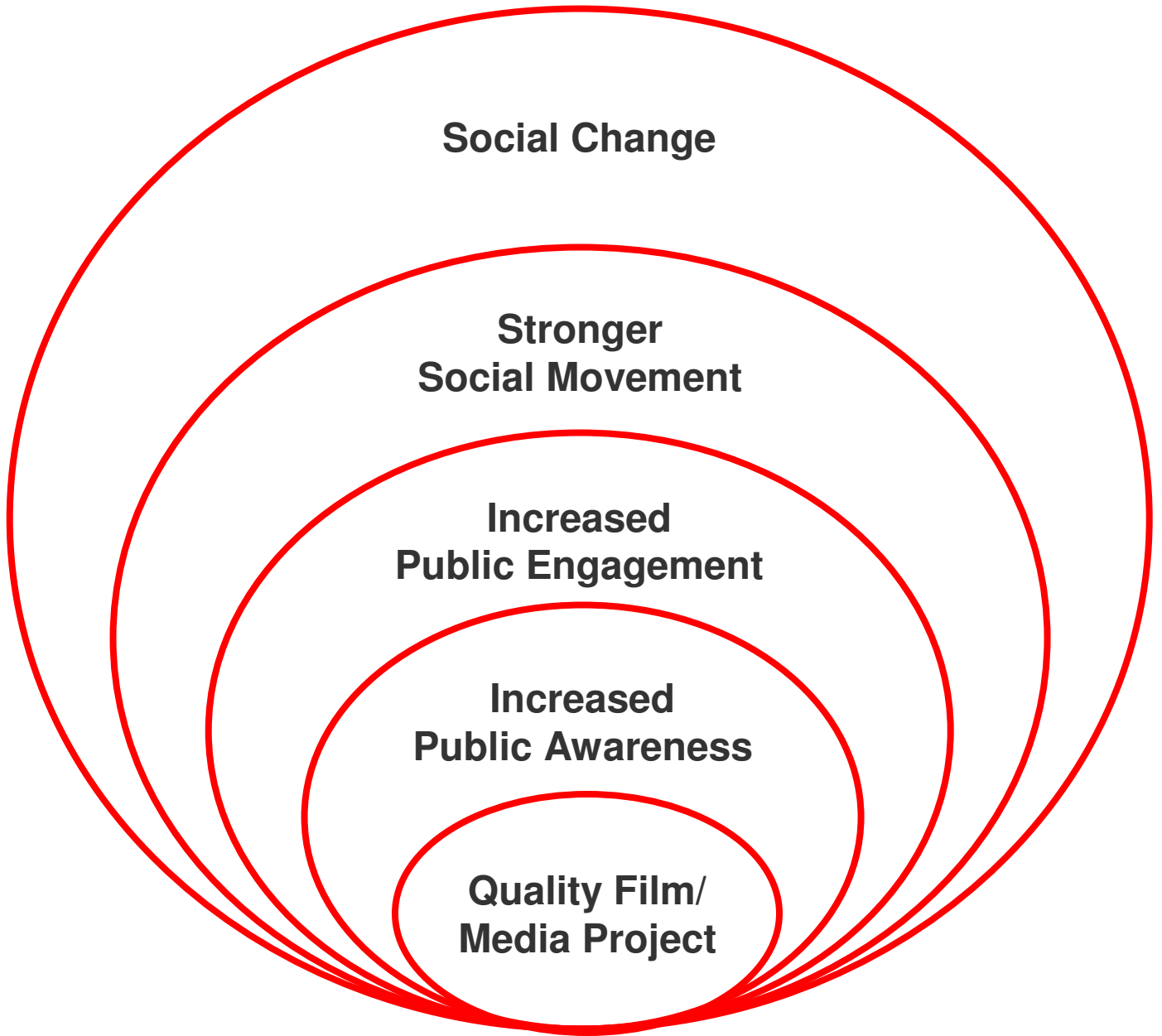


Dimensions of Impact

Presented by

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The Fledgling Fund Dimensions of Impact



The Fledgling Fund

Dimensions of Impact

Why Important?

Sample Measures

**Quality
Film or Media
Project**

Foundation for distribution, outreach and community engagement strategies

- ❖ Festival Acceptance
- ❖ Theatrical Release
- ❖ Broadcast/Internet
- ❖ Awards
- ❖ Film Reviews
- ❖ Sales (Internat'l, DVD)

**Increased
Public
Awareness**

Critical building block for individual and social change

- ❖ Audience Size (By Distribution Segment)
- ❖ Diversity of Audience (geographic, age, faith, etc.)
- ❖ Press Coverage (on/off-entertainment-page)

**Increased
Public
Engagement**

Indication of change in attitudes, beliefs and behavior and a shift from awareness to individual Action.

- ❖ Participation in/Response to:
 - facilitated dialogues
 - Blogs
 - Social network sites
 - Take Action Campaigns
- ❖ Website Hits
- ❖ Op/Eds and response letters

**Stronger
Social
Movement**

Evidence that film or media can move individuals to collective action and strengthen capacity of advocacy organizations in their strategic work.

- ❖ # of advocacy org utilizing film
- ❖ Collaboration among org.
- ❖ Viewer Part. in movement
- ❖ Screenings w/decision and policy makers
- ❖ Mention in Policy Discussions and legislative press
- ❖ Longevity of the film/media

**Social
Change**

Ultimate Goal

- ❖ Policy/Legislative Change (international, national, state, local)
- ❖ Behavior Change
- ❖ Shift in Public Dialogue

GHOSTS OF ABU GHRAIB CAMPAIGN OVERVIEW

Goals....

- ❖ End U.S torture policy by maximizing efforts to market the film
- ❖ Use the film to enhance the work of anti-torture campaigns worldwide
- ❖ Enhance the work of National Religious Coalition Against Torture and its Spotlight on Torture Campaign
- ❖ Establish strategic relationships with other peace and justice organizations to advance their work around torture

Plan....

- ❖ Identify and work with strategic partners who are using different tactics
- ❖ Coordinate with these partners to embed film into their initiatives and maximize their resources and networks to:
 - Launch informative, action-oriented web site
 - Facilitate screenings with online tools
 - Develop viewer's guide for the film
- ❖ Devise press strategy and placement
- ❖ Do monthly conference calls to ensure goals are met by partners

Timing....

- ❖ Planning began prior to broadcast
- ❖ Implementation ongoing
- ❖ After broadcast long term

Expertise/Resources....

- ❖ Filmmaker who is committed to issue
- ❖ Working Films brought on to ensure campaign is strategic, focused, sustainable and measured.
- ❖ Strategic Communications/PR skills
- ❖ Funding from Fledgling Fund and others to support the campaign.

Evaluation....

- ❖ Traditional and nontraditional media coverage
- ❖ # of screenings, downloads, and audience action
- ❖ Measurable shift in public attitude
- ❖ Change to U.S. Torture Policy

Dimensions of Impact Ghosts of Abu Ghraib Campaign

Quality Film or Media Project

- ❖ Premiered at Sundance in 2007
- ❖ HBO Broadcast in May 2007.
- ❖ Nominated for 4 Emmy Awards and won the Emmy for Outstanding Nonfiction Special

Increased Public Awareness

- ❖ Audience Size – Primetime HBO Audience
- ❖ Diversity of Audience
 - 600+ faith-based screenings
 - Campus Tour organized by Center for American Progress
 - Screenings across the country by Amnesty International
- ❖ Numerous print and online film reviews include NYT,
- ❖ Interview with filmmaker on CNN, blog on Huffington Post

Increased Public Engagement

- ❖ Over 900 ACLU screenings, 100s of letters to legislative leaders as well as letters of editors.
- ❖ Over 600 NRCAT screenings to raise awareness
- ❖ American Freedom Campaign generated over 1000 hits
- ❖ Over 5200 hits to website hits; close to 4500 went to the take action page
- ❖ Evaluation ongoing

Stronger Social Movement

- ❖ Primary Resource for Highest Profile Anti-Torture Efforts
 - ❖ ACLU
 - ❖ Amnesty International
 - ❖ Human Rights First
 - ❖ National Religious Campaign Against Torture
 - ❖ Pax Christi USA
 - ❖ Center for American Progress
- ❖ Coordination and shared resources among above organizations. Partners surveyed about campaign.

Social Change

The Jury is still out in terms of change in U.S. Policy around torture but there the national dialogue around torture policy heightened during the fall with unified outreach efforts were underway