



Tre Maison Dasan

IMPACT, OUTREACH, RESEARCH, AND ENGAGEMENT

END-of-MONTH SUMMARY, SEPTEMBER 2018

Director: Denali Tiller

Producer: Rebecca Stern

Executive and Impact Producer: Andrew Freiband

September was a month in transition for TMD Impact - having finished a wave of summer festivals with a sold out screening at the **Rhode Island International Film Festival** (including an on-stage introduction of the screening by Providence Mayor Jorge Elorza), and looking toward an extremely busy fall festival and engagement season. September was an opportunity to lay new groundwork for the upcoming push in the quarter before the national broadcast on PBS was likely to consume our efforts.

August concluded our consultancy contract with Policy in Focus, Michael Bracy and Tracy Tucker's DC-based lobbying firm that had helped orchestrate engagement in the policy sphere during and after AFIDocs. As a result of that partnership, we have a revised strategic engagement outline, and an expanded active network of outreach contact points. Part of September was also spent negotiating a new, flat consultancy arrangement with PiF, which was agreed upon and signed into an MOU. This agreement will keep PiF working in our corner into December.

As a first result of this, Michael Bracy represented TMD at the **2018 Getting Real Conference** held in Los Angeles by the International Documentary Association, entering it into the revitalized industry discourse on sustainability, notably led by friend of the film Jax Deluca of the **National Endowment for the Arts**. This is one of the ongoing roles PiF will be playing in the TMD outreach project - joining us with the NEA to present ITVS/PBS with an expanded - and sustainable - model of how a film project can convene productive discussions between the public, policymakers, arts organizations, and major distribution platforms.

September also saw Andrew Freiband - the film's Executive Producer during production - step entirely into a role as Impact Producer to focus and expand the film's outreach efforts in the coming months.

The first orders of business have been to

- update and expand the film's database of relevant prospective organizational partners, to provide a landscape in which outreach can take place, and initiate contact
- update the film project's forecast budget and develop the film's outreach budget

- assume point-of-contact duties for current outreach partnerships, including CDCR, Federal Bureau of Prisons, Osborne Association, The Doe Fund, NYSDCF, Roger Williams University, Brown University, CommunityWorks West/Project WHAT!, and American Institutes for Research

- catch up on reporting of previous screening feedback and integrate this material into the strategic plan

- create draft versions of the viewing and discussion guides to be distributed along with the film

In addition to this infrastructure and foundational work, TMD has been preparing for a busy Fall festival season, with the film slated to screen at **6 different festivals in the next 5 weeks**. Beginning with TMD's International Premiere at London's Raindance Film Festival on October 4, and concluding with a big New York City premiere (not yet public information) at DOCNYC on November 11. At each of these festivals, we are conducting focused engagement and outreach around the film's visit, either pairing festival screenings with community and organizational events, or filling the theaters with local stakeholders, youth groups, academics, organizers, and policymakers, allowing us to lay groundwork for future engagement visits.

In London, for example, the film will be seen by directors, officers, and representatives from the **Standing Committee on Youth Justice, The Prison Reform Trust, Safeground, the Institute for Criminal Policy Research, and Her Majesty's Prison and Probation Service** - all of whom will also meet and connect with Denali while she's there, and explore future partnerships.

Through September, our first phase of community screening pilots has also been ramping up. In transition, we are catching up and preparing our findings report on our July 24 screening for CASA-Essex County. In new partnerships, on Sept 21 we held a pilot screening for **The Doe Fund** in New York City, hosted by Terrance Coffie, in which two dozen formerly incarcerated men watched the film and engaged in a facilitated talkback with Denali. The findings and outcomes of this event will also be packaged into an impact report, but it was an emotional, informative, and moving experience - and promises great potential for a long-lasting therapeutic use of the film in dealing with incarceration shock and trauma.

On Sept 27 Denali presented a clip of the film to the assembled directors of the State of Rhode Island Public Libraries, and initiated discussions about the use of the film in library-led community engagements across the state of RI.

Much of September has also been spent in preparation for active community engagements upcoming in October, and on behalf of the Osborne Association's "See Us Support Us" campaign. October is *See Us Support Us Month*, and TMD will be present at numerous events in partnership with Osborne, the NYS Dept of Children's and Family Services, and the John Jay College of Criminal Justice. As TMD travels the world for festivals, community engagements, and research opportunities, we've also developed a monthlong social media campaign to keep the focus on the children of the incarcerated, and Osborne Association's efforts through *See Us Support Us*.

A busy October lays ahead!

Thank you for your ongoing support!

The TRE MAISON DASAN Team



Denali, Andrew and Terrance at The Doe Fund in New York City.