Content + Intent = Change

A formula for catalyzing social change using documentary film
Stories have the power to make change!
How has film affected you?

- What was the film about?
- How did it make you feel?
- When the credits rolled what did you do?
IMPACT

- Authentic, mutually beneficial relationships between filmmakers and activists
- Reach to target audiences
- Concrete take action steps for audiences
- Films embedded in the strategic, existing work of activists, organizers, and educators
Screenings: Opportunities for Impact

- Film Festivals
- Theaters
- Broadcast
- House Parties
- Professional Development Workshops
- Fundraisers
- Community Screenings (Libraries / Non-profits / etc)
- Faith Based Communities
- Conferences
- Universities (Students Groups and Institutional Use)
- In Classrooms With Accompanying Curriculum
- Online
Films Supporting Movements

- **TWO TOWNS OF JASPER**
- **blue vinyl**
- **GHOSTS OF ABU GHRAIB**
- **New Faces: Latinos in North Carolina**

*New Faces: Latinos in North Carolina*
A curriculum-based media project about the Latino community’s cultural & economic contributions to North Carolina.
Reach to target audiences
- Films embedded in the strategic, existing work of activists, organizers, and educators
- Community screenings held in over 1500 cities and towns across the U.S.
- Created intimate and meaningful settings that allowed people to talk openly about race
- Strategic partnerships with organizations like NCCJ and Facing History and Ourselves
- Authentic / Mutually Beneficial Relationships between filmmakers and activists
- Films embedded in the strategic, existing work of activists, organizers, and educators
- Capitalized on festival release with concrete take actions (Postcard to Intimate Brands)
- House parties during television release by environmental activists
- Engaged building and design professionals (professional development credits), faith communities, and college and university groups
Concrete take action steps for audiences
- Film embedded in the strategic, existing work of activists, organizers, and educators
- ACLU, American Freedom Campaign, Amnesty International, Human Rights First, and the National Religious Campaign Against Torture collaborated on the project. Screenings and events were promoted and facilitated directly through these organizations.
- They co-created the screening guide and website, which included take action steps for audiences to oppose U.S. torture policy.
- House party, screenings in faith based institutions, community centers, etc.
Film embedded in the strategic, existing work of activists, organizers, and educators

Designed in collaboration with educators and activists on the issue.

Created directly in response to a stated need from these groups.

Film clips and lesson plans that are easily adapted for use by different audiences

Used for professional development for educators, healthcare, and social service providers.
An American Promise

Decrease Achievement Gap and Improve Education for African American Boys

parents

youth

educators
Reaching and Engaging Target Audiences

Where can we reach them?
What is their take action?
What resources do they need?
What changes can they affect?
Parents

Where to reach them?
- Schools (PTAs, Parent Groups, etc.)
- Community organizations and Churches
- Online Communities

What resources?
- Toolkits for screening organizers
- Fact sheets with relevant research
- Interactive website

What is the take action?
- Use the *American Promise* interactive website to share and promote solutions
- Advocate for policy changes at local, state, national level.

What changes?
- Changes in their individual children’s learning experiences
- Institutional changes through organizing campaigns
Youth

Where to reach them?
Schools
After School Programs
Online
Through popular media

What resources?
Screening Toolkit for youth organizers
Curriculum for educators working with youth
Mobile/Online Games

What is the take action?
Become activists for change in their own schools and communities
Become citizen journalists, documenting realities of achievement gap

What changes?
Institutional Policy Shifts
Better control over own education / Increased dialogue and communication about their needs within educ. systems
Educators and Education Policy Makers

Where to reach them?
Universities
Professional development workshops
Schools and institutions where they work

What resources?
Professional development module based on the film
Partnerships with institutions like Harvard AGI that already reach professionals

What is the take action?
Examine own practices and implement changes that will decrease achievement gap
To evaluate and fight for needed changes at the institutional level

What changes?
Improvements in their teaching practices and in institutions
Changes in their own attitudes and perceptions that shift professional behavior
Partnerships

- All of the above cannot happen without partnerships between the filmmakers and local, state, and national level organizations.
- You represent potential partners for this and other films!
- You can host screenings, create resources, and overall increase the impact of *An American Promise* and other films while serving your needs!
- Film is a tool that you can use!
Where to Go From Here

- Please brainstorm additional ideas for how you might use *An American Promise* and other films!
- Share your ideas with us!
- Visit the Working Films and Rada Film Group websites for additional films you might be interested in using!
Websites and Contact Info

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