



# Tre Maison Dasan

## IMPACT, OUTREACH, RESEARCH, AND ENGAGEMENT SUMMARY JANUARY - FEBRUARY 2019

Director: Denali Tiller

Producer: Rebecca Stern

Executive and Impact Producer: Andrew Freiband

2019 has gotten off to a promising start for TRE MAISON DASAN | Engagement, as we hit the ground running in anticipation of our national broadcast premiere on PBS' Independent Lens on April 1.

In order to ensure the biggest possible impact from this opportunity, the TMD team spent **January** furiously convening strategy sessions, forming partnerships with incredible people and organizations in 16 states (and counting!), and crafting plans for a unique campaign that would spark a national discourse about the rippling effects of mass incarceration on children and families everywhere.



*Maison and Denali took questions from the audience after a successful screening at Warwick Public Library.*

We hosted several impactful community screenings, including at the **Warwick Public Library** in Rhode Island, where Maison and Denali attended for a Q&A after the film. **Director Denali Tiller authored the film's classroom discussion guide**, and our partners at the **San Francisco Unified School District** began putting it through its paces in professional

development programs with SFUSD educators and curriculum writers. We also brought the film to parents, teachers, and administrators at **the Earth School in New York City**, as well as enthusiastic representatives from the **New York City Dept of Education**, with whom we're excited to be working in the months ahead.

The month culminated in Rhode Island, where the film is based, with an incredible **strategic roundtable 'braintrust' meeting**, generously hosted by the **RI Film and TV Office**. This meeting brought together a coalition of supporters, partners, stakeholder organizations, and more to speak amongst themselves about the strategic possibilities of the film and the national platform it offers to demonstrate what's being done well in RI. We're so grateful to the attendees from the **RI Office of Library Services (OLIS)**, **Dept of Children Youth and Families (DCYF)**, **Roger Williams University Law School**, **the Institute for the Study and Practice of Nonviolence**, **RI Starkids**, **the Tomaquag Museum**, **College Unbound**, **RIKids Count**, **RI Dept of Corrections**, **RISE**, **RI Dept of Behavioral Healthcare, Developmental Disabilities, and Hospitals (BHDDH)**, **UCAP School**, **RI State Council on the Arts**, **RI International Film Festival**, **RIPBS**, the offices of **Providence Mayor Jorge Elorza**, **RI Governor Gina Raimondo**, **Representative Jim Langevin**, **Senator Jack Reed**, as well as the **teachers and principals from RI public schools**, who all contributed such valuable insights and **helped us develop a comprehensive 'Rhode Island Strategy'** that we hope will get the stories of Tre, Maison, and Dasan to as many Ocean State communities as possible, and with the most meaningful possible impact.



*The TMD Team and RI Film and Television Office holding our RI 'Braintrust' Strategic Roundtable*

In February, TRE MAISON DASAN was back on the film festival circuit, with an appearance at the **Santa Fe Film Festival**, where Director Denali Tiller was given the **Rising Star Award** by the New Mexico Film and Television Hall of Fame. While in her home state of New Mexico, Denali also staged a **successful community screening in Albuquerque**, at the Cell Theater, bringing together not only friends and family, but new partners from the New Mexico community supporting kids and families.

From there Denali and the film went to the **Big Sky Documentary Film Festival**, where the packed film screening included the **Director and Deputy Director of the Montana Dept of Corrections**, founder and director of the **Montana Partnership for Reintegration**, members of the **Montana Alliance for Families Touched by Incarceration**, the **Parenting**

Place, the Montana Children's Mental Health Bureau, the Montana Dept of Health and Human Services, the University of Montana, the City of Missoula Housing and Community and Development Office, and so many more community members and film lovers. While in Montana, we also worked with Big Sky Youth Programming to bring the film to two very special screenings in Missoula schools - the **Willard Alternative High School** and **Big Sky High School**, where the wonderful teachers and incredible students got to see the film and meet the director to talk about the universality of Tre, Maison, and Dasan's stories.



*Denali screened the film with the incredible students at Willard Alternative High School in Montana, many of whom have experienced parental incarceration.*

Kids in Rhode Island were *also* seeing the film during that very same (very busy!) week at *two* successful screenings as part of the **Providence Children's Film Festival**, where Maison and Dasan answered questions from the crowd, who ultimately voted TMD the **Audience Award for Best Documentary Feature!**

Also in Rhode Island we were excited to kick off a collaboration with **RIPBS** to bring modules and associated curriculum from the film to [PBSLearningMedia.org](https://www.pbslearningmedia.org) in coordination with the national broadcast.

As the short month was winding up, we were gearing up for Denali's appearance at the 'Story Movements' Conference at the Center for Media and Social Impact at American University, as well as the film's next festival (in Greece!).

But most importantly we wrapped up February formally kicking off two crucial campaigns - first, the **TRE MAISON DASAN/Engagement Capital Campaign**, to ensure project sustainability through 2019 while we keep working hard to bring the film out and get the stories of Tre, Maison, and Dasan to as many people as possible. For more information on the TMD Capital Campaign, and on the



*Maison and Denali doing an interview as part of a profile for ABC6 News in Rhode Island.*

specifics of supporting the project in 2019, reach out to us at [andrew@tremaisondasan.com](mailto:andrew@tremaisondasan.com) or visit [tremaisondasan.com](http://tremaisondasan.com).

And second, the **National Visiting Days**, our major national grassroots outreach project that will be accompanying the film's PBS broadcast premiere! The National Visiting Days is nationwide series of events to bring families and communities together with their incarcerated loved ones, around the national broadcast. It will include coordinated 'watch-events' in local communities for families and children, along with in-prison screenings for their incarcerated loved ones (thanks to PBS access, and the efforts of our partners around the US.) For more on the National Visiting Days, and how you can help take part in it, visit [www.tremaisondasan.com/national-visiting-day](http://www.tremaisondasan.com/national-visiting-day) or reach out to us directly to be looped into our **National Visiting Day Coordinating Coalition Google Group**!

As always, we couldn't do the work without the support and guidance of you, our partners, friends, colleagues, and collaborators, and for that we thank you! Keep an eye out for lots of updates in March as we run up to the broadcast!

-The TMD Team

