



# Tre Maison Dasan

APRIL 1 2019

TRE MAISON DASAN/ITVS' *Independent Lens*  
NATIONAL VISITING DAY

**TRE MAISON DASAN** is an award-winning feature documentary about three boys - Tre, Maison, and Dasan - whose lives are complicated by having a parent in prison. Following their interweaving trajectories through boyhood, and shown directly through their points of view, the film is an exploration of relationships and separation, masculinity, and coming of age when a parent is behind bars. In this age of mass incarceration, Tre, Maison, and Dasan are only 3 out of the 5,700,000 American children who have been directly impacted by the incarceration of a parent.

Now, after a successful national and international film festival run, their story is slated for a national broadcast on PBS' *Independent Lens* on April 1, 2019.

To correspond with this date, we're declaring April 1 to be National Visiting Day, and are working across the country to stage local community screenings coordinated with nearby in-prison viewings, which will allow incarcerated people to view the film simultaneously with their family members on the outside.

By coordinating in-prison screenings with local community-led screening events at theaters, community and arts centers, non-profits, schools, and libraries, we can create a bridge between families and their incarcerated family members, especially between children and their incarcerated parents. Through this engagement, we will also generate a national dialogue about the scale of incarceration in America and the profound rippling effects it has on children, parents, partners, and communities.

By employing an array of discussion methods and response-collection, through discussion guides and tools like ITVS' digital OVEE platform, National Visiting Day will also generate an enormous collection of feedback about the emotional, cultural, political, and social impact of family separation through mass incarceration. We want this to lead to a sustained, informed public discourse long after April about the substance and meaning of parenthood in carceral America, and for that discourse to evolve into applicable, actionable, tangible cultural change.



## IMPLEMENTATION

Implementation of these screening events **requires coordination between regional community organizations and nearby affiliated prison facilities** (ideally with the assistance of mental health and social support staff). The hub-organization will convene a watching-event to bring together the community audience, and work with local prisons and jails to ensure access for incarcerated viewers to the broadcast on April 1. The organization may also lean on families in the community to relay the screening and event information to their incarcerated member at partner facilities.

**TMD and ITVS are also working with local PBS affiliates to ensure the broadcast is accessible**, in both its time slot and platform, to nearby incarcerated populations. This will include a two week streaming and re-broadcast window, when the film will be readily available at PBS.org.

**TMD/ITVS is also collaborating on a body of viewing and discussion guides** that will be made available online in advance of the broadcast, and can be used by facilitators at the events to structure the talkback and discussion following the film. We would encourage feeding responses and reactions into the ITVS/PBS platforms, such as OVEE, in order to maximize the capture of social and emotional responses, and develop follow-up campaigns and publicity that are informed by how people felt about the film.

## PROJECT GOALS

- A national discourse about the forced family separation by mass incarceration; parenthood and boyhood; criminal justice in America, and associated subjects
- A large-scale response-capture that can serve as a qualitative database for understanding the breadth, depth, and substance of the rippling effects of mass incarceration
- A runway groundwork laid for policy action in the wake of the broadcast
- A sizable national broadcast audience, at watch-events as well as as in homes, followed by a sustained period where follow-up watching events can be staged at the convenience of additional communities.
- A national publicity narrative about **National Visiting Day** and its associated events, to raise awareness of the film, the issue, and the opportunities created for effective intervention at the local, state, and federal levels.

## GET INVOLVED AND HELP MAKE NATIONAL VISITING DAY HAPPEN!

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