

## Case Studies

### The Nuclear Threat Initiative

The Nuclear Threat Initiative is an organization founded by former Senator Sam Nunn and Ted Turner to involve the private sector in the control of nuclear, biological and chemical weapons and of tons of weapons usable nuclear material stored in over forty countries around the world. The organization is an NGO dedicated to helping achieve the goals of the Nunn Lugar legislation that committed the U.S. to helping secure weapons and material in the former Soviet Union.

In the summer of 2004, NTI came to Goddard Claussen with an intriguing challenge. The organization had achieved some significant successes in securing material, sponsored seminars and public discussions of the danger of nuclear terrorism and even produced television commercials to run in Iowa and New Hampshire during the Presidential primaries. They were frustrated, however, that they could no longer interest the media or political leaders in making the issue more visible.

Senator Nunn wondered about a five to ten minute “dramatization” of the dangers posed by nuclear terrorism. “Why not do a dramatic film?” was Goddard Claussen’s response. And so, the Last Best Chance project was launched.

Goddard Claussen researched, wrote and produced a dramatic thriller based on fact. With former Senator Fred Dalton Thompson playing the role of the American President, the film is “A wake-up call for America and the world,” according to the 911 Commission. In a fast paced thriller, the Presidents of America and Russia discover a plot to steal nuclear warheads. As the action plays out, nuclear material is also stolen from labs in Belarus and South America and fashioned into three bombs headed for London, New York and Washington DC.

The film was first screened to a small audience of journalists and elected officials in Washington DC. Press from that single screening included a major story in the Wall Street Journal, a New York Times feature, an entire edition of Nightline devoted to the film and a full hour on Meet The Press with former Senators Nunn and Thompson and Thomas Kean and Lee Hamilton, chair and co-chair of the 911 Commission. Stories have also appeared in papers in France, China and Japan. Tom Brokaw volunteered to interview Senator Lugar and former Senator Nunn for a coda that accompanies the DVD of the film. Screenings have since been held in several hundred venues around the world and the film was a special presentation on the HBO network.

This initial press coverage has generated nearly 50,000 requests for DVD copies of the film from the NTI website. Negotiations are currently under way for a network television broadcast of the film.

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