

Media Tools To Spur A Movement



Lynn Waymer, KPJR Films Vice President, Communications & Community Engagement

How And Why Docs Drive Change

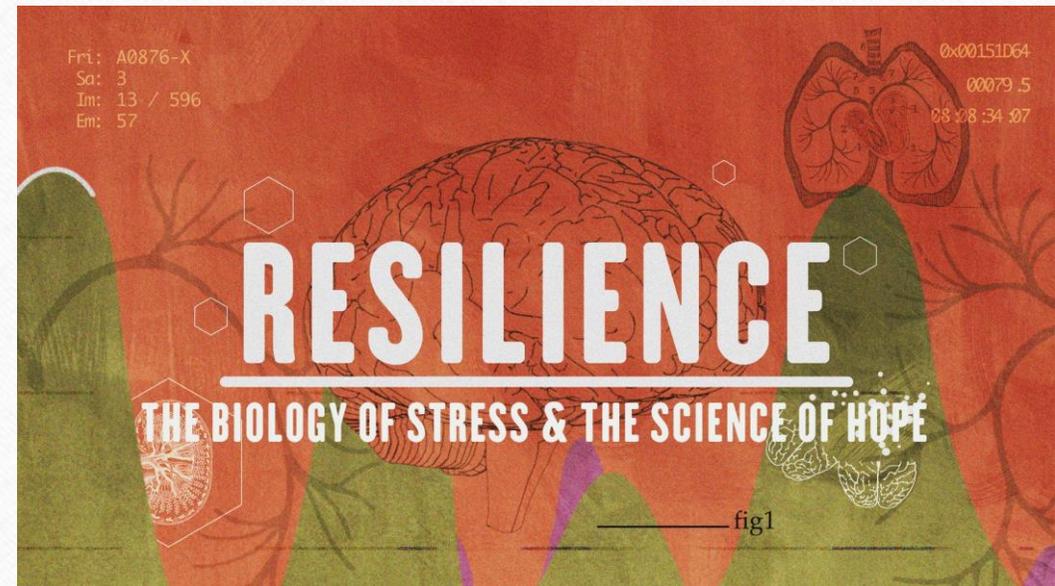
- Cinema is our most powerful art form
 - Docs are both a beating heart and a conscience
- Urgent need for stories of real world experiences
 - Allows us to walk in others' shoes and experience communities that need compassion and understanding
 - Build bridges of empathy and a sense of shared humanity
 - Gives voice to the marginalized
 - Strives to hold those in power accountable
- Less concern about turning a profit and therefore can fully address issues
- Bring powerful topics to the table and inspire discussion
- Innovative way to bring communities and groups together and spur action and engagement

Paper Tigers + Resilience

Premiered May 2015 Seattle Film Festival



Premiered January 2016 Sundance Film Festival



KPJR Films: *PAPER TIGERS* + *RESILIENCE*

- Paper Tigers & Resilience are award-winning, highly impactful media tools sold throughout the US to educate, inform and build awareness on ACEs. There is both an Educational and consumer version.
- Global awareness and demand for both Paper Tigers & Resilience is building and increasing requests for screenings and purchases of Paper Tigers & Resilience. The EDU version has highest demand and profitability
- James Redford, Film Director, travels nationally and internationally with his various films and serves as a prime impact tool, as well as highly sought after keynote speaker on childhood trauma and toxic stress.
- KPJR Films has established broad reaching social media presence that often serves as a referral source
- In December 2016 Paper Tigers was introduced to London through a partnership with the CoED Foundation with UCL Culture with educator and influencer screenings held in London, Birmingham, Nottingham and Newcastle and built awareness of ACEs
- In April 2017 Dartmouth Films launched Resilience in London and throughout the UK with support from grassroots organizations including Connected Baby and The Center for Child Mental Health.
- Dartmouth Films is distributing Resilience in the UK-- screenings and DVD purchases –and added Paper Tigers in Fall 2018.
- Scotland became the first trauma-informed country in 2018 as a result of Resilience screenings and awareness building

Paper Tigers & Resilience Films

- Impactful Awareness & Engagement Campaigns Aligned With Films
 - Ongoing presence with wide and deep partnerships increasing engagement, advocacy and change
- Widely Distributed Educational Documentary Films
 - 50,000 screenings nationally and internationally
 - Screened and sold in all 50 states and 20 countries
- Award-Winning Films
 - Premiered at top film festivals, screened at The White House in 2016, KP and JR awarded individually and collectively for their work to improve the lives of children

Innovative Impact: Virtual Screenings

- **ACEs Connection –The ACEsConnection.com** virtual sneak peek for 8,000 ACEs connection members and tweet up generated a staggering 424,603 impressions during the 3 hour viewing window- 5pm-8pm PST. We held the #2 trending spot with the hashtag #childresilience falling only below #NationalPetDay for the whole duration of the film. There were no technical issues and we also collaborated on a post screening survey distributed to the viewers and capturing quantitative and qualitative data.
- **National Association of School Psychologist** – NASP hosted a very successful virtual screening for 1,700+members from across all 50 states, and the live Twitter Chat with James Redford and Jim Sporleder was a tremendous success. The online engagement generated over 1 Million impressions on our #ResilienceReset hashtag and on our #BeTheOne hashtag, which continues to be the top performing hashtag for any social issue documentary in recent years since digital strategists have been tracking such metrics.
- **American Academy of Pediatrics** - AAP virtual screening and live twitter chat among 350 member medical students, across 28 different states in November was a great success, generating close to 300,000impressions and over 200+ posts from their online community. They thoroughly enjoyed the informative content from Jamie's twitter account, and other experts from ACEs Connection and AAP joined in on the chat too. Over 400 of their members signed up for the KPJR Films mailing list during the registration process, and paired with with 1,100+ sign ups from the NASP virtual screening in November, we added a solid amount of new contacts to our master outreach list.
- **KPJR Twitter Town Hall Virtual Screening of *Resilience: The Biology of Stress & The Science of Hope*** (full film) More than 10,000 contacts registered via KPJR.co and 4,100 registrants viewed the film. Impact: Number of #ResilienceReset hashtag Impressions: 930,638k Total Reach: 295,382k Number of users tweeting between 8pm-9pm PST using #ResilienceReset: 290 Number of posts generated within the hour tagging @DocResilience: 509 Top Two Influencers: Prevent Child Abuse America // National Resilience Institute Audience Demographics: 79.3% Female // 20.7 Male Topic Geo-Targets: USA + Alaska, Canada, Australia, Ireland, England/Scotland, Turkey, Kenya.

#BeTheOne: Top Doc Hashtag Campaign

- #BeTheOne hashtag, which continues to be the top performing hashtag for any social issue documentary in recent years since digital strategists have been tracking such metrics.
- #BeTheOne has generated over 5.1M impressions and close to 2M people have been directly reached by our social content and others who use our signature hashtag.
- Other #Campaigns: #OneCaringAdult and #Resilience Re-Set

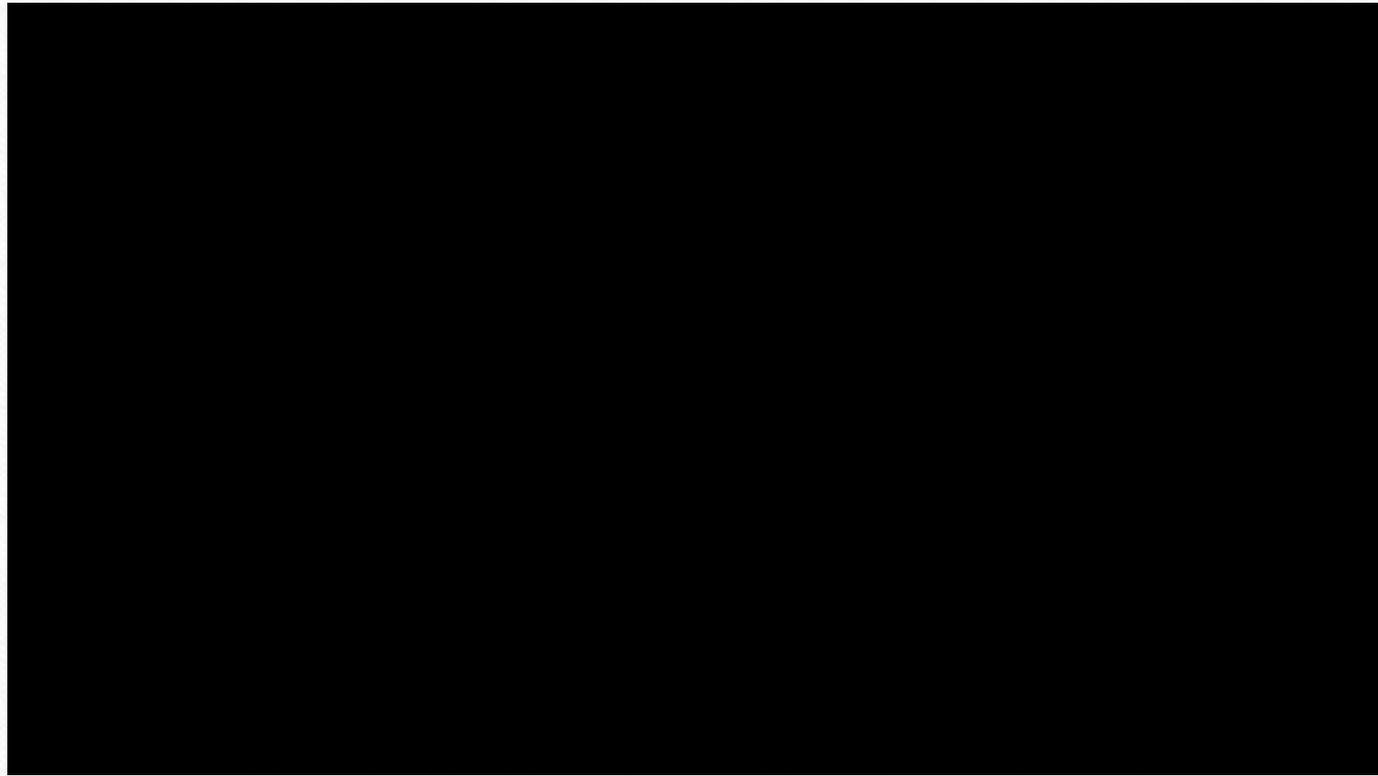
#PreventTraumaBuildResilience #BeTheOne

James Redford,
Director

Paper Tigers
RESILIENCE



Resilience: The Biology of Toxic Stress

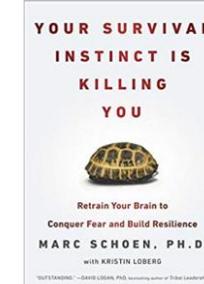
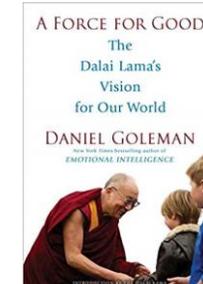
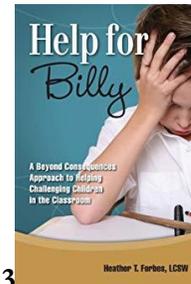
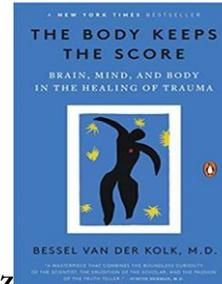
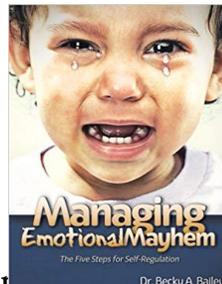
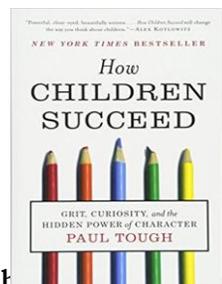
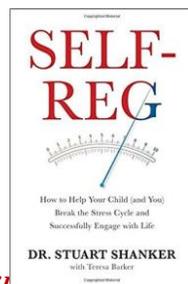
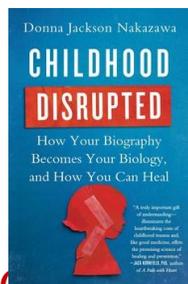


Community Impact Partners: Awareness Education Policy

- Topeka, KS School District; Leon County, FL School District, St. David's, San Diego Unified/San Diego State University
- American Academy of Pediatrics
- Prevent Child Abuse America
- Illinois Association of Educators
- Michigan ACEs Coalition
- Optum Idaho / Kaiser Permanente/ Blue Cross & Blue Shield
- Children's Resilience Initiative
- National Association of County Administrators
- ACEs Connection
- The Links/San Francisco
- UK /Scotland Tour
- Indian Health Services
- The White House Council on Women & Girls of Color
- US Department of Juvenile Justice
- National Council of Juvenile Court Judges
- The Resilience Institute - Iowa CASA
- California Endowment
- The World Bank
- Florida State University
- PBS Public Broadcasting Systems
- Hampton University/MAPS Minority Association of Pre-Med Students

What's New – KPJR Films Book Club

- An ACEs-oriented book club with books selected by top industry experts, read by the KPJR audience and discussed online with the authors.
- Books for the inaugural **2019 KPJR Book Club** were selected by industry experts, Theresa Barila, co-founder and current CEO of the Children's Resilience Initiative (CRI) based in Walla Walla, WA, Rick Griffin, Executive Director and a founding member of Jubilee Leadership Academy, a trauma-informed boarding school committed to working with struggling teens, and Alice Forrester, CEO of Clifford Beers, a New Haven, CT-based children's mental health outpatient clinic providing trauma-informed, integrated services through a whole-family approach, have come together to curate a robust selection of trauma-informed books for 2019.



Tweet comments using #KPJRBookClub & #ChildhoodDisrupted to @DonnaJackNakkST

What's Next

- New KPJR Documentary

TIME TO PLAY !

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Questions

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