes Universal Pictures, Universal Pictures Home Entertainment, and DreamWorks Animation. UFEG is part of NBCUniversal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

For more information please visit www.focusfeatures.com

About MSNBC Films

MSNBC Films is a division of NBC News Studios, a full-service production company that specializes in documentary storytelling. We collaborate with premier filmmakers at all stages of development and production and share access to everything our legacy news organization has to offer: eight decades of television and radio archive; a global network of journalists; a world-class investigative team; and rich trove of story IP. Our team has decades of experience in the TV and documentary worlds and has been honored with multiple Emmy, Peabody and DuPont awards. In addition to creating content for the platforms of NBC Universal, we maintain relationships with all major networks and streaming platforms. Current project partners include Focus Features, Blumhouse Productions, Peacock and Quibi.

About ACE Content

ACE Content is an award-winning integrated entertainment company that develops and produces premium original content for studios, distributors, media networks and brands including episodic television, feature films, digital, print & publishing, social media and experiential/live events. With offices in New York and Los Angeles, ACE combines the storytelling of an award-winning production company with the brand sensibility of a world-class communication agency. ACE is currently in production on an *Untitled* feature documentary about Jacques Cousteau for National Geographic with two-time Academy Award-nominee Liz Garbus, and it has projects in development with Netflix, Amblin Partners and ABC, among others.

About Jaywalker Pictures

Jaywalker Pictures is a Los Angeles-based production company formed by partners Laura Dern and Jayme Lemons. The company has a first-look television deal with Platform One Media, where they have multiple series in development. In addition, Jaywalker Pictures will produce *The Dolls* for HBO alongside Issa Rae and *The Most Fun we ever Had* alongside Bond Group Entertainment and a drama from Alex Gibney. Jaywalker is developing a robust slate of feature films, along with series spanning an array of platforms.

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