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Project Enye (ñ) Launches Three Emerging Initiatives That Are Redefining How Filmmakers Connect with their Audiences

A new micro-doc video and podcast series paves the way for the nation's first #EnyesCount campaign

DENVER, Colo. — [Project Enye \(ñ\)](#) is an innovative, multi-platform documentary project about first-generation American born Latinos. First-time Enye filmmaker Denise Soler Cox, and four-time Emmy Award winning and Academy Award Nominated documentarian Henry Ansbacher are employing cutting-edge content creation and media distribution strategies to energize a dynamic audience of Enyes across the United States. As part of this approach, Project Enye (ñ) has launched three original initiatives, including a weekly series of emotive and artistic micro-docs, a weekly behind-the-scenes podcast with the filmmakers, and the enterprising #EnyesCount campaign, the nation's first, socially-driven effort to count Enyes in America.

The central organizing principle of the project is that first-generation American born Latinos or Enyes, share a distinct identity, shaped by their experience growing up between two cultures. Their “home” culture reflects the heritage and traditions of their family’s country of origin and is often in conflict with the mainstream American culture they experience everywhere else. Driving awareness of the shared Enye experience, and giving it a name, generates a powerful sense of belonging for a population struggling to understand where they fit in.

Growing up Bi-Cultural in America Micro-Doc Video Series

Each week, Project Enye (ñ) releases a new [micro-doc episode](#) in their video series of broadcast quality, shareable, documentary shorts featuring Enye stories in their own voice. Each 3-5 minute micro-doc presents a unique and intimate, first-person-narrative from a diverse cross-section of America's estimated 16 million Enyes. Video topics range from food, traditions, and family to social challenges, political issues and inequalities they have experienced in their own lives. Although the specifics of each story vary widely, universal truths are revealed in each episode that resonate with Enyes, America's general Latino population, and non-Latinos that the co-directors refer to as Fr’enyees (short for Friends-of-Enyes).

Commentary From the Filmmakers Podcast Series

In addition to the micro-doc series, Soler Cox and Ansbacher are also producing a [weekly podcast](#) showcasing Soler Cox's infectious entrepreneurial spirit coupled with Ansbacher's forward-thinking, visionary beliefs about the power of new media to educate, aggregate and activate large niche communities. During the 20-30 minute podcast, the filmmakers delve into a wide variety of topics and updates including Enye interviews, industry insight on news or trends related to Enyes, and Enye Socials - the project's in-person, informal, activation events. Transcripts of the podcasts are available on the site making it easy for listeners to preview the copy and know what will be covered in the podcast.

Both the micro-doc series and podcasts are optimized for sharing on multiple social media channels. To view, listen or share, visit www.projectenye.com.

"Given the abundance of media delivery platforms available today, it's no surprise that most Americans combine a mix of sources and technologies to access content," said Ansbacher. "To effectively reach their audience, filmmakers must evolve with these shifts and engage with the audience through *their* preferred media format or platform. Our goal is to enable the audience to experience Project Enye (ñ) in a time, place, and format of their choosing."

Inspiring A Cultural Awakening Via #EnyesCount Campaign

According to [U.S. Census Bureau](#) population estimates, there are approximately 54 million Latinos living in the United States. Project Enye (ñ) estimates that of that total, 16 million are Enyes. In their effort to build community among Enyes nationwide, the filmmakers have launched #EnyesCount, the nation's first, socially-powered, interactive Enye Map that will provide a dynamic graphic representation of Enyes living in the United States.

To be counted, Enyes can visit the [Enye Map](#) and answer five basic demographic questions regarding where they currently live and where their mother and father were born. All responses will be represented on the map to demonstrate how densely inhabited Enyes are throughout the United States. Project Enye's (ñ) goal is to inspire one percent, 160,000 Enyes, to stand up, be counted and inspire a cultural awakening that goes beyond demographics, geography and birth date.

"While we are still in the beginning stages of this project, our goal is that one day the term Enye will become part of the cultural vernacular the same way that Generation X and Y are commonly used today," said Soler Cox. "When we use the term Enye to describe a person, we do not define them by the decade they are born, but rather by where they fit into their own family's American story."

The Project Enye (ñ) documentary is set to be released late 2015. To learn more about Project Enye (ñ), subscribe to their multi-media content or pledge a donation to support the initiative, please visit www.projectenye.com or send an email to info@projectenye.com.

About Project Enye (ñ)

Project Enye (ñ) is an unorthodox, multi-platform documentary project about first-generation American born Latinos that uses cultural and familial stories to build community among this large and growing population. Each week, the filmmakers pre-release these documentary stories to their audience via multiple formats, including 3-5 minute video micro-docs, podcasts, blogs, social media and live community presentations. Each micro-doc showcases intimate, unscripted Enye stories and commentary that touch on topics ranging from identity and language to family and assimilation. Although story details vary, each segment reveals commonalities about the shared Enye experience in America that collectively defines this generation one story at a time.

Earlier this year, Project Enye (ñ) launched #EnyesCount campaign, the first nationwide effort to count Enyes that reside in America. To stand up and be counted or learn more about Project Enye (ñ), visit www.projectenye.com.

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