

An underwater photograph of a coral reef. The water is a vibrant blue-green, with sunlight filtering through the surface, creating a shimmering effect. In the foreground, there is a dense field of coral, including branching corals and large, rounded, yellowish-green coral structures. The overall scene is a testament to the beauty and complexity of marine ecosystems.

docimpacthi5

2019

IMPACT CASE STUDY:

CHASING CORAL

**Exposing the indisputable and
tragic death of coral reefs**

**Galvanizing the climate movement
and reaching beyond the choir**

Photo: New Cal Panorama 04 - March 2016 © The Ocean Agency / Richard Vevers



Photo: American-Samoa © XL Catlin Seaview Survey
- The Ocean Agency - Richard Vevers



THE FILM

***Chasing Coral* is an Exposure Labs production, directed by Jeff Orlowski and produced by Larissa Rhodes. It tells the story of a team of divers, photographers, and scientists who set out on a thrilling ocean adventure to discover why coral reefs around the world are vanishing at an unprecedented rate. The film, for the first time, shows time-lapse footage of the terrifying phenomenon.**

Coral reefs are home to a quarter of all marine species, a remarkable ecosystem that sustains our existence. Yet with carbon emissions warming the seas, a phenomenon called “coral bleaching”—a sign of mass coral death—has been accelerating around the world, and the public has no idea of the scale or implication of the catastrophe silently raging underwater.

Told through the collective will and wisdom of an ad man, a self-proclaimed coral nerd, top-notch

camera designers, and renowned marine biologists, the story unfolds as they invent the first time-lapse cameras to record bleaching events as they happen. Unfortunately, the effort is anything but simple, and the team must doggedly battle technical malfunctions and the forces of nature in pursuit of their golden fleece: documenting the indisputable and tragic transformation below the waves.

With its breathtaking photography, nail-biting suspense, and startling emotion, *Chasing Coral* is a dramatic revelation that won’t have audiences sitting idle for long. Filmed over three years with 500+ hours underwater, including crowdsourced footage sent in by over 500 people from 30 countries, *Chasing Coral* offers irrefutable, visual proof of the crisis that is unfolding, and channels our emotional reaction to move us to action.

With its breathtaking photography, nail-biting suspense, and startling emotion, *Chasing Coral* is a dramatic revelation that won’t have audiences sitting idle for long.

WHO SAW IT?

International:
available in
190+ COUNTRIES
and in
20+ LANGUAGES



Community screenings:

**150K PEOPLE
ATTENDING**



In US:
**NYC and LA
theaters** (for
1 wk qualifying
run, July 2017)

N

Netflix Original:
global premiere
July 14, 2017

Netflix Trailer
Views:
427,000



Press hits:

7,000+

The Washington Post: “A new documentary seeks to make coral reefs the ‘poster image of climate change.’”

The Los Angeles Times: “At *Chasing Coral* screening, an environmental alarm goes off.”

Action Guide:

62,000
downloads

Email list grew to over

19,000



SOCIAL MEDIA

Facebook
71,000
followers
4.2M
people organically
reached by the film’s
Facebook posts

Instagram
45,600
followers
18,300
mentions on Instagram
to #ChasingCoral

Twitter
14,200
followers
9,800
mentions to
@ChasingCoral on Twitter

80+ FILM FESTIVALS,
INCLUDING:

- Sundance Film Festival
- Hot Docs Canadian International Documentary Festival
- Sheffield International Documentary Festival 2017
- SXSW Film Festival
- San Francisco International Film Festival
- Sydney Film Festival

30+ AWARDS, INCLUDING:

Director **Jeff Orlowski** was named by the UN a **UNEP 2017 Champion of the Earth** for his work on *Chasing Coral*, the United Nations’ highest environmental honour.

Exposure Labs received the **2018 FastCompany award** for World Changing Ideas in Photography and Visualization.

2017 PEABODY AWARD
FOR BEST DOCUMENTARY

2018 NEWS AND DOCUMENTARY EMMY® AWARD
FOR OUTSTANDING NATURE DOCUMENTARY, AND TWO NOMINATIONS FOR BEST DOCUMENTARY, AND OUTSTANDING MUSIC AND SOUND

SUNDANCE FILM FESTIVAL:
U.S. DOCUMENTARY AUDIENCE AWARD

MOUNTAINFILM: AUDIENCE CHOICE AWARD: STUDENT CHOICE AWARD

ENVIRONMENTAL FILM FESTIVAL AT YALE: GRAND JURY PRIZE / AUDIENCE CHOICE AWARD

PRINCETON ENVIRONMENTAL FILM FESTIVAL: AUDIENCE FAVORITE

PHILADELPHIA ENVIRONMENTAL FILM FESTIVAL: ENVIRONMENTAL ADVOCACY AWARD

BOULDER INTERNATIONAL FILM FESTIVAL: BEST CALL2ACTION FILM / BEST DOCUMENTARY / PEOPLE'S CHOICE, FEATURE LENGTH FILM

2018 EDWARD R. MURROW AWARD: EXCELLENCE IN VIDEO

ENVIRONMENTAL MEDIA AWARDS (EMA) 2017 NOMINATION: DOCUMENTARY FILM

*Data and numbers as of June 2019

THE TEAM

FILMMAKERS



Director Jeff Orlowski
(*Chasing Ice* – 2012)



Producer
Larissa Rhodes



Co-Producer
Stacey Piculell



Editor
Davis Coombe



Cinematography
Jeff Orlowski and
Andrew Ackerman



Writer
Vickie Curtis

WRITERS

Vickie Curtis, Davis Coombe, Jeff Orlowski

MUSIC BY

Dan Romer & Saul Simon MacWilliams

IN PARTNERSHIP WITH

The Ocean Agency & View Into The Blue

IN ASSOCIATION WITH

Argent Pictures & The Kendeda Fund

EXECUTIVE PRODUCERS

David J. Cornfield
Linda A. Cornfield
Ryan W. Ahrens
Jill K. Ahrens
Ben Cotner
Jason Spingarn-Koff
Lisa Nishimura

ASSOCIATE PRODUCERS

Shari Sant Plummer & Daniel Plummer
Shannon O'Leary Joy
Donna & Kevin Gruneich
Jeff Seibert
Lynda Weinman & Bruce Heavin
Wayne Chang
Greg Brockman And Jennifer 8 Lee
Nion McEvoy
William Donnelly
Andrea Van Beuren
Ginny Jordan
Gretchen Sisson

WITH GENEROUS SUPPORT FROM

BRITDOC Circle
The Tiffany & Co. Foundation
Sundance Institute Including:
Sundance Institute Catalyst
Sundance Institute Documentary Film Program
Open Society Foundations
Ford Foundation Justfilms
Robert Rauschenberg Foundation
Nancy Blachman
Kayvon Beykpour
Bob O'Connor
Buffy Redsecker & Alan Chung

John Steiner & Margo King
Julie & Brad Senet

PRODUCED IN ASSOCIATION WITH:

Sustainable Films
Code Blue Foundation
Earthsense Foundation

IMPACT TEAM

Samantha Wright, Impact Producer & Managing Director
Megha Agrawal Sood, Director of Programs
Max Steinman, Campaign Director
Alan Chan, Director of Development and Operations
Meghan Welsch, Director of Screenings
Bre Graziano, Community Engagement Manager
Zack Rago, Youth Outreach Manager
Samantha Adler, Campaign Strategist
Savannah Miller, Program Strategist
Caroline Beaton, Impact Operations Coordinator
Mark Crawford, Short-Form Video Producer
Vickie Curtis, Education Consultant

It took a village to bring this film and the impact campaign to life. The team expresses gratitude to their incredible film subjects, their amazing scientists, beloved film crew, and the countless others for helping bring this important story to the surface.

To see the entire team, please go to
www.chasingcoral.com/the-team

TRADITIONAL DISTRIBUTION

- Netflix Originals**
- Submarine** (Sales Agent)
- Brigade** (Festival PR)
- Dish Communications** (Awards PR)
- Verdant Communications** (Awards PR)
- Paula DuPré Pesmen** (Distribution Consultant)
- Ali Fujino & Joan Hobbs** (Festival Support)

IMPACT CAMPAIGN

- Director of Programs:
Megha Agrawal Sood

Campaign Director:
Max Steinman

Director of Screenings:
Meghan Welsch

Community Engagement Manager:
Bre Graziano

Program Strategist: **Savannah Miller**

HQ Operations Manager:
Joan Hobbs

Local Organizing Partners:
Charleston County School District
Conservation Voters of South Carolina
Environmental Voter Project

Global Organizing Partners:
The thousands of amazing organizations who hosted local community screenings

Discussion Guide & Curriculum Development:
Blueshift Education
Hot Docs — Docs For Schools
Doc Academy
Vickie Curtis
- Educational Outreach Partners:
The Ocean Agency
Teens4Oceans
Underwater Earth

Impact Documentation:
Mark Crawford, Forrest Lotterhos, Dave Wruck, Joseph East, Mass FX Media

Impact Braintrust:
Cara Mertes
Holly Gordon
Paula DuPré Pesmen
Bob Inglis
Geralyn Dreyfous
Paul Hawken

Impact Team Expansion:
Samantha Adler
Alan Chan
Caroline Beaton

Interns & Additional Support:
Michelle Russell (intern)
Mackenzie Moran (intern)
Colette Smith (intern)
Erik Tobeler (shipping coordinator)
Sara Cottle (operations coordinator)

*See timeline for greater detail on how the impact team formed and disbanded throughout the campaign

BUDGETS

PRODUCTION BUDGET TOTAL: \$2M+

The Kendeda Fund
David J. Cornfield
Linda A. Cornfield
Argent Pictures
Ryan W. Ahrens
Jill K. Ahrens
Shari Sant Plummer & Daniel Plummer
Shannon O’Leary Joy
Donna & Kevin Gruneich
Jeff Seibert
Lynda Weinman & Bruce Heavin
Wayne Chang
Greg Brockman & Jennifer 8 Lee
Nion McEvoy
William Donnelly
Andrea Van Beuren
Ginny Jordan
Gretchen Sisson
Sustainable Films
Code Blue Foundation
EarthSense Foundation
BRITDOC Circle
Sundance Institute Documentary Film Program

With support from

Open Society Foundations
Ford Foundation JustFilms
Robert Rauschenberg
Sundance Institute Catalyst
Tiffany & Co. Foundation
Nancy Blachman
Kayvon Beykpour
Bob O’Connor
Buffy Redsecker & Alan Chung
John Steiner & Margo King
Julie & Brad Senet

IMPACT CAMPAIGN BUDGET
TOTAL: \$2M+

The Kendeda Fund
Far Star Action Fund
Argent Pictures
BRITDOC Circle
Tiffany & Co. Foundation
Sustainable Films
Code Blue Foundation
EarthSense Foundation
Private Individual Philanthropy

“Chasing Coral brings the
issue of climate change
dramatically to life.”

—
Former US Representative,
Beto O’Rourke





CAMPAIGN & IMPACT

THE CAMPAIGN

Exposure Labs launched their campaign at the film’s world premiere at Sundance 2017, then led a two-year global outreach campaign starting with a series of targeted, US-based activities designed to raise awareness of coral bleaching, to galvanize the climate movement, and to find bipartisan ways to bring climate change skeptics into the room.

As we will see, the team built on lessons from their previous film *Chasing Ice*, about melting glaciers. From that film to this one, the team has explored narratives relating to the climate crisis and refined their approaches to storytelling, communications, and engagement strategies that could appeal to the widest audience, creating a safe space in which to discuss climate change.

The campaign team maximized their Netflix Originals distribution deal to engage the widest global audience, offering freely available screening tools for localized engagement while focusing their own efforts on US campaign components.

The US outreach centered around five campaigns in places with tipping point opportunities where they could go deeper. In South Carolina and Georgia, both conservative states with pockets of progressive communities (i.e. not completely red or blue throughout, but states with “purple areas”) and in Colorado, a more progressive “purple” state where the team is based and has strong connections, they set out to expand the movement with new and unexpected voices.

As a result of their work, *Chasing Coral* has led to widespread understanding and public discourse about mass coral death. It is no longer a hidden issue. This has happened directly through their film and indirectly through emerging new media and the attention that the film inspired.

THIS FILM AND CAMPAIGN SHOW THAT AMPLE FINANCING AND A BIG TEAM — A DEDICATED AND EXPERIENCED IMPACT AND OUTREACH DIVISION AT EXPOSURE LABS — AS WELL AS AN IMPRESSIVE DISTRIBUTION DEAL ALL PAVED THE WAY FOR THE MASSIVE REACH THAT THE TEAM WAS ABLE TO BUILD TO ACHIEVE THE IMPACT FOR WHICH THEY AIMED.

“A powerful call to action to confront the serious threats facing coral reefs — and the many species who depend on them, including our own.”

—
Michael Bloomberg, CEO of Bloomberg L.P.



HOW THEY TRACKED IMPACT

REACH

- **Tracked number of screenings** with a registration form (date, location, estimated attendance) that integrates with Streak, a Gmail CRM plug-in for both registered online screenings and more hands-on screenings (and managing contacts)
- **Collected event reports** from event hosts
- **Collected qualitative surveys** completed by event hosts
- **Interviewed event hosts/attendees/leaders/educators** for qualitative feedback on impact of screenings

ENGAGEMENT

- **Collected and photographed customizable** posters that individuals filled out stating their support for clean energy
- **Collected commitment cards** and polaroid pictures noting actions individuals aimed to take*
- **Collected stories** of transformation - of the film sparking new climate leadership, new projects, and new developments - in an inspiration blog
- **Collected reflections from students** about how the film impacted them and how the project deepened their understanding using a “reflection exercise”*

INFLUENCE

- **Tracked press hits** (using Google News search tool) and social media mentions
- **Tracked the number of legislators** present at events*
- **Captured legislators’ positions** on clean energy on camera*
- **Tracked the voting record of legislators** on solar legislation since the screening tour*
- **Tracked new clean energy policies** enacted/passed since the screening tour*
- **Tracked voter conversion rates** between those who pledged to vote and voter files*
- **Tracked new sources of funding** for research and preservation of coral reefs

*For specific regional campaigns in the US

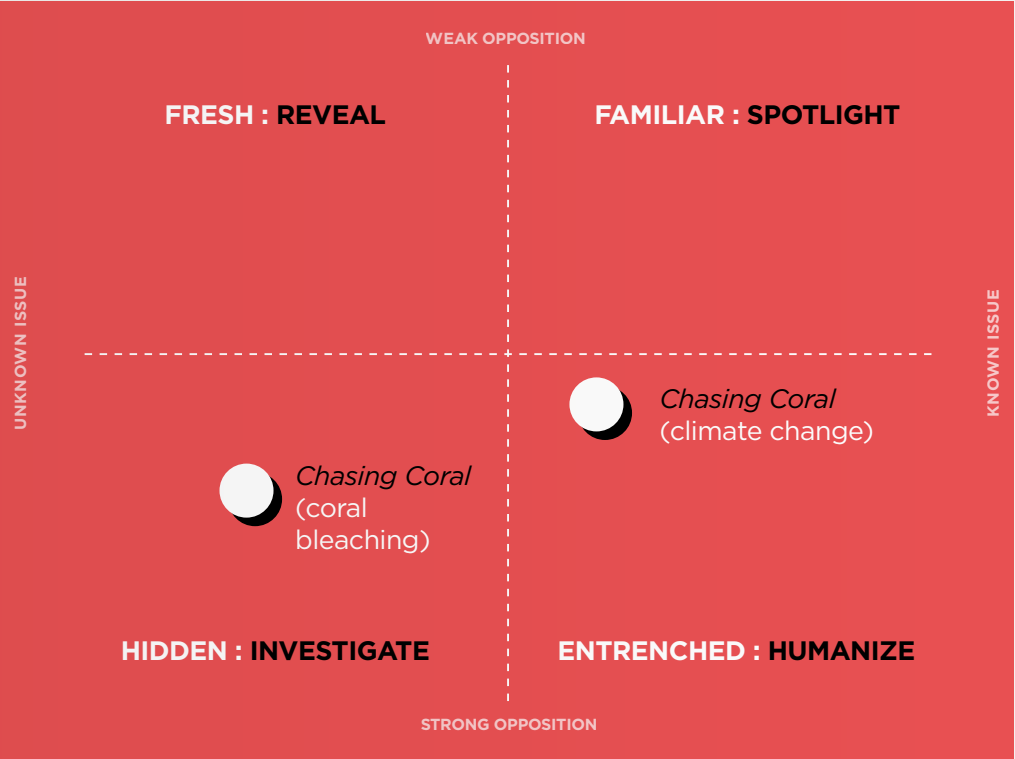


These quadrants represent Doc Society’s framework for mapping impact strategies to story environment



Coral reefs are a remarkable ecosystem that sustain life in the oceans and on this planet. But carbon emissions and warming seas are leading to mass coral death at a rate that is accelerating.

In fact, a report by The UN Intergovernmental Panel on Climate Change (IPCC) warned of a mass coral die-off at current carbon emissions rates. This landmark report released in October 2018, about a year and a half after *Chasing Coral's* premiere, predicts a mere 12 years before the effects of climate change are catastrophic. Coral reefs are both a symbol of and a wake up call to the climate crisis. The urgency of the issue cannot be overstated.



Because coral bleaching is **HIDDEN** under the sea, it has long been an unknown issue – even to climate activists. So, the general public has also had no idea about this phenomenon, its scale, or the dire implications for all of us. In addition, climate change is a deeply **ENTRENCHED** issue in the US, in particular, where there has been massive opposition to solving this crisis from politicians and corporations with an interest in maintaining the status quo for short term gains. With over \$1 billion annually spent by lobbyists to sow misinformation and confusion among the public about climate change — in the US especially, where the campaign has been centred — the movement has confronted one barrier after another.



ENTER THE EXPOSURE LABS TEAM.

Realizing what they were up against, the team set out to **INVESTIGATE** the phenomenon and use it to provide proof and make visible the devastation under the seas.

Armed with stunning visuals and a story of deeply committed people on camera who are devastated when confronted with the reality of dying corals, the team used the film to **HUMANIZE** the climate change narrative.

The film creates a pathway for sympathetic but unengaged audiences to push past the political polarization and get involved in a great transformation — led by activists, advocates, policymakers, funders, mediamakers, researchers, scientists, youth and everyday people — to make vital, small-scale, and system-wide changes to secure our future.

“You look at every piece of climate change action and it’s about improving people’s lives — creation of jobs, reducing pollution, greenifying cities. It’s essentially a great transformation that’s already beginning... all we’ve got to do is give it a bit of a shove.”

— Richard Vevers, The Ocean Agency



IMPACT DYNAMICS

Doc Society devised the Impact Dynamics framework by studying how the most effective social change documentaries help fuel change, working with NGOs and activists to understand how they conceptualize campaigns.

Most films and campaigns focus on one or two particular dynamics; *Chasing Coral* hit on every level.

CHANGING MINDS:

Raise awareness about coral bleaching, elevate coral as a symbol of the climate crisis, and broaden the climate movement

Target audience: US/global public, especially unexpected allies in red and purple states

CHANGING BEHAVIORS:

Mobilize voters to take the climate into consideration when voting, prompt individual action, and inspire student impact projects relating to the climate

Target audience: US/global public, especially voters and students in South Carolina and Georgia

CHANGING STRUCTURES:

Unlock funding and inspire policies that protect coral reefs and promote the transition to clean energy

Target audience: Constituents, lawmakers and funders around the world, but especially in DC, Georgia and South Carolina

BUILDING COMMUNITIES:

Support grassroots organizations and offer a tool they can use to grow the movement

Target audience: People who partnering organizations had not traditionally been able to reach, especially in Colorado, Georgia and South Carolina

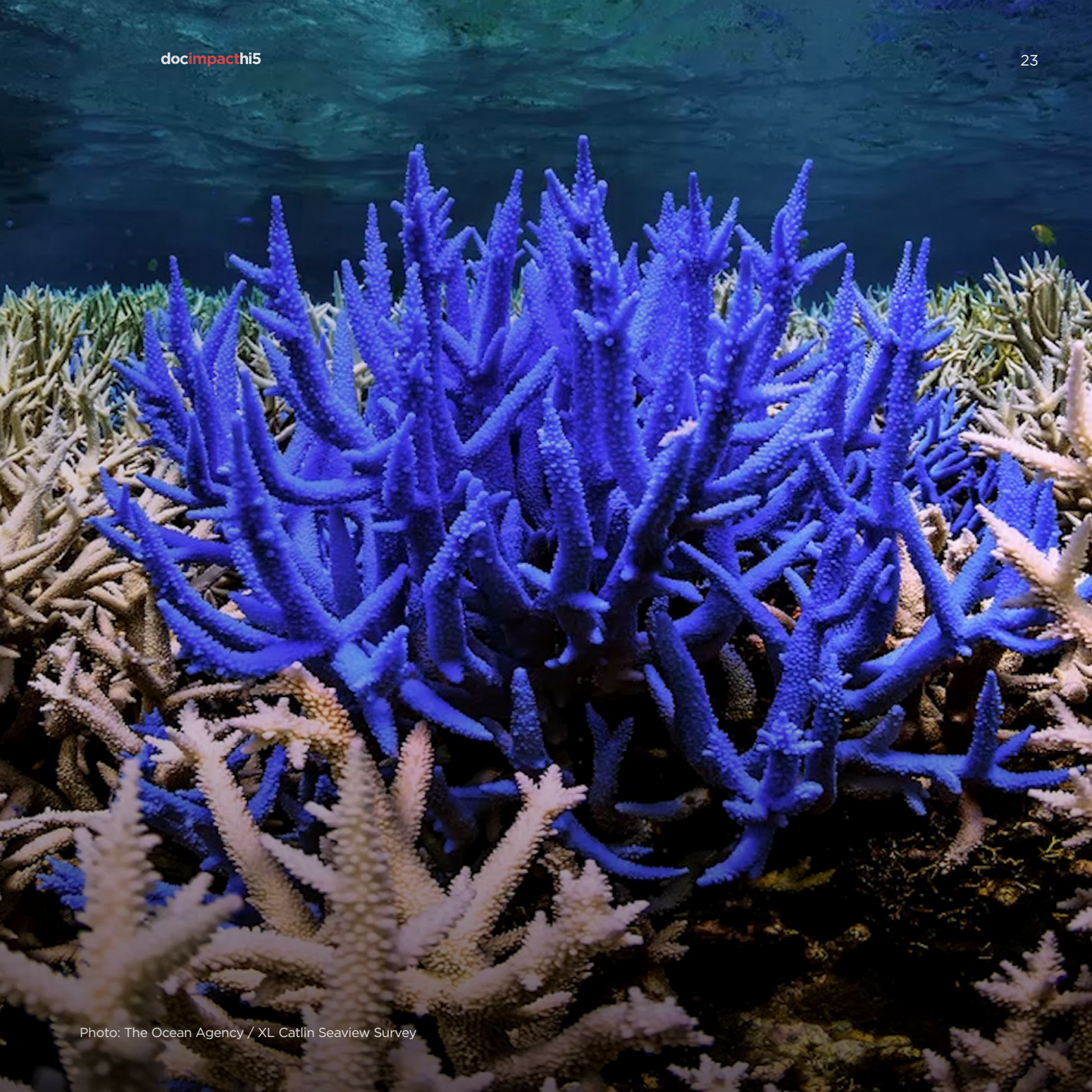
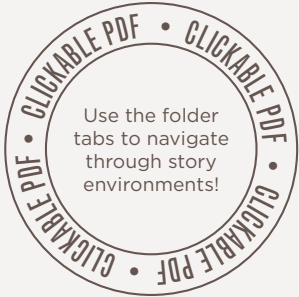
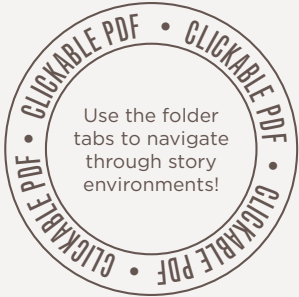


Photo: The Ocean Agency / XL Catlin Seaview Survey

WHAT HAPPENED



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
<p>The <i>Chasing Coral</i> campaign raised awareness about coral bleaching, elevated coral as a symbol of the climate crisis, and broadened the climate movement.</p>			
STRATEGY			
<p>PRESENTING NEW EVIDENCE IN A CONVINCING WAY</p> <p>The Exposure Labs team created a film that provided forensic evidence of the issue, told through compelling and evocative storytelling. Through a time-lapse design and working with leading experts to ensure factual accuracy, they were able to present an irrefutable visible case to an unknowing public that this was a major problem.</p> <p>Seeking to reach the broadest possible audience, they considered potential barriers that certain audiences might experience, and encouraged a more neutral framing to avoid shutting them out. For example, for audiences who may not relate to the language of “evolution”, they encouraged interview subjects to restate comments to get the point across without alienating those viewers.</p> <p>ADVOCATING FOR A PLATFORM-SHIFTING IMPACT DISTRIBUTION DEAL</p> <p>The team knew a Netflix Originals deal would be a game changer in terms of reach, and they also knew they needed the flexibility to go deeper with community screenings. The Exposure Labs team created an overview of their impact goals to share their vision with their potential distribution partner. They advocated for an impact-rich approach to getting the film out into the world, which enabled them to negotiate a Netflix deal which hit reach and depth at the same time.</p> <p>The Netflix Originals distribution deal included a single, public, educational screening license for any Netflix subscriber so that they could screen the film without additional charge in any venue of their choosing. The film would immediately reach a potential global audience of 139 million subscribers in over 190 countries, and highly motivated subscribers could immediately</p>		<p>register to host a screening so they could use the film to go deeper in their community. Netflix spent additional resources on marketing materials, press, and running awards campaigns, making the distributor a valued climate movement partner.</p> <p>The team supplemented this support with their own outreach to get the word out far and wide.</p> <p>TARGETING KEY INFLUENCERS</p> <p>The Exposure Labs team wanted to shift policy too. This meant getting the film in front of people who held power in certain arenas. So, they showed <i>Chasing Coral</i> at major international forums like the United Nations, UNESCO, and the World Bank.</p> <p>They screened the film with over 50 government agencies, including the Environmental Protection Agency in the US, the US Coast Guard, and to lawmakers on Capitol Hill. They also targeted specific influencers at the US state level where they saw the potential for change.</p>	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
The <i>Chasing Coral</i> campaign raised awareness about coral bleaching, elevated coral as a symbol of the climate crisis, and broadened the climate movement.			

WIDESPREAD UNDERSTANDING OF CORAL BLEACHING

Chasing Coral significantly influenced public understanding of the urgency of climate change through the story of coral bleaching. **Public and private screenings reached an estimated 150k people worldwide**,¹ ranging from the remote island of Pago Pago to the high latitudes of The Arctic University of Norway. The film and campaign quickly began to saturate public discourse, generating 7,000 press hits² – including in major publications like NPR, The New York Times, CNN, and Vice – altogether reaching millions of people.

“A beautiful and heart-wrenching reminder of how important the ocean is to all of us, and why the ocean deserves an Oscar.”
— Richard Branson, Virgin Group

MAINSTREAMED CORAL AS A SYMBOL OF THE CLIMATE CRISIS

“It’s a story that translates without words. Seeing a single slice of reef progress over the course of a minute-long timelapse from a kaleidoscopic, thriving ecosystem to nothing but clumps of stray sludge hits home: in the film, an audience attending a presentation by Rago is brought to tears by the images.”
— Conde Nast Traveler

1 This is based on the low end of scaled estimates provided by screening hosts who registered their events.
2 This is based on total hits returned by Google News.

IMPACT

The film and all resulting media coverage elevated coral as a symbol for the climate movement. It also **sparked the creation of new media**. In November 2017, during the COP23 climate talks, Upworthy published a video using the timelapse footage of coral bleaching to highlight the urgency of the issues and shift the focus from complex policy to visual evidence.

The film **inspired artists to make coral the subject of their works**, from body art to large-scale installations.



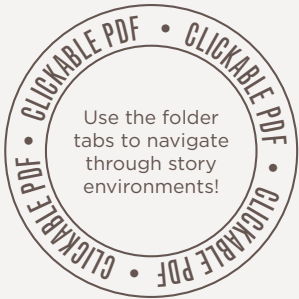
Meg Rosko
@nutmegandhoneybee
via Instagram

Instagram
@_amanda_west

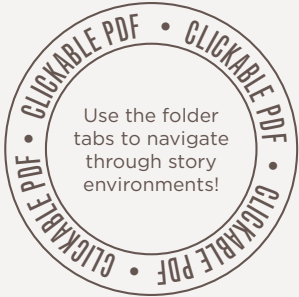
Instagram
@soniarandallart

Instagram
@baceramics_glass

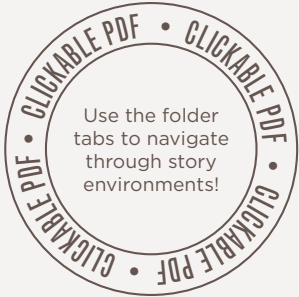
Coral also made its way into interesting new spaces, such as the world of design. In October 2018, Jeff Orlowski and Richard Vevers, a subject of the film, attended and screened the trailer at the annual XPRIZE summit, a design challenge meant to solve humanity’s greatest challenges. The summit awarded its Top Prize in Design to “Coral Survival” — a concept aimed at protecting and restoring coral reefs.



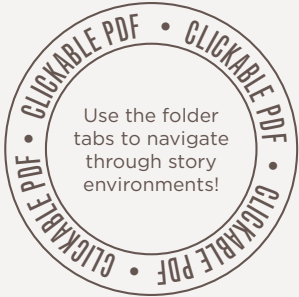
CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
<p>The <i>Chasing Coral</i> campaign raised awareness about coral bleaching, elevated coral as a symbol of the climate crisis, and broadened the climate movement.</p>			
IMPACT			
<p>By 2019, the Earth Day theme “Protect our Species” declared coral reefs one of the six species to rally around.</p> <p>In fact, by this point coral had become so mainstream that Pantone, the color manufacturer and global design force, announced that the 2019 Pantone Color of the Year would be “Living Coral”.</p> <p>WHAT TRACKING IMPACT TELLS US</p> <p>The team knows they elevated awareness about coral bleaching, positioned coral as a symbol of the climate crisis, and broadened the climate movement because they:</p> <ul style="list-style-type: none">— Secured a rise in mentions/press coverage about the film— Secured new influencer mentions about the film/coral— Noted a rise in online traffic (emails and social media)— Noted a rise in mainstream attention (art and projects) around coral— Observed press coverage about the film connecting coral and the climate crisis— Learned anecdotally that partners had reached a greater percentage of their target audiences— Heard directly from policymakers that they had changed their minds after seeing the film			



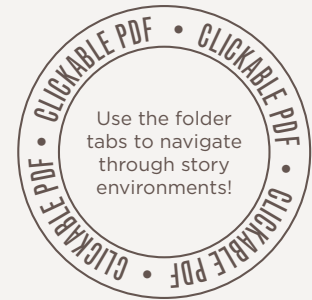
CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		
STRATEGY			
TAKING AN EVALUATIVE AND ITERATIVE APPROACH <p>While activating the impact campaign for their prior film, <i>Chasing Ice</i>, the team learned the challenge and value of engaging individuals to take specific action. They also tested out models and approaches in a variety of communities. A key lesson on reaching new audiences for climate messaging was to engage non-traditional messengers, such as conservative farmers and church groups. They then created easy ways - paper printed with message boards and marker pens on site at the screening, and a social media hashtag - for audiences to target their congresspersons directly.</p> PAY ATTENTION TO WHAT WORKS; WHEN IT DOESN'T, PIVOT <p>The team maintained this evaluative/learning approach during the <i>Chasing Coral</i> campaign and course corrected throughout. For example, the Ambassador program that they had initially envisioned did not take off. The idea was to engage highly motivated people locally to support future screenings and impact events. While the team received plenty of emails from interested audience members, they soon realized they did not have the capacity to manage ambassadors effectively. So, they eventually discontinued that initiative. The team also put a lot of resources towards the creation of a map illustrating where screenings were taking place. But this was time-consuming and when they realized it wasn't necessarily helping anyone, they abandoned that effort.</p> RE-FRAME THE NARRATIVE TO ENGAGE AUDIENCES IN A HOPEFUL MESSAGE <p>Another lesson was the importance of deploying a more effective framing. The climate crisis can be overwhelming - especially when presented through a problem lens. The <i>Chasing Coral</i> team intentionally started talking about it</p>		<p>through a solutions lens, encouraging people to join “The Great Transformation” discussed in the film, aligning positive climate action with job creation and greenifying cities. Language that makes people want to be involved rather than turn away.</p> LEVERAGING INTEREST THROUGH A DECENTRALIZED DESIGN <p>The team channeled all the incoming interest toward specially built resources that identified how best to inspire individual actions. That made it easy for any interested person to host a screening of their own with minimal support from the Exposure Labs team.</p> <p>And people did!</p> <p>For example, the Australian Marine Conservation Society (AMCS) self-organized nine screening events in eight cities throughout 2017 as part of their Great Barrier Reef Roadshow to mobilize against the Adani coal plant being developed along the Great Barrier Reef. In fact, in two years, the Exposure Labs team supported over 2,000 registered community screenings in over 100 countries.</p> <p>The resources they provided included: digital toolkits for planning and promoting an event, tips for engaging local organizations and speakers, guidance on how to move guests to action, a social media guide, and classroom tools (e.g. curricula for short and long-term projects). They even offered a 6-minute VR film about the making of <i>Chasing Coral</i> for classroom use, which they provided upon request.</p> <p>The keys to the success of this design were:</p> <ul style="list-style-type: none">— Robust marketing to support broad outreach and generate big buzz— A dedicated and experienced team of two to manage incoming requests and fulfillment— Effective resources that clearly outlined<ol style="list-style-type: none">1. the campaign goals2. what people could do3. where to find resources/partners4. the tech challenges they might encounter, with troubleshooting tips5. case studies (impact stories) to help people imagine what they could do	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		
STRATEGY			
<ul style="list-style-type: none">— Uploading the guides to a Google doc, allowing for real-time editing to maintain the most up-to-date information and recommendations— Directing audiences to other campaigns (rather than reinventing the wheel):<ul style="list-style-type: none">• National Geographic’s 14 Ways to Reduce Your Carbon Footprint for individual actions; The 50 Reefs Initiative, so they could report on reefs in their community; a Change.org petition to ban coral damaging sunscreen in Hawaii; calling on UNESCO to protect The Great Barrier Reef from fossil fuel development <p>See all guides here: www.chasingcoral.com/take-action</p> <p>GOING DEEP IN TARGET CITIES AND STATES</p> <p>The decentralized design allowed them to free up resources to go deeper in “purple” (i.e. politically mixed) communities to engage non-traditional allies. Each community aimed for a different kind of social impact:</p> <ul style="list-style-type: none">— Big Screen Bloc Party mobilized voters— The Dear South Carolina Tour shifted policymakers’ positions— The Unstoppable Schools Project inspired young people in South Carolina— The Chasing Brews Colorado Campaign strengthened the local community		<p>Big Screen Bloc Party</p> <p>In Georgia, for example, the team’s success was the result of a few key tactics, which they used to support seven screenings for roughly 300 attendees through the first half of 2018:</p> <p>1. Experimenting with an event chair organizing model. In this model, Exposure Labs did the work of setting up the events, but engaged community leaders to help them bring in their target audiences. This allowed them to draw on their own experience and expertise, while also tapping into existing local networks, knowledge, and credibility.</p> <p>2. Expanding to other stories. Crucially, the team realized that their film wasn’t necessarily the most appropriate for all audiences so rather than promoting <i>Chasing Coral</i>, they turned to other climate related films like <i>Beasts of the Southern Wild</i>, <i>Captain Planet</i>, <i>Jungle Book</i>, and <i>Wall-E</i> when they wanted to reach new audiences and engage non-traditional allies. They also created marketing materials that partners could use to elevate those events.</p> <p>3. Bringing in local, trusted messengers with the unique capacity to effectively reach their audiences and move them to action. For example, they brought in former Atlanta Falcons NFL player Ovie Mughelli, who shared the spark that made him become an environmental champion, as well as local businesses such as tech start-up Goodr, and rapidly expanding popsicle company King of Pops. This was a powerful way of making their causes relatable to mainstream and other audiences.</p>	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		
STRATEGY			
<p>The Dear South Carolina Tour</p> <p>In South Carolina they deployed a few key strategies and tactics to elevate the impact of their tour of nine state house districts, with over 30 screening events in a one year period:</p> <ol style="list-style-type: none">1. They targeted districts where increased public support for clean energy was needed to build political will and influence legislators.2. They implemented a field organizer model, supporting their partner Conservation Voters South Carolina (CVSC) to lead the work on their own. Exposure Labs offered them a grant and trained seven of CVSC’s community organizers to build their capacity to use film to advance their work. This included sharing best practices from previous efforts, providing screening and action tools, and helping them to design highly curated events for their respective local needs.3. They provided invaluable communications tools for organizers to pair with the film, including posters that amplified constituents’ voices in support of clean energy across the state. Organizers leveraged these assets in other venues, such as farmers’ markets and community gatherings. <p>Unstoppable Schools Project</p> <p>In South Carolina’s Charleston County School District, they screened <i>Chasing Coral</i> over the spring 2018 semester at seven high schools, reaching 3,000 students. In order to boost these efforts they:</p> <ol style="list-style-type: none">1. Created a set of classroom curricula to help educators use the film to promote discussion and learning and to inspire projects. This included one-day classroom modules, as well as a semester-long, project-based learning curriculum.		<p>Using <i>Chasing Coral</i> as a launchpad, the project-based learning curriculum had students form teams to investigate a local environmental issue of their choosing and initiate plans to take action. Students were required to exercise autonomy, awareness, and complexity through these investigations. The project thus encouraged leadership and supported a broader understanding of local environmental issues. The team tested this thinking by conducting an early screening and workshop with educators in December 2017 to garner lessons and share ideas, before officially launching the program and materials.</p> <ol style="list-style-type: none">2. Actively involved Zack, one of the key protagonists in the film, in these events. His presence added a bit of cachet and excitement for students. In fact, beyond South Carolina, Zack visited almost 50 schools in-person and an additional 100 virtually. By the end, he had spoken to over 11,000 students across North America and corresponded with thousands more around the world over email and social media.	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		

STRATEGY

The Chasing Brews Colorado Campaign

In **Denver**, Colorado, the Chasing Brews campaign deployed a few key strategies and tactics around their goal of empowering leaders and engaging new audiences that elevated the impact of eight screenings, reaching 250 attendees over their four month campaign:



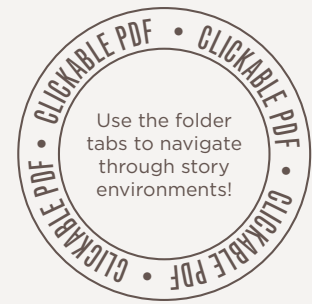
- 1. **Leveraging breweries as trusted messengers** in the community. They targeted brewers that were already leading the charge, from waste diversion to water conservation and recycling, many of whom were also coming from a science background. They invited representatives of the breweries to speak before and after the screenings, knowing that concerned but unengaged regulars would pay attention to what they had to say.
- 2. **Featuring local experts and organizing partners on post-screening panels** meant that local brewers didn't have to answer the "tough" questions on climate and local connections.

- 3. **Meeting people where they already gather:** at local breweries. While this is not your typical venue for a film screening, it made it easy to reach local audiences with the film's message. This was especially important for this land-locked state, where coral is not necessarily top of mind.
- 4. **Highlighting local sustainability champions** (including the brewers themselves) to make sustainability more accessible to audiences and thus inspire them to join The Great Transformation. For example, Dominic Rosacci, co-founder of Allmade and CEO of Superior Ink in Denver, whose companies hold sustainable practices as a first principle, struck such a chord with the audience at his first event that he came back to speak at the following ones.
- 5. **Providing hand-outs with specific ideas on how to take action.** And, following the panel, attendees were invited to take a polaroid and write down their commitments, which ranged from reducing meat consumption and composting to voting and volunteering with local organizations.





CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		
IMPACT			
INSPIRED INDIVIDUAL ACTION GLOBALLY <p><i>Chasing Coral</i> was used in over 2,000 self-organized screenings around the world and sparked countless actions - ranging from personal commitments to recycle or stop using certain products, to more aggressive shifts such as joining the work of local organizations or helping to track the impact of the climate crisis on coral reefs in viewers' communities. While the decentralized nature of the campaign made it difficult to track individual actions, the team knows that as of June 2019:</p> <ul style="list-style-type: none">— Online donations to the campaign through the WILD Foundation amounted to almost \$80,000 since the film premiered to support the outreach.— 62,000 people downloaded the Action Guide.— 1000+ people reached out to them to learn more about how to take action.— 200+ people, groups, schools and other organizations requested to use their VR film.— 150+ helped document coral bleaching and climate change.— Chasing Brews' Colorado campaign prompted 50 personalized commitments to change. <p>Some screenings even inspired new projects and initiatives. For example, screenings and a virtual visit from Zack in West Palm Beach, Florida inspired the Palm Beach Day Academy (PBDA) to apply for, and ultimately receive, a grant to purchase several tanks to grow coral and launch the PBDA Coral Project. And students at Gulliver Schools in Florida were so inspired by the film they went on to host the inaugural Miami Youth Climate Summit in March of 2019, where Zack was a keynote speaker.</p>		<p>“Zack and the film were the catalyst to PBDA’s focused attention on the plight of the world’s coral reefs. Zack’s enthusiastic delivery of this message and his devotion to empowering youth to take action was the driving force behind the birth of our very own PBDA Coral Project.”</p> <p>— Palm Beach Day Academy Facebook</p> 	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
	The <i>Chasing Coral</i> campaign mobilized voters to consider the climate when voting, prompted individual actions, and inspired student impact projects relating to the climate.		

IMPACT

ACTIVATED VOTERS IN ATLANTA AND SOUTH CAROLINA

Big Screen Bloc Party successfully inspired voters in Atlanta, especially passive environmentalists, to go to the polls for the 2018 midterms with the environment top of mind.

Each screening event connected the film’s story to the city’s emergence as an environmental leader. Each one fostered a fun party vibe and highlighted local sustainability champions, like the beloved Atlanta popsicle brand King of Pops and local sustainable design architects. Then, guests at some events were asked to take the Unstoppable Voter Pledge to show up at the polls with the environment top of mind - with great success. At other events, they aimed to raise awareness about the key role the Public Service Commission (PSC) plays in clean energy decisions and urged audiences to pay attention to PSC elections.

The Public Service Commission:

regulates our state energy utilities, directly impacting our wallets and our environment

- CHOICE** Determines our optimal energy mix
- AFFORDABILITY** Protects against predatory pricing
- RELIABILITY** Develops a 20 year energy roadmap

Vote in the PSC race on Nov. 6th for a clean energy future

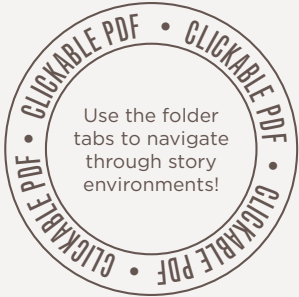
The **Dear South Carolina Tour** used screenings to build support for the state’s faltering solar energy plans in nine state house districts. The team encouraged constituents to post messages on a dedicated website, www.DearSouthCarolina.com, and shared it with targeted legislators to **show visual evidence of their constituents’ positions**. Based on their partner’s feedback, this strategy, and the perception of scale they were able to produce through it, really worked to help get the attention and support they needed (more information on the impact of this under Changing Structures below).



WHAT TRACKING IMPACT TELLS US

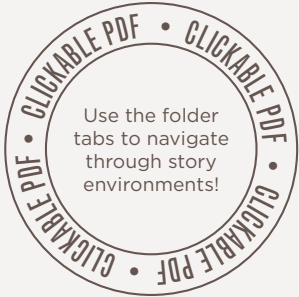
The team knows they prompted individual action and mobilized voters to take the climate into consideration when voting because they:

- Secured relatively high voter conversion rates tracked through a professional firm, EVP, in Georgia
- Secured new audience commitments to take action/shift behavior in Polaroids taken at events
- Secured new Action Guide downloads indicating the *intent* to take action
- Secured new photo submissions to increase pressure on legislators
- Learned anecdotally that audiences were moved to volunteer, donate, and join partner efforts
- Learned of new projects or initiatives inspired by the film

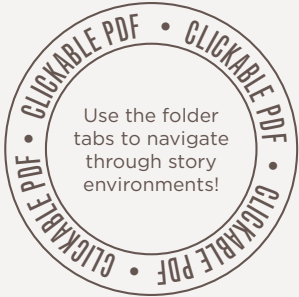


CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
		The Chasing Coral campaign unlocked funding and inspired policies that protect coral reefs and promote 100% clean energy/solar power.	
IMPACT			
GAME CHANGING POLICIES AND FUNDING <i>Chasing Coral</i> engagement activities both <i>directly and indirectly</i> contributed to the advancement of relevant new policies and funding. DIRECTLY — IN THE US The Dear South Carolina Tour collected and promoted messages to elevate constituent positions in favor of clean energy, and successfully built support for clean energy legislation in the state. At least nine South Carolina state representatives attended a screening, of which five who had not been consistently vocal in support of clean energy prior to the campaign made public statements of support by the end of it. These included: <ul style="list-style-type: none">— Senator Shane Massey, a Republican in Aiken County and the Senate majority leader— Senator Scott Talley, a Republican in Spartanburg County— Representative Ashley Trantham, a Republican in Greenville County— Representative Gary Clary, a Republican in Pickens— Representative Jason Elliott, a Republican in Greenville County The Conservation Voters of South Carolina (“CVSC”) focused directly on State Rep. Jason Elliott, who had previously voted down a landmark solar bill during the South Carolina 2018 legislative session. They were able to build enough public pressure through the Dear South Carolina Tour that he ended up voting in favor of a bill in early 2018 that doubled the net metering cap on solar. He said: “Nuclear is on the way out in South Carolina, as we’ve seen. So, South Carolina’s future energy needs are gonna have to be met from clean sources of energy.” Then in early 2019, ahead of an important vote, CVSC was able to maintain		pressure against a well-organized opposition that ultimately led to the Energy Freedom Act unanimously passing the state House and Senate, and being signed into law. The new legislation is making solar a more desirable option for residents across the state. <i>“It was a very powerful film. It showed me that change occurs quickly. Choices that we make today will impact how viable a future we have.”</i> — State Rep. Jason Elliot DIRECTLY — INTERNATIONALLY The Ocean Agency, founded by Richard Vevers, who features in the film, saw “an immediate jump in support for coral reef conservation, with well over \$1m donated.” Vevers attributes this as a direct result of the film. In addition, he explained: <i>“One of the biggest impacts the film had was to inspire new initiatives. Richard Vevers and The Ocean Agency together with the scientists involved in the film developed the 50 Reefs initiative. \$1.5 million was raised for a groundbreaking scientific study - a portfolio of 50 reefs that are less vulnerable to climate change were identified that could help with targeting more effective conservation action. This study led to an \$86m funding commitment from Bloomberg Philanthropies to protect the reefs identified.”</i> — Richard Vevers, The Ocean Agency Based on the film, The Ocean Agency also developed another initiative called “Glowing”, which aims to drive policy and funding to protect reefs through a creative show of public support. The Exposure Labs team also promoted efforts to protect Australia’s Great Barrier Reef through the campaign. As previously noted, their partner, the Australian Marine Conservation Society (AMCS), organized screenings in eight cities throughout 2017 as part of their Great Barrier Reef Roadshow to mobilize against the Adani coal plant being developed along the Great Barrier Reef. In a final report,	

WHAT HAPPENED



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES
		The Chasing Coral campaign unlocked funding and inspired policies that protect coral reefs and promote 100% clean energy/solar power.	
IMPACT			
<p>the AMCS reported that they had inspired nearly 2,000 people to stand up for the Great Barrier Reef, including new volunteer sign-ups and donations which covered the cost of the entire roadshow. They also inspired a number of smaller <i>Chasing Coral</i> screenings up and down the east coast, and many local organizations used the opportunity to support outreach and recruitment.</p> <p>Then in April 2018, Australia committed \$379 million to protecting the Great Barrier Reef, the single largest investment to date. Unfortunately, however, the Adani coal plant is still being developed so more work needs to be done.</p> <p>INDIRECTLY</p> <p>By putting coral on the map, <i>Chasing Coral</i> helped give a boost to a number of initiatives indirectly. These were examples where screenings of the film occurred in contexts where there were interesting developments. These examples of correlation, but not causation, include:</p> <p>Oil exploration in Belize: In January 2018, Belize banned all oil exploration to protect its barrier reefs. Throughout 2016-2017 about five screenings were held across Belize by DIY screening partners. In other words, these were not strategically organized by the team, so it is uncertain what kind of influence if any the film had on this milestone, though it's possible it played some part in the story.</p> <p>Sunscreen bans: Around the time of the film's release, campaigns to ban sunscreens that contain chemicals believed to harm coral reefs were gaining traction in coastal cities around the world. Two such campaigns, one in Hawaii (July 2018) and another in Florida (Key West in February 2019) were successful (though the Florida bill has since been stalled by the State Senate).</p>		<p>At least 41 screenings of <i>Chasing Coral</i> were held throughout Florida in 2017 and 2018, and another 41 screenings were held in Hawaii over the course of 1 year between July 2017 and 2018. Again, these were DIY screenings and not strategically organized by Exposure Labs, so it's uncertain what kind of influence, if any, the film had on these wins. But the Exposure Labs team did lend support to them and penned a blog post, which was accessed 1,230 times.</p> <p>WHAT TRACKING IMPACT TELLS US</p> <p>The team knows they unlocked funding and inspired policies that protect coral reefs and promote 100% clean energy/solar because:</p> <ul style="list-style-type: none">— A new clean energy bill passed in South Carolina as a result of direct pressure on specific legislators— Core partners received increased funds for related programs and initiatives	



CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES Supported grassroots organizations with film as a tool to grow the movement to protect the climate.
----------------	--------------------	---------------------	---

IMPACT

STRENGTHENED THEIR PARTNERS' WORK

“It’s a shot of adrenaline that just allows us to take what we do to the next level.”

— John Tynan, Executive Director, Conservation Voters of South Carolina

The campaign supported the work of thousands of partners around the world, including cities, through increasing membership, volunteers, and participation in programs.

Some partners used it to build support for key initiatives. **Conservation Voters of South Carolina**, one of the campaign’s major partners on the Dear South Carolina Tour, successfully built support for clean energy initiatives in South Carolina as described earlier. And the partnership resulted in **a 30% increase in the number of legislative contacts** from previous years. In other words, the campaign helped them to strengthen relationships with local legislators (9) and communicate with and get on the radars of many others.

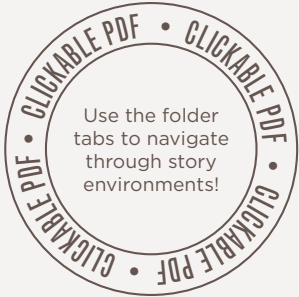
It also **expanded the organization’s field-organizing capacity** in general. Film is now a go-to organizing tool that CVSC uses, even beyond *Chasing Coral*. And CVSC has continued to build relationships with communities they historically had not engaged with by leveraging the skills they developed as partners in the campaign.

“Film as an organizing tool, it’s glue, it’s a connection... it opens up doors that we’ve never been able to open before.”

— John Tynan, CVSC

Fostering civic participation. During Big Screen Bloc Party efforts, the **City of Atlanta and its Director of Sustainability opened up the council chambers** to screen *Chasing Coral*, to bring together local leaders and members of their community and to seek community feedback on the city’s 100% Clean Energy Plan.





CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES Supported grassroots organizations with film as a tool to grow the movement to protect the climate.
----------------	--------------------	---------------------	---

IMPACT

In Newton, GA, city officials hosted a screening and discussion around the implementation of new sustainability initiatives to foster collaboration between the community, sustainability organizations and city officials including the mayor, planning commissioners, and city council members. This led to the launch of Solarize Newton, a campaign to make rooftop solar affordable for residents.

Energizing their base or moving it to action. Examples ranged from the “We Are #StillIn” campaign to gather students around the climate negotiations in Bonn, Germany to the Citizens’ Climate Lobby, who kicked off their lobby day with a screening to energize volunteers. The Maine Coast Fishermen’s Association used their screening to enlist area fisherman as local data collectors. Virginia League of Conservation Voters and Oceana both also used the film to collect over 100 petition signatures opposing offshore drilling.

STRENGTHENED CLIMATE LEADERSHIP

Screenings in Colorado inspired one brewery that was highlighted for its sustainable practices to go even further. One member of their team wrote:

“After the screening we held a meeting with our staff to see what ways we could be more sustainable as a brewery. Some changes were small and some were bigger but we realized that every little bit helps. We stopped buying single use plastic cups for guests’ water glasses, asked our clothing vendors to stop packaging in plastic sleeves and found a way to start recycling our grain bags & plastic wrap from kegs that we use in our brewery.”

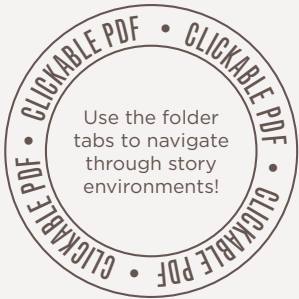
Michael Webster, Tasting Room Manager

Through the Unstoppable Schools project, 400+ students at South Carolina’s Charleston County School District who viewed Chasing Coral over the spring 2018 semester completed 40 projects to investigate local environmental issues. Projects ranged from examining microplastic concentrations in nearby waterways to evaluating the socio-economic obstacles to solar energy adoption. As a result, not only have these youth gained newfound leadership skills and a broader understanding of local environmental issues, they were also able to educate their own communities about them too.

The campaign instantly turned students into scientists working in the interest of the environment. See: www.chasingcoral.com/unstoppable-schools/.

To date, educators have shown Chasing Coral to 50k students, inspiring many and leading some to take on leadership roles. From sixth grade student Caden who spoke regularly at Chasing Coral screenings, to ten year-old Robbie Bond from Honolulu who founded Kids Speak for Parks to educate youth about the importance of national parks and monuments.





CHANGING MINDS	CHANGING BEHAVIORS	CHANGING STRUCTURES	CHANGING COMMUNITIES Supported grassroots organizations with film as a tool to grow the movement to protect the climate.
----------------	--------------------	---------------------	---

IMPACT

Because the team took an evaluative approach to the campaign, they gained strong lessons about what works and what doesn't. And, recognizing the critical importance of sharing these lessons out with other climate media makers, in July 2019 Exposure Labs embarked on a project with Doc Society to strengthen the work of other artists whose work aims to support climate justice. This new project was also another outcome of *Chasing Coral's* campaign activities aimed at fostering and strengthening community.

WHAT TRACKING IMPACT TELLS US

The team knows they supported grassroots organizations and offered a tool they could use to grow the movement to protect the climate because they:

- Learned anecdotally from partners that they were able to raise funds, attract new members and volunteers, and increase engagement and support
- Learned anecdotally from partners that the campaign had helped increase their organizing capacity
- Heard stories of transformation and new climate leadership, including youth scientists



Photo by Catherine Yrisarri

ETHICAL & EMANCIPATORY PRACTICES

The Exposure Labs team’s efforts surrounding *Chasing Coral* offer valuable lessons and leadership related to ethical and accountable campaign practices. First and foremost, when they took stock of what it was going to take to make this film, they realized it would require an immense amount of travel and carbon-heavy expenditures. But they did not want to contribute to the problem.

So, they made a couple of key decisions to limit their own greenhouse gas emissions:

1. They made choices that reduced their carbon footprint. For example, they used more costly materials in their production but ones that are safer for the environment. And they drew upon their global network to find people with cameras willing to document coral bleaching in their own backyards so the team wouldn’t have to travel to do so themselves. The crowdsourcing campaign led to hundreds of photo submissions that Exposure Labs then fact-checked.
2. They offset their carbon footprint by painstakingly tracking travel miles (by plane, car, boat) and other key indicators (accommodation, energy usage etc.). Then they worked with Renewable Choice, a US-based electricity company that helps groups to offset their carbon footprint, to offset the impact of their production and the first year of their impact work. *Renewable Choice is focused on offsets for larger businesses, but there is a host of other good organizations working in this space.*

But the climate crisis is not something one team can solve on their own - not through a film and not through limiting or offsetting their carbon footprint.

So they shifted their orientation to the work and doubled down on their commitment to radical collaboration. Through the campaign they have sought to share lessons from their work to help build power and capacity among their campaign partners and be a source of support to them. This is what’s behind their branding of projects as “Unstoppable” rather than “Exposure Labs” - a new development – because their goal is not only to leverage their own films or brand but to elevate new climate champions and media projects any way they can. And, as previously mentioned, Exposure Labs has partnered with Doc Society to design a climate storytelling lab in 2019 to share resources and knowledge to support the next wave of climate mediamakers and strengthen efforts collectively. “Because,” says Chasing Coral producer Larissa Rhodes, “the problem isn’t going away, it’s getting worse. And we need all of us working together to solve it.”

**THE PROBLEM ISN’T GOING AWAY, IT’S GETTING WORSE.
AND WE NEED ALL OF US WORKING TOGETHER TO SOLVE IT.**

—
Larissa Rhodes, Producer, *Chasing Coral*

Finally, through the Netflix negotiations, the team had a real opportunity to carve out a stronger space for impact in the industry, and they took it. The Exposure Labs team worked collaboratively with Netflix to educate them about their impact vision for the film, had an impact strategy and list of outreach goals, and ultimately secured a deal that ensured they could do what they needed to do to reach those goals.

There were a couple of factors in their favor: 1) The film and campaign were privately funded, which meant Exposure Labs didn’t need monetary support from Netflix for their outreach work. 2) Netflix was already a sympathetic partner after some early exposure to impact campaigns through other films like *Audrie & Daisy* and *The 13th*. This meant the team was able to secure a deal - the first of its kind - that allowed public educational screenings in any venue for any audiences (so long as the impact goals were aligned). As a result, this deal has helped to carve out a stronger space for impact with documentaries in the emerging streaming and distribution landscape.

THE TIMELINE

201520162017

REAL WORLD EVENTS

OCTOBER 2015
Chasing Coral participates in Good Pitch NYC

JANUARY 2017
Chasing Coral premieres at the 2017 Sundance Film Festival and is picked up by Netflix as an Original

JANUARY 2017
Exposure Labs onboards Social Media expert Bre Graziano

JULY 2017
One week theatrical qualifying run in New York and Los Angeles

Chasing Coral premieres globally on Netflix

NOVEMBER 2017

Zack Rago returns to the Great Barrier Reef for a 21 day expedition to ID super corals that can be used to strengthen nearby reefs

SPRING 2016
Erin Sorenson helps to build preliminary impact strategy

WINTER 2016
Exposure Labs hires Impact Producer, Samantha Wright

SPRING/SUMMER 2017
Exposure Labs onboards four additional core impact team members: Megha Agrawal Sood, Max Steinman, Meghan Welsch, and Savannah Miller

Zack Rago, a subject of the film, also joins the impact team

JULY 2017
Screening for lawmakers on Capitol Hill

OCTOBER 2017
Bipartisan screening in Congress co-hosted by Sen. Murkowski (R-AK) and Sen. Whitehouse (D-RI)

AUGUST 2017
50 Reefs platform launches, conceived by The Ocean Agency during the filming of *Chasing Coral*

DECEMBER 2017
Jeff Orlowski receives the UN Environmental Champion of the Earth award for Inspiration and Action

IMPACT & ACHIEVEMENTS

2018

JANUARY 2018
Nearly all coastal governors denounce the US administration’s plan to open seas to offshore drilling

REAL WORLD EVENTS

THE FILM

JANUARY 2018
Launch of Dear South Carolina Tour that targets nine state house districts

SPRING 2018
Over 3,000 students across 7 South Carolina high schools see *Chasing Coral* through the semester through the Unstoppable Schools Project. Constituents post messages to DearRepresentativeElliott.com

THE CAMPAIGN

JANUARY 2018
Belize bans all oil exploration to protect its barrier reefs

APR 2018
Australia commits \$379 million to protect the Great Barrier Reef

IMPACT & ACHIEVEMENTS

MAY 2018
State Rep. Jason Elliott changes his position and votes in favor of a bill doubling the net metering cap on solar

JUNE 2018
The impact team expands with two additional members: Samantha Adler and Alan Chan

SPRING/SUMMER 2018
Unstoppable Georgia Tour hosts seven screenings with ~300 attendees to mobilize voters in time for the 2018 midterms

JULY 2018
Hawaii passes a sunscreen ban

OCTOBER 2018
UN Intergovernmental Panel on Climate Change releases report warning of food shortages and wildfires, and a mass die-off of coral reefs as soon as 2040

FALL/WINTER 2018
Chasing Brews Colorado campaign hosts 8 screenings for approximately 250 attendees

OCTOBER 2018
\$86 million is pledged for coral conservation action through Richard Vevers’ 50 Reefs initiative

DECEMBER 2018
Pantone unveils the 2019 Pantone Color of the Year: Living Coral

2019

JUNE 2019
Dr. James Porter, one of the film’s featured scientists, screens *Chasing Coral* ahead of “Biodiversity Loss Hearing” during Capitol Hill Ocean Week. Following the screening, the US House unanimously passes bill to address ocean acidification

FEB 2019
Key West, Florida passes sunscreen ban

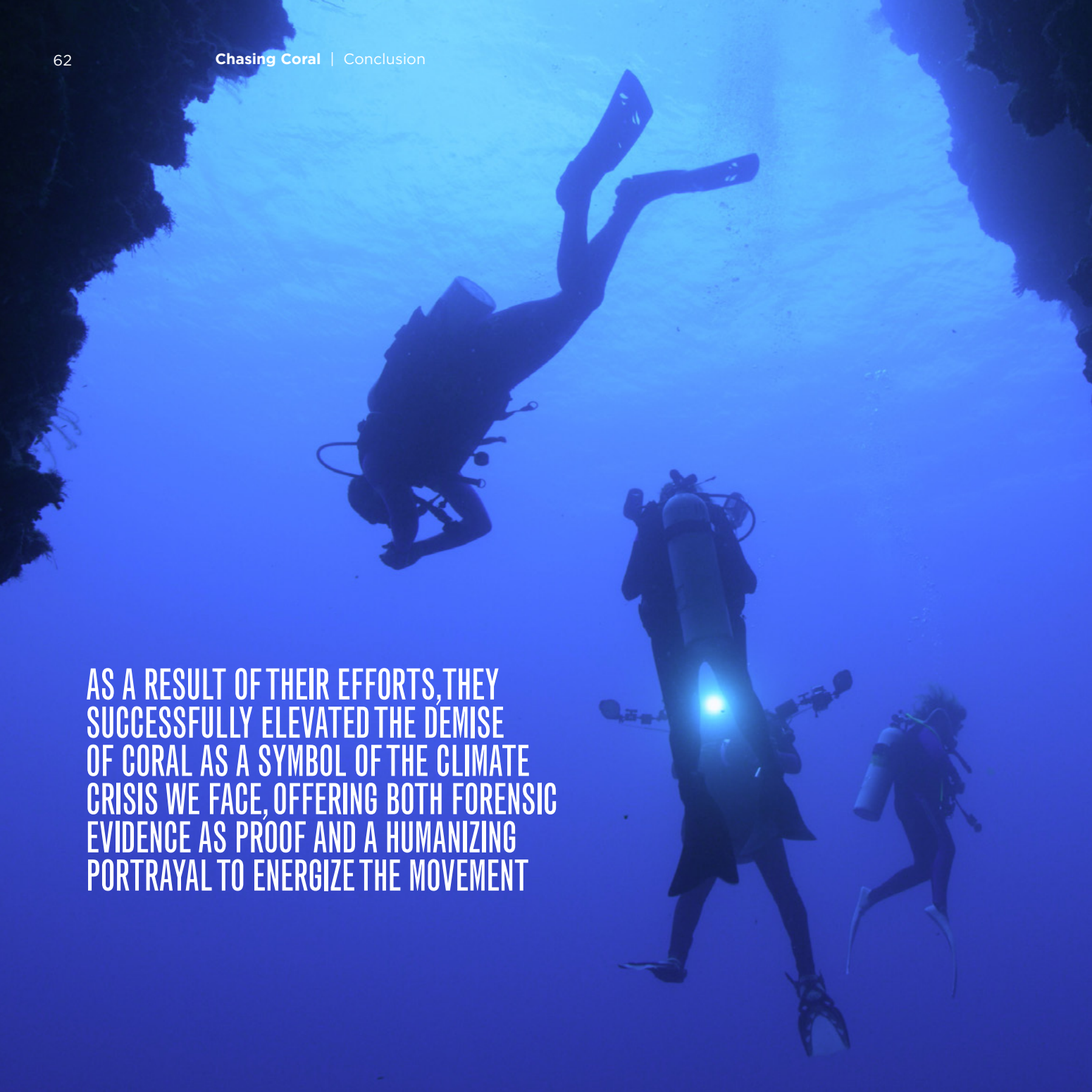
MAR 2019
Gulliver Schools in Florida host the inaugural Miami Youth Climate Summit

MAY 2019
A solar bill that would make solar more affordable unanimously passes both the SC House of Representatives and and Senate and is subsequently signed into law by Governor McMaster

JUN 2019
The Ocean Agency launches its “Glowing Glowing Gone” campaign using a collection of fluorescing-inspired colors captured in *Chasing Coral* to call for climate action

CONCLUSION

Photo: SVII in Coral Triangle - Photo by The Ocean Agency/
XLCatlin Seaview Survey/Aaron Spence

A full-page background image showing three divers underwater. One diver is in the upper left, another in the center with a bright light on their tank, and a third in the lower right. The water is a deep blue, and the divers are silhouetted against it.

AS A RESULT OF THEIR EFFORTS, THEY
SUCCESSFULLY ELEVATED THE DEMISE
OF CORAL AS A SYMBOL OF THE CLIMATE
CRISIS WE FACE, OFFERING BOTH FORENSIC
EVIDENCE AS PROOF AND A HUMANIZING
PORTRAYAL TO ENERGIZE THE MOVEMENT

CONCLUSION

***Chasing Coral* offers a poignant example of what it takes to have the kind of reach that can raise broad public awareness and understanding. The Exposure Labs team had the resources, capacity, and partnerships they needed to experiment and innovate in ways that not only benefited their campaign, but also the field. As a result of their efforts, they successfully elevated the demise of coral as a symbol of the climate crisis we face, offering both forensic evidence as proof and a humanizing portrayal to energize the movement.**

Over the course of two years, campaign activities helped to expand the climate movement by reaching non-traditional allies, inspiring new youth leaders, giving a boost to their partners, and tipping the scales in favor of the climate in key states. And, as a result of their ongoing work and leadership and support for climate media-makers and others, the movement will continue to build upon this work with other films and projects for years to come.

There's a long road ahead to turn around the urgent and devastating impact of human-generated climate change, but this film, campaign, and team are examples of the kind of leadership needed as we push forward.

CREDITS

URL:

WWW.CHASINGCORAL.COM

FOLLOW:

[INSTAGRAM.COM/CHASINGCORAL](https://www.instagram.com/chasingcoral)

[FACEBOOK.COM/CHASINGCORAL](https://www.facebook.com/chasingcoral)

[TWITTER.COM/CHASINGCORAL](https://twitter.com/chasingcoral)

CONTACT:

IMPACT@CHASINGCORAL.COM

TAKE ACTION:

Check out Exposure Labs' new initiative to support organizations in using film and storytelling to advance the climate movement.

WWW.WEAREUNSTOPPABLE.COM

N



docimpacthi5

2019

Supported by:



Written by:
Sahar Driver

Edited by:
Jessica Edwards
& Maxyne Franklin

Design by:
InvolvedDesign.com