



American Promise

American Graduate Campaign

POV Season 26, 2013-2014

The Campaign

Working closely with filmmakers Joe Brewster and Michèle Stephenson, POV implemented a national campaign to complement CPB's ongoing AMERICAN GRADUATE INITIATIVE that highlights remedies to the dropout crisis in American high schools. The campaign leveraged the national broadcast of the award-winning film AMERICAN PROMISE to target young people, educators, policymakers, parents and caretakers to inspire discussions around and solutions to the opportunity gap between the typical student and those of color or lower socioeconomic background. Comprehensive surveys were used to measure participant knowledge of issues and awareness gained. 96% of all survey respondents reported an increase in awareness and knowledge of issues raised in the films.

"We get to know these boys and their families in a truly intimate way...This film offers an inside look at two families of color the everyday challenges and choices they face...The door for critical discussion for all of us is left wide open... Fascinating."

- Anderson Cooper
"AC 360" CNN

1,523,000
VIEWERS
Tuned into
broadcast premiere
events

605
EVENTS
Held across the
country

4,475
TOOLKITS
Downloaded

162
INTERVIEWS
Televised and radio

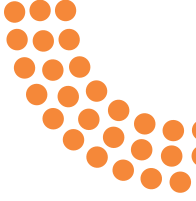
93,188
ATTENDEES
At station and
partner events

40
THEATRICAL
Screenings across
the country

472
ARTICLES
Print and online

303,527
PAGEVIEWS
Visitors to POV film
companion sites

Impact of the Campaign



Action

- STATION GRANTS:**
Distribute and manage \$125,050 to 14 public television stations across the country for new content creation and high profile regional activities
- PARTNER EVENTS:**
Coordinate screenings, panels and discussions with partner organizations, including screenings on the OVEE platform with AGI partners
- RESOURCE MATERIALS:**
Produce video modules, discussion guides, lesson plans and screening guides for community groups and educators
- PROMOTIONAL CAMPAIGN:**
Implement press and promotional campaign, develop an earned media campaign and coordinate a satellite media tour
- DIGITAL**
Launch an online media campaign on POV's website and social media to raise awareness and engage a digital audience

Impact

- Station grantees held **58** events and produced **8** original programs for local communities. After viewing the films, **70%** of participants reported that the issue of black male achievement is more important than ever and **81%** noted they would discuss the issues with friends/family.
- 155** partner events were held across the country, attracting **17,014** attendees. **82%** of partner event organizers reported that the event fostered a greater understanding of the issues raised in the program. **71%** believe that the event raised the community profile of the host organization.
- 4249** resource materials were distributed. **66%** of students were compelled to take more responsibility for their education and **73%** of teachers said they wanted to learn more about how to support black male development.
- National coverage reached **45** million readers and **765** million online users; the satellite media tour garnered a cumulative audience of **2.6** million. Advertisement purchases resulted in approximately **39** million impressions.
- On POV's website (www.pov.org) the films were watched over **57,133**, and the film's webpages received over **303,527** page views. For social media, POV's activities garnered **14,400** Facebook "likes," **2,000** Facebook "shares," and **1,300** Twitter "retweets"

Event Highlights

High profile regional activities targeted specific audiences resulting in the development of new partnerships and increased local involvement around critical education issues.

Policymakers:

Capitol Hill Screening: POV, with Rada Films and the Rabin Group, presented American Promise at the Rayburn House Office Building on Capitol Hill. The Honorable Marcia L. Fudge made opening remarks; filmmakers Joe Brewster and Michèle Stephenson participated in a Q&A panel with David Johns, the Executive Director of the White House Initiative on Educational Excellence for African Americans.

Talking Transition: POV, including both American Promise and filmmakers, participated in “Talking Transition”, a community engagement initiative following the election of NYC’s new mayor to engage New Yorkers in discussion about the city’s most pressing issues.

Educators & Students:

Generation Youth Council: WTVI of North Carolina deepened existing partnerships and formed critical connections when the City of Charlotte Mayor’s Mentoring Alliance and Generation Nation Youth Council held a half-day screening and discussion event where youth reflected on the drop-out crisis and explored roles students can play in closing the achievement gap.

Parents:

Parent Panel @ University of Missouri Kansas: In January, KCPT in Kansas City, MO in partnership with the University of Missouri-Kansas City School of Education, UMKC Black Studies Program, and UMKC Urban Education Research Center held a screening and panel discussion for parents led by the chair of the Urban Research Center. The dialogue sparked ideas and partnerships, resulting in the City Council of Kansas City, Missouri, passed Resolution No. 140146 recognizing KCPT and UMKC for connecting the community with the film and providing meaningful discussions around the issue of black male achievement.



About The Film: American Promise

by Joe Brewster, Michèle Stephenson

American Promise spans 13 years as Joe Brewster and Michèle Stephenson, middle-class African-American parents in Brooklyn, N.Y., turn their cameras on their son, Idris, and his best friend, Seun, who make their way through Dalton, one of the most prestigious private schools in the country. Chronicling the boys’ divergent paths from kindergarten through high school graduation, this provocative, intimate documentary presents complicated truths about America’s struggle to come of age on issues of race, class and opportunity.

Key Campaign Partners

Darcy Heusel & Alexandra Pearson - Picture Motion; Khaleaph Luis; Stephanie Bleyer - Six Foot Chipmunk; Natasha Logan - Logan Projects; Shaady Salehi & Sahar Driver - Active Voice - Teaching Tolerance:

