

I AM SECOND<sup>®</sup>

**MEDIA KIT**

## I Am Second

I Am Second is a storytelling organization presenting compelling short films and written content that integrates a message of hope and faith. In a culture where most seek to be first, the “I Am Second” message is so counterculture that it has captured the attention from people of all walks of life and inspired them to find hope from destructive lifestyles.

Created by e3 Partners in collaboration with Norm Miller, chairman of Interstate Batteries, I Am Second officially launched in December 2008 in the Dallas-Fort Worth metroplex. Using billboards and multimedia featuring the simple phrase “I Am Second,” the campaign led the curious to a multimedia website with raw and inspirational short films of individuals who overcame struggles to find peace and purpose. Simultaneously, the website, [iamsecond.com](http://iamsecond.com), went live featuring more than 15 intimate and unfiltered films sharing stories of athletes, actors, models, musicians, cultural influencers and everyday people.

Since its conception, I Am Second has heard from individuals all over the world whose lives have been changed because of the stories on [iamsecond.com](http://iamsecond.com). In just over 11 years these stories have been viewed more than 120 million times by people in over 230 countries/territories.

Stories are the heart and soul of I Am Second. The films from I Am Second address an array of personal struggles, including abuse, addictions, pride, eating disorders, broken families and the search for success and meaning in life. No matter the topic, each story begins at the same point—the moment an individual realizes they can no longer lead life on their own.

A variety of well-known individuals have sat in the iconic I Am Second white chair and declared they are “second” including:

- Korn band member Brian “Head” Welch;
- Three generations of the “Duck Dynasty” Robertson Family - Phil, Kay, Jep and Reed;
- Former NHL player Mike Fisher and wife Carrie Underwood, seven-time GRAMMY® Award winner;
- Star home improvement experts and entrepreneurs Chip and Joanna Gaines;
- Surfer Bethany Hamilton;
- Television host, actress and singer Kathie Lee Gifford;

- "American Idol" contestants Jason Castro and Danny Gokey;
- Country artist Josh Turner;
- Model, actress and speaker Kathy Ireland;
- Hip-hop artists Lecrae and Propaganda;
- Olympic Gymnast Shawn Johnson;
- "The Bachelor" Sean Lowe;
- Actress Bailee Madison;
- NASCAR Daytona 500 winner Trevor Bayne; and
- Baseball players Albert Pujols, Paul Goldschmidt and R.A. Dickey.

Beyond the website, I Am Second has a presence through its content and sponsorships at unexpected places, such as the Vans Warped Tour, NASCAR races, concerts, and MLB and NHL games. In addition, I Am Second-produced "Loud Krazy Love," a feature documentary on the life of Korn guitarist Brian Welch, is currently distributed through Showtime Networks.

I Am Second is more than a film-watching experience; it's also a pathway of spiritual growth. Through its Live Second tools and resources, the organization helps people grow their faith journey through challenges, community with others, and opportunities to serve. This includes three books including: "I Choose Peace" and "Live Second." A fourth book, "I Found Love," is scheduled for a January 2021 release.

Another application of I Am Second is as a lifestyle. The organization allows for people to express their desire to live for God and others by wearing apparel and its signature I Am Second wristbands to start conversations with others. But people go even farther, using the I Am Second phrase as daily encouragement via tattoos, on uniforms, and other places as they work, play and live out their faith. It shows up in what they post, tweet, write, photograph and film. Any place that they can express themselves.

Internationally, I Am Second is active with web applications in French (Je Suis Deuxieme) and Spanish (Yo Soy Segundo), along with local event activities in multiple countries, including South Africa, Canada and Colombia.

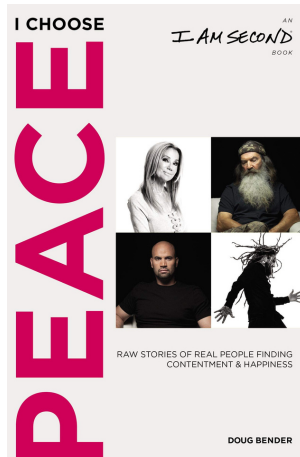
For additional information, visit <http://www.iamsecond.com>.

## I Am Second

Every day, people flock to self-help books, gurus or Internet searches to find peace and the meaning of life. I Am Second films bring hope to the lonely and the hurting, help from destructive lifestyles, inspiration to the unfulfilled and encouragement to the faithful. Assisting people in finding their purpose in life, these raw and powerful films address a variety of issues including:

- Abuse
- Addiction
- Affluence
- Anger and Forgiveness
- Anxiety, Depression and Mental Illness
- Cancer
- Contentment
- Family
- Grief, Loss and Trauma
- Health and Body
- Identity, Meaning and Purpose
- Injustice
- Love and Relationships
- Marriage and Divorce
- Pornography
- Pride
- Success
- Work

## Books



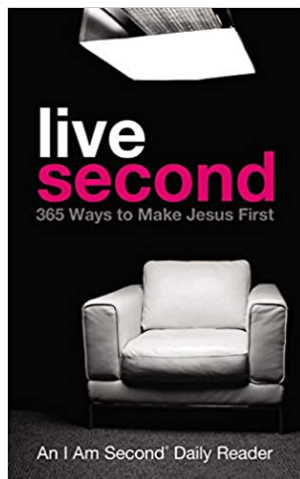
### "I Choose Peace: Raw Stories of Real People Finding Contentment and Happiness"

November 2019

Released by Thomas Nelson in November 2019, "I Choose Peace" offers an inspiring look at stories of 16 people featured at [iamsecond.com](http://iamsecond.com) who have found contentment. Their experiences are grouped in three areas: finding peace in love and loss, finding peace in identity and purpose, and finding peace in difficulty and disappointment.

The cumulative narrative documented in "I Choose Peace" reveals just how pervasive the need for peace is.

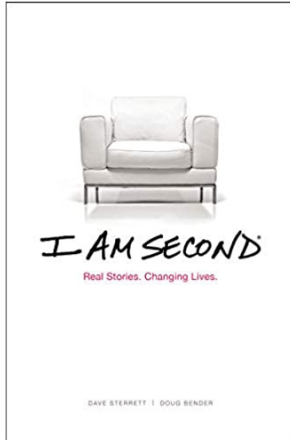
Those featured in the book include television host Kathie Lee Gifford, cultural commentator Eric Metaxas, KoRn founding member Brian "Head" Welch, Olympic gymnast Shawn Johnson, Duck Dynasty's Phil Robertson, and more.



### "Live Second: 365 Ways to Make Jesus First"

December 2012

I Am Second's challenges individuals to "live second," which requires humility and putting others ahead of one's self. "Live Second: 365 Ways to Make Jesus First," released from Thomas Nelson publishers in December 2012, helps readers discover meaning in life by embarking on a journey of being second. Written as a daily encouragement, the book is divided into 12 sessions and 52 weeks. Each chapter ends by challenging individuals to "practice" what they've learned and reflect on the words on the pages. In addition, Twitter hashtags are included so people can join other readers of "Live Second" in a socially driven dialogue about the book's concepts.



## "I Am Second: Real Stories. Changing Lives.

January 2012

Released from Thomas Nelson publishers in January 2012, "I Am Second: Real Stories, Changing Lives.," shares further details beyond the five- to seven-minute films of 20 individuals seen on [iamsecond.com](http://iamsecond.com).

Co-authored by Doug Bender and Dave Sterrett, authentic stories in the book include:

- Former KoRn band member Brian "Head" Welch;
- Surfer Bethany Hamilton;
- 2010 American League MVP and Texas Rangers outfielder Josh Hamilton;
- GRAMMY® award-winning artist Michael W. Smith;
- Houston Texan Linebacker Bradie James;
- "The Biggest Loser" season six winner Michelle Aguilar;
- Ultimate Fighting Championship star Vitor Belfort;
- St. Louis Rams quarterback Sam Bradford; and
- Skateboarder Brian Sumner.

## e3 Partners

e3 Partners was founded in 1987 with the goal to equip Christians to evangelize their communities in order to establish thriving, multiplying churches. Today, more than 30 years later, the ministry's mission remains the same — multiplying disciples and churches until there's a local church accessible to everyone, everywhere. Headquartered in Plano, Texas, and led by CEO Jim Shannon, e3 Partners has shared the gospel with nearly 4 million individuals. Over 500,000 of those have become followers of Jesus while helping to plant nearly 50,000 new churches.



The ministry provides evangelism training, short-term trips, international missionaries, church partnerships, local evangelism, and more for international, church, ministry and financial partners. Each aspect of the ministry aligns with a comprehensive movement-focused strategy known as “The 4 Fields” that uses the examples of Jesus and Paul found in the Gospels and Acts as its foundation. e3 adopted The 4 Fields strategy in 2009 and continues using it today to help multiply disciples and churches across the globe.

The impact of e3 Partners' work is felt in many areas of society. The organization has touched people spiritually through its evangelism and church-planting efforts, but also physically through medical mission trips and community transformation programs. In addition, e3 Partners provides opportunities for individuals to travel on mission trips to assist in mission work around the globe. The organization facilitates economic opportunities, agricultural projects and recycling initiatives as well.

In 2008, e3 Partners created I Am Second, a movement meant to inspire people of all kinds to live for God and for others. Using films of celebrities and “everyday” people sharing their personal struggles and stories of hope, the I Am Second movement became an unexpected phenomenon. To date, the [iamsecond.com](http://iamsecond.com) website has been viewed 120 million times by people in over 230 countries/territories. It now features over 150 films.

For additional information about e3 Partners, visit <https://www.e3partners.org/>.

## Spokespersons

### **John Humphrey** **Vice President**

A successful marketer and communicator, John Humphrey joined I Am Second and its parent organization e3 Partners in 2008 as Director of Marketing Communication and project leader for I Am Second's launch. He assumed the role of Vice President in 2018 and coordinates the day-to-day operations for the organization. He also serves as producer of the majority of I Am Second films, including the feature documentary "Loud Crazy Love," currently distributed via Showtime Networks.



Humphrey has a distinguished background in sports marketing and television production. Prior to joining I Am Second he served as the co-owner and general manager of VisionQuest Communications, a firm specializing in the creation of sports media projects, from 1996 to 2006. During that time, he developed and coordinated VisionQuest's video and book projects, coverage of events at the Super Bowl, co-founded the Heart of A Champion Character Development series and handled the reintroduction of the Chip Hilton Sports books to young readers.

Before Visionquest, Humphrey served as Director of Promotion and Media for the Lorimar Sports Network and Associate Vice President of ProServ Television. While at ProServ, he was point person on Boston Marathon TV negotiations and coverage, managed the television syndication activities of the company, and worked directly with its president, Bob Briner. With Lorimar, Humphrey managed the integration of sponsorships, station syndication and event relations for the leading live college sports television company of that era.

Humphrey holds master's degrees in business administration from the University of Texas at Dallas and sports administration from Ohio University. He has a bachelor's degree in communications from Wake Forest University. He and his wife Kathleen have two married daughters, Jessica (Peter York) and Laura (AJ Titus).



## Spokespersons

### **Mike Jorgensen** **Executive Director**

Mike Jorgensen serves as Executive Director of I Am Second. In this role, Jorgensen has traveled the globe, assisting in the development of strategies and resources for international leaders working to spread the I Am Second movement around the world.

He is directly responsible for the integration of I Am Second activities with all activities related to the parent organization, e3 Partners, and with its worldwide networks of leaders. He also leads the planning for the Live Second tools and resources that are used with movements around the world.



Prior to joining e3 in 1992, Jorgensen was a partner at Bracewell, a major Texas corporate law firm. There he specialized in corporate acquisitions, commercial finance and secured lending.

Jorgensen received his undergraduate degree from the University of Iowa and his J.D. from the Duke University School of Law, where he achieved Order of the Coif (top 10 percent) and Editorial Board Member of the Duke Law Journal. Jorgensen and his wife Woodlyn have three children and eight grandchildren.

## Spokespersons

### **Doug Bender**

#### **Author and Chief Writer**

Doug Bender joined e3 Partners in 2008 and currently serves as Chief Content Writer for I Am Second, developing resources and materials for leaders to help individuals understand what it means to “Live Second.”



Bender is co-author of “I Am Second: Real Stories. Changing Lives.” He also authored “Live Second: 365 Ways to Make Jesus First” and “I Choose Peace: Raw Stories of Real People Finding Contentment and Happiness.” His fourth book, “I Found Love,” is set to be released in January 2021.

In 2012, his own story was featured in a film on [iamsecond.com](http://iamsecond.com), honestly sharing his story of struggles with self-esteem and relationships. He shared again through a follow up film in 2019.

A graduate of Liberty University and Dallas Theological Seminary, Doug lives in Pennsylvania and is married to his wife Catherine, and they have four children, Bethany, Samuel, Isabella and Jesse.

## Seconds

I am Second is a movement of individuals who are choosing to live second by putting others and God before themselves. Currently, the iamsecond.com website includes more 100 authentic stories from individuals from all walks of life, including:

### Artists / Author

- Esther Fleece Allen
- Stephen Baldwin
- Doug Bender
- Karen Green
- Kathy Ireland
- Lauren Scruggs Kennedy
- Nate Larkin
- Jim Munroe
- Anne Rice

### Athletes / Coaches / Sportsman

- Matt Barkley
- Baron Batch
- Vitor Belfort
- Tommy Bowden
- Sam Bradford
- Trevor Brazile
- Jason Castro
- Chris Coghlan
- Tony Dungy
- Shawn Johnson East
- Greg Ellis
- Jeff Fisher
- Mike Fisher
- Cody Garbrandt
- Joe Gibbs
- Paul Goldschmidt
- Clint Gresham
- Bethany Hamilton
- Scott Hamilton
- Christian Hosoi
- Ken Hutcherson
- Bradie James
- Landry Jones
- Kaka
- Clayton Kershaw
- Ben King
- Jessica Long
- Colt McCoy
- David Murphy
- NASCAR Drivers
- Albert Pujols
- Jordan Rogers
- Daniel Sepulveda
- Wayne Simien
- Brian Sumner
- Darrell Waltrip
- Donna and Turner Ward
- Jason Witten

## Seconds

### Community and Business Leaders

- Wayne Huizenga Jr
- Lisa Luby Ryan
- Lynsi Snyder
- Lee Yih

### "Everyday" Individuals

- Rod Bayron
- James Caldemeyer
- Victoria Childress
- Tyrone Flowers
- Alejandro Cesar Garcia
- Lee Lucas
- Blake Mankin
- Priscilla Nicoara
- Josue Padilla
- Christine Petric
- Irma Ramirez
- Ashley Rawls
- Nathan Schroer
- Natalie Sebastian
- Shana Ward-Murphy
- Whispering Danny

### Ministry and Non-profit Leaders

- Duche Brad
- Janelle Hailley
- Annie Lobert
- Ryan Ries
- Gabe Salazar

### Musicians

- Trevor Bayne
- Austin Carlile
- Kathie Lee Gifford
- Danny Gokey
- Lilly Goodman
- Tori Kelly
- Lecrae
- Sean Little
- Jason "Propaganda" Petty
- Moriah Peters Smallbone
- Michael W. Smith
- Josh Turner
- Brian "Head" Welch

## Seconds

### Pastors

- Pete Briscoe
- Josh Canales
- Richard Ellis
- Tony Evans
- Jack Graham
- John Meador
- Tim Ross
- Jarrett Stephens
- Jerry Zucha

### Producers / Actors / Television and Radio Personalities

- Remi Adeleke
- Fernando Arau
- Amanda Jane Cooper
- Myrka Dellanos
- Ainsley Earhardt
- Matt Elrod
- Chip and Joanna Gaines
- Kirsten Haglund
- Brant Hansen
- Tamara Jolee
- Rudy Kalis
- Alex Kendrick
- Sean Lowe
- Bailee Madison
- Eric Metaxas
- David McKenna
- Randy Moore
- Wally Orlando
- Phil, Kay, Jep and Reed Robertson
- Kay Robertson
- Janine Turner
- Michelle Aguilar Whitehead

### Veterans / Patriots

- Brian Birdwell
- Mike Huckabee
- Chris Plekenpol
- Chad Robichaux

## **I Am Second Suggested Interview Questions**

- What is I Am Second?
- What does it mean to be Second?
- How does one become Second?
- How did the idea for I Am Second come about and what has been the impact of the movement since it was founded in 2008?
- Who are some of the notable “Seconds” featured on I Am Second?
- What are some of the most memorable stories shared on I Am Second?
- Can you share some of the films that have had the most views and received the most feedback?
- How do you choose whose stories are featured on I Am Second?
- What are the common themes in I Am Second films?
- How do I Am Second Films connect with today's culture?
- How do the themes of I Am Second's films speak into the issues with which many people are struggling such as addiction, identity, mental health, etc?
- What do you want viewers to see and understand after watching these films?
- Beyond the iconic “White Chair” films, what are other types of films has I Am Second shared?
- I Am Second has also published multiple books. Can you share a bit about each one and how they expand upon the online films?
- What are some unexpected places around the country, and world where I Am Second has shown up?
- What does it mean to “Live Second?”
- What is coming up for next for I Am Second?
- Recognizing I Am Second is more than just the online films, how can others become involved with I Am Second?



Sean Lowe



Mike Fisher and Carrie Underwood in "Mike and Carrie: God & Country," a four-part digital short film series



Kathie Lee Gifford



Bailee Madison



Brian Welch



Surfer Bethany Hamilton



Sujo John



Phil Robertson



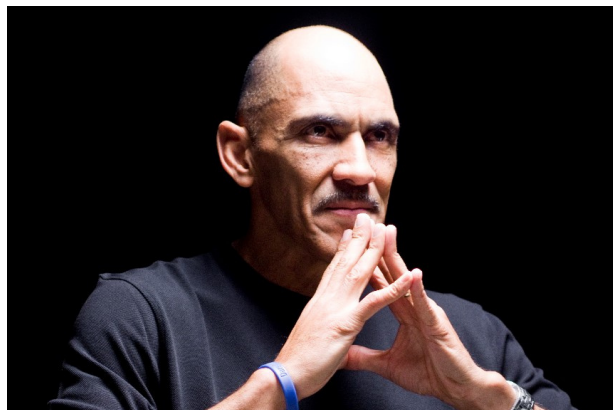
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