

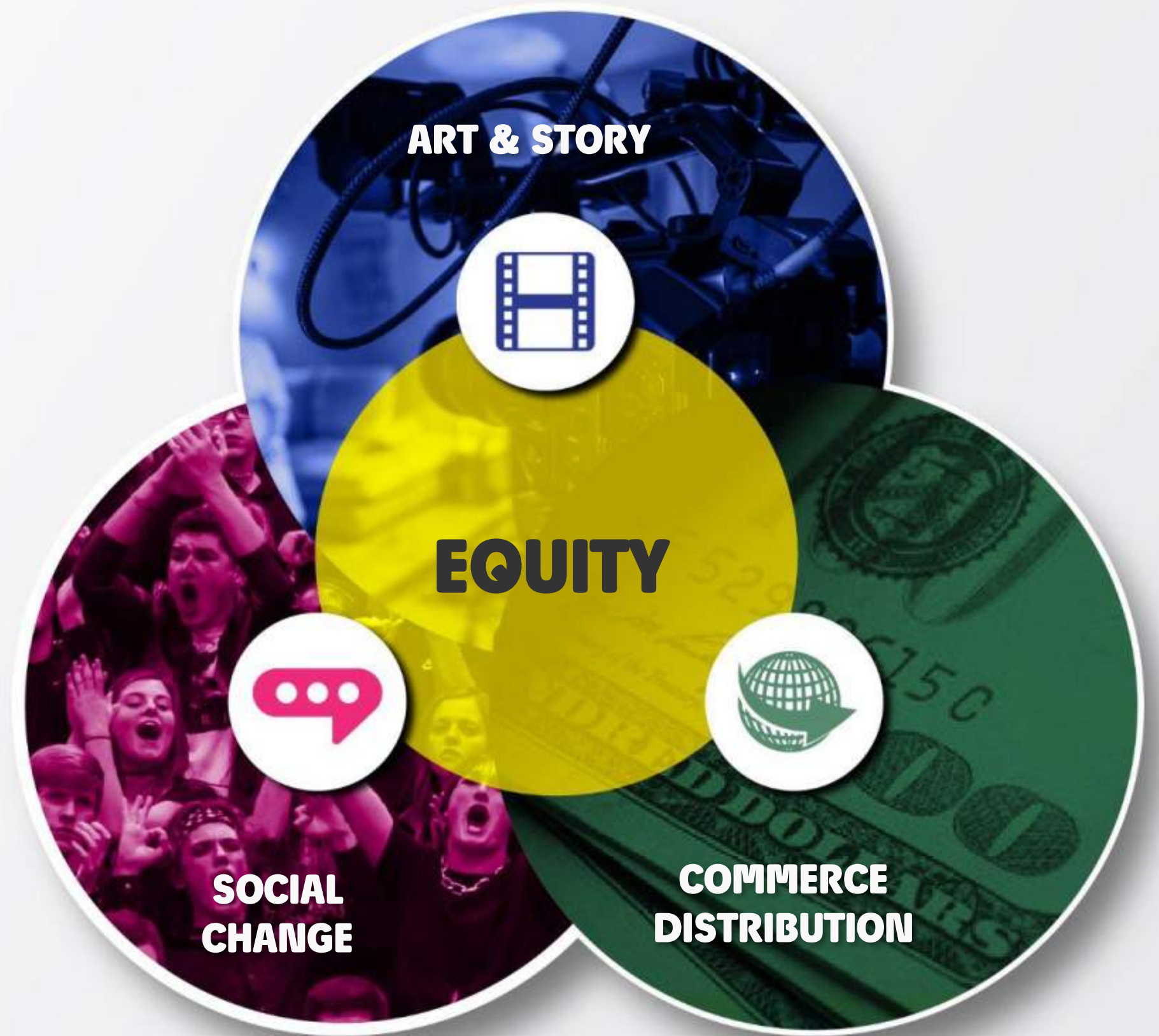
story
matters

Documentary



ART | STORY

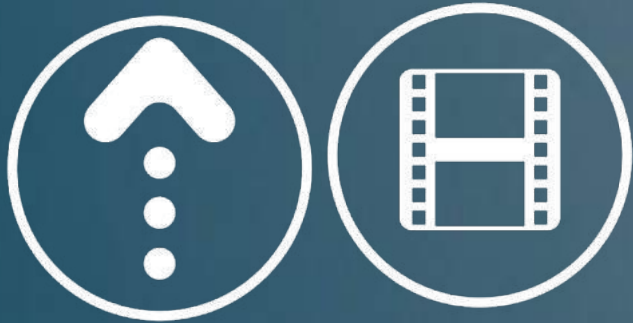
Documentary Impact Distribution: A Dynamic Framework



Justice

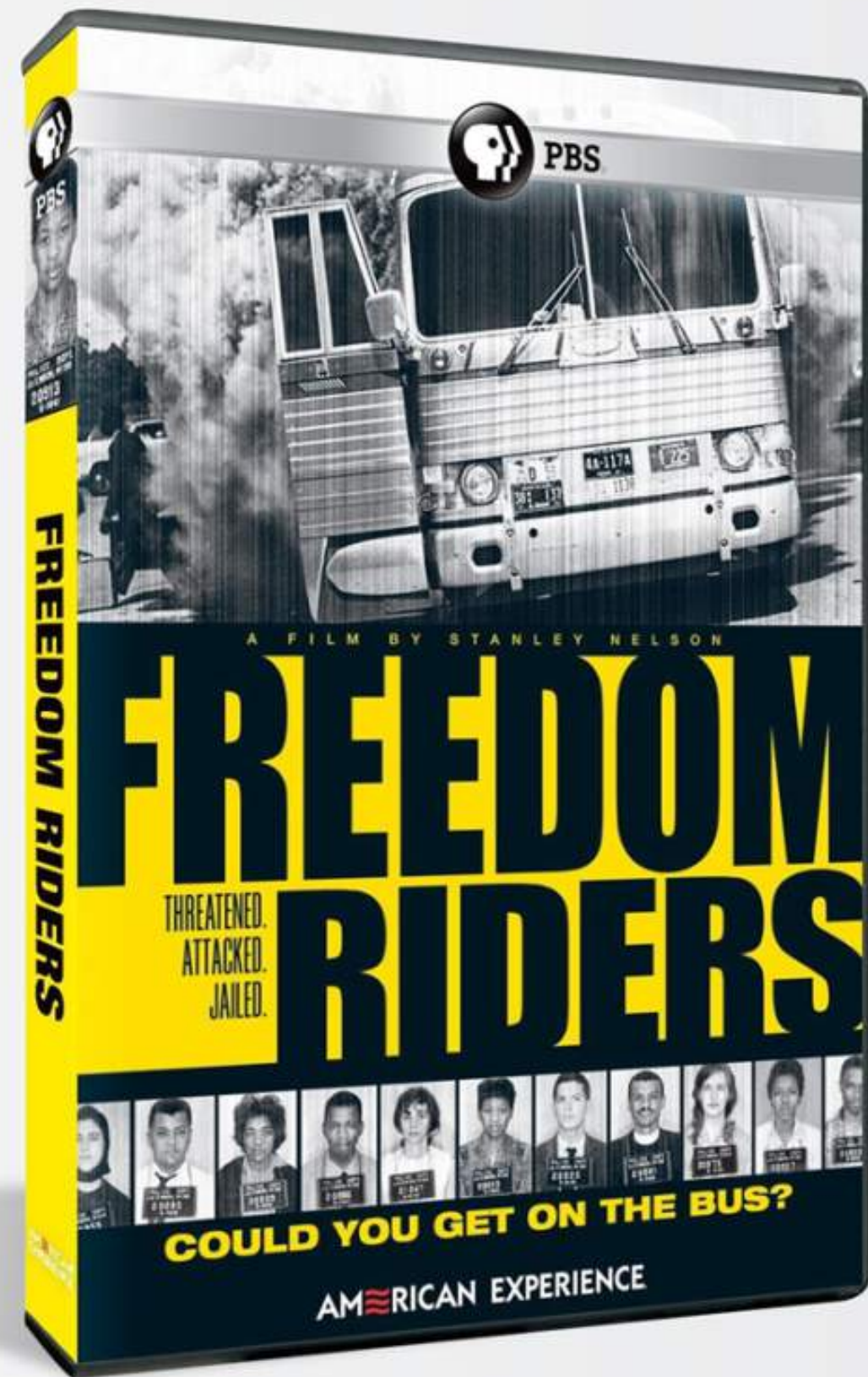


ARC OF CHANGE



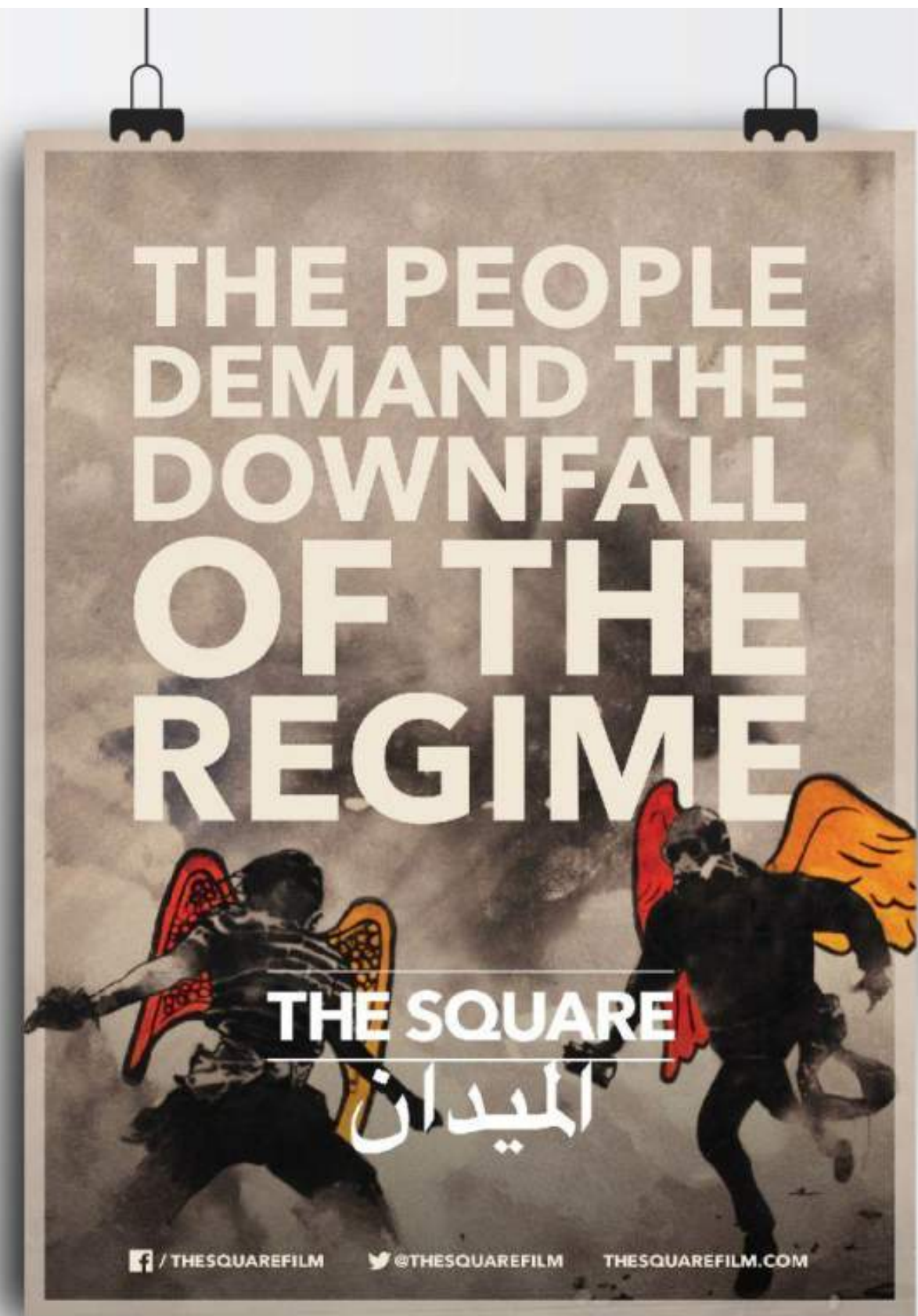
Story Documents Movement

FREEDOM RIDERS
from Firelight Media



Story and Movement Together

THE SQUARE



Story and Movement Together

WHOSE STREETS

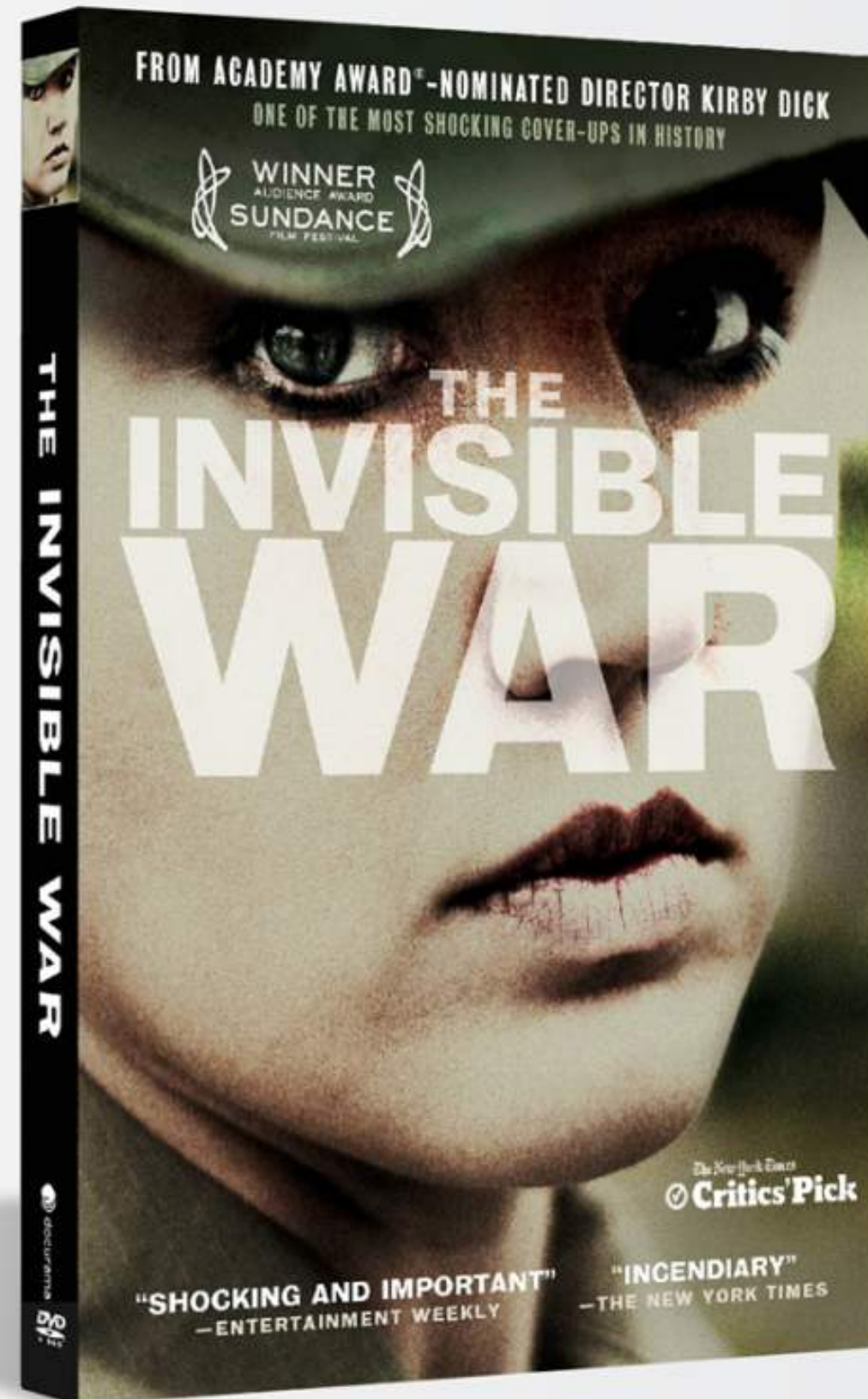


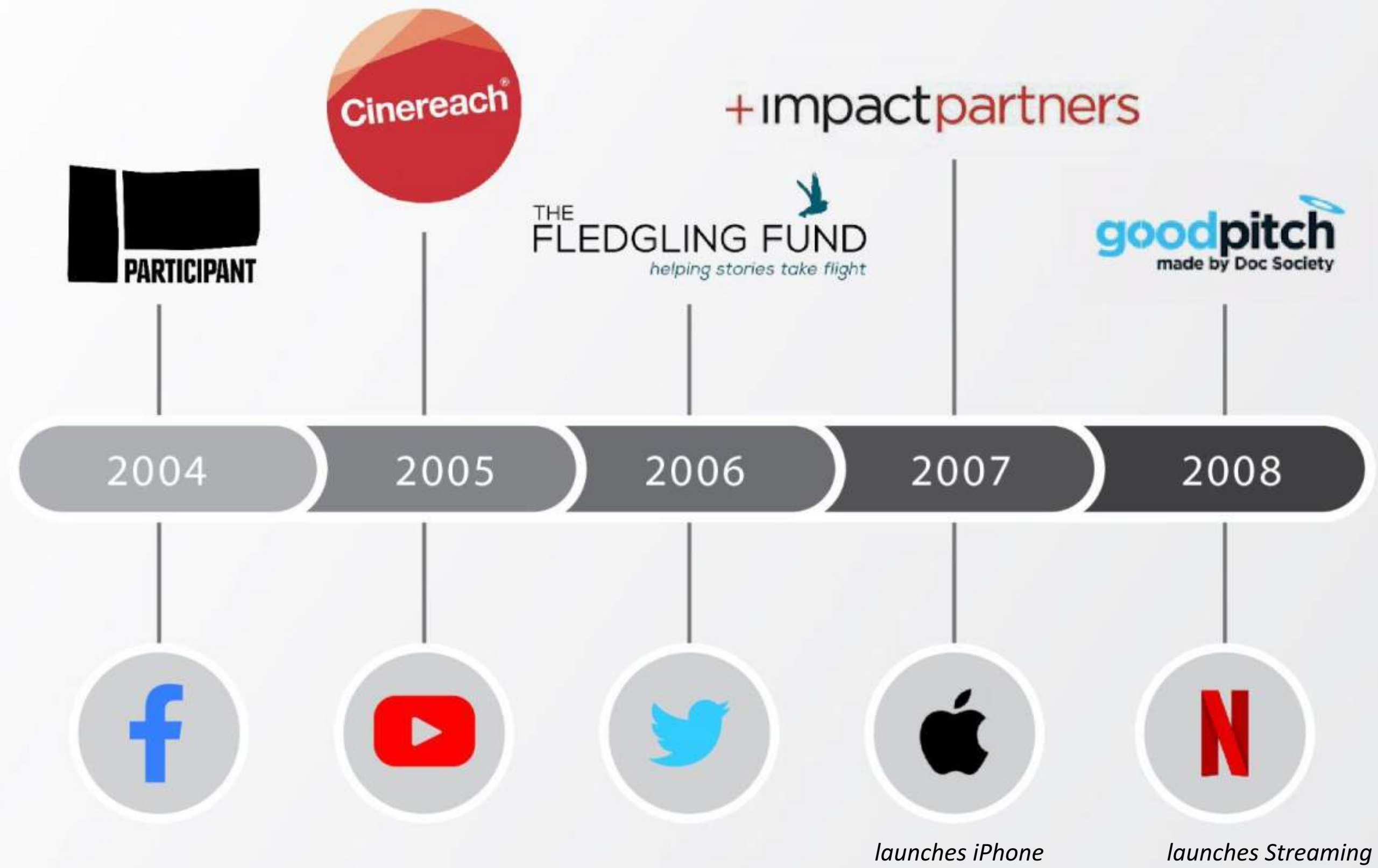
THIS IS WHAT
DEMOCRACY
LOOKS LIKE

#WHOSESTREETS

Story in Advance of Movement

THE INVISIBLE WAR







**OPEN SOCIETY
FOUNDATIONS**



**ACTIVE
voice®**

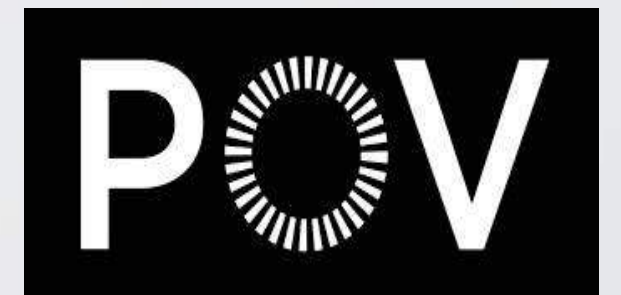
JustFilms



FORD FOUNDATION

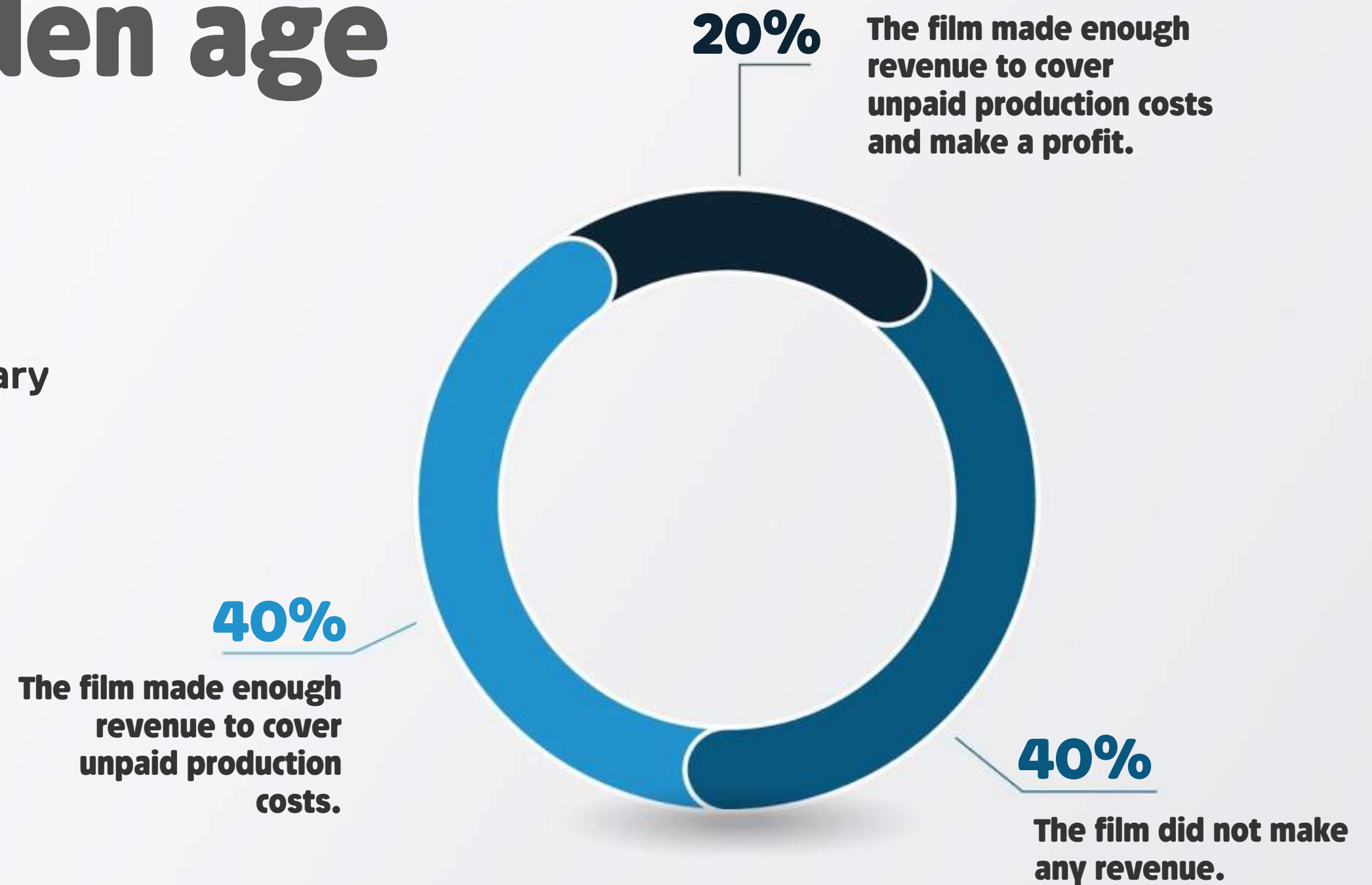


"Stories of Change"



Is this a golden age for docs?

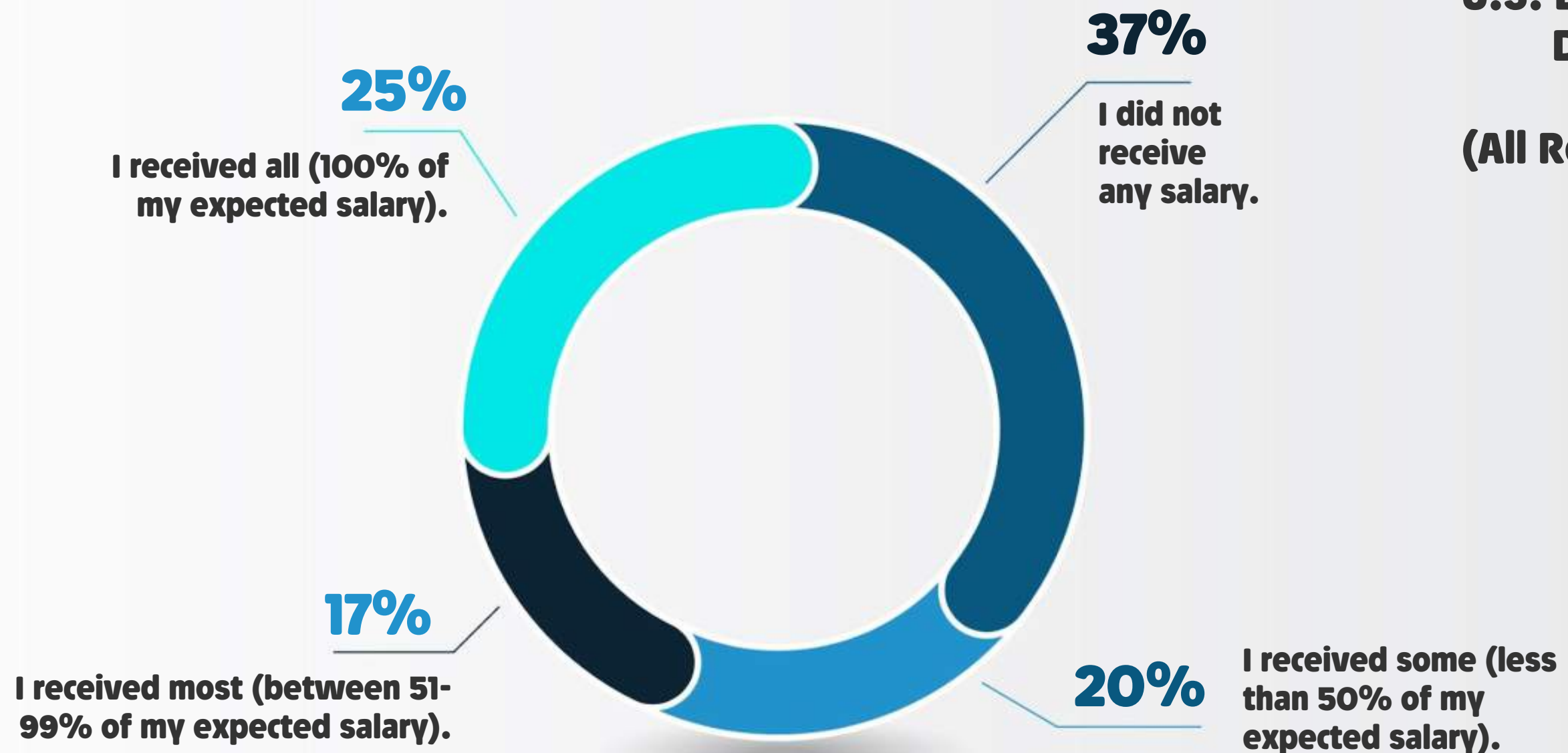
Documentary Revenue From Most Recent Film U.S. Documentary Directors And Producers (All Respondents)



Credit: State of the Documentary Field
2021 CMSI & IDA

A way of life,

Salary From Most Recent Documentary U.S. Documentary Directors and Producers (All Respondents)



not a way of living.

Credit
State of the Documentary Field
2021 CMSI & IDA

Community





goodpitch^{local}

DOC MEDIA IMPACT STRATEGY

A brief overview and sample process.



Map the Issue





Map the Issue

Theory of Change



**Social
and Emotional
Learning**



PROBLEM
(to be addressed)



MESSAGE
(of the film)

How do kids,
teachers,
parents and
communities
best support
upstanders?





**Where is
the problem?**





MESSAGE
(of the film)

PROBLEM
(to be addressed)



Where will change take place?

Audiences





**FUNDING
&
PARTNERSHIPS**



Campaign Plan



Tools



Team



Timeline



Budget



**Go back to:
Funders &
Partners**

Long-term sustainable social change requires a shared vision and fuelled by partner collaboration. The power of story draws together audiences. Bully has brought together an extraordinary group of funders and partners.

PROJECT FUNDERS



PARTNERS



1 MILLION KIDS TO SEE BULLY



The Project will work with school districts to provide free tickets to screenings, free teacher trainings, and transport to and from the theater.



1 million young people will see the film in movie theaters and participate in facilitated discussions that help them process their experience.



Facing history and ourselves has developed a customized screening guide and teacher training tools to be deployed in thousands of schools across the nation.

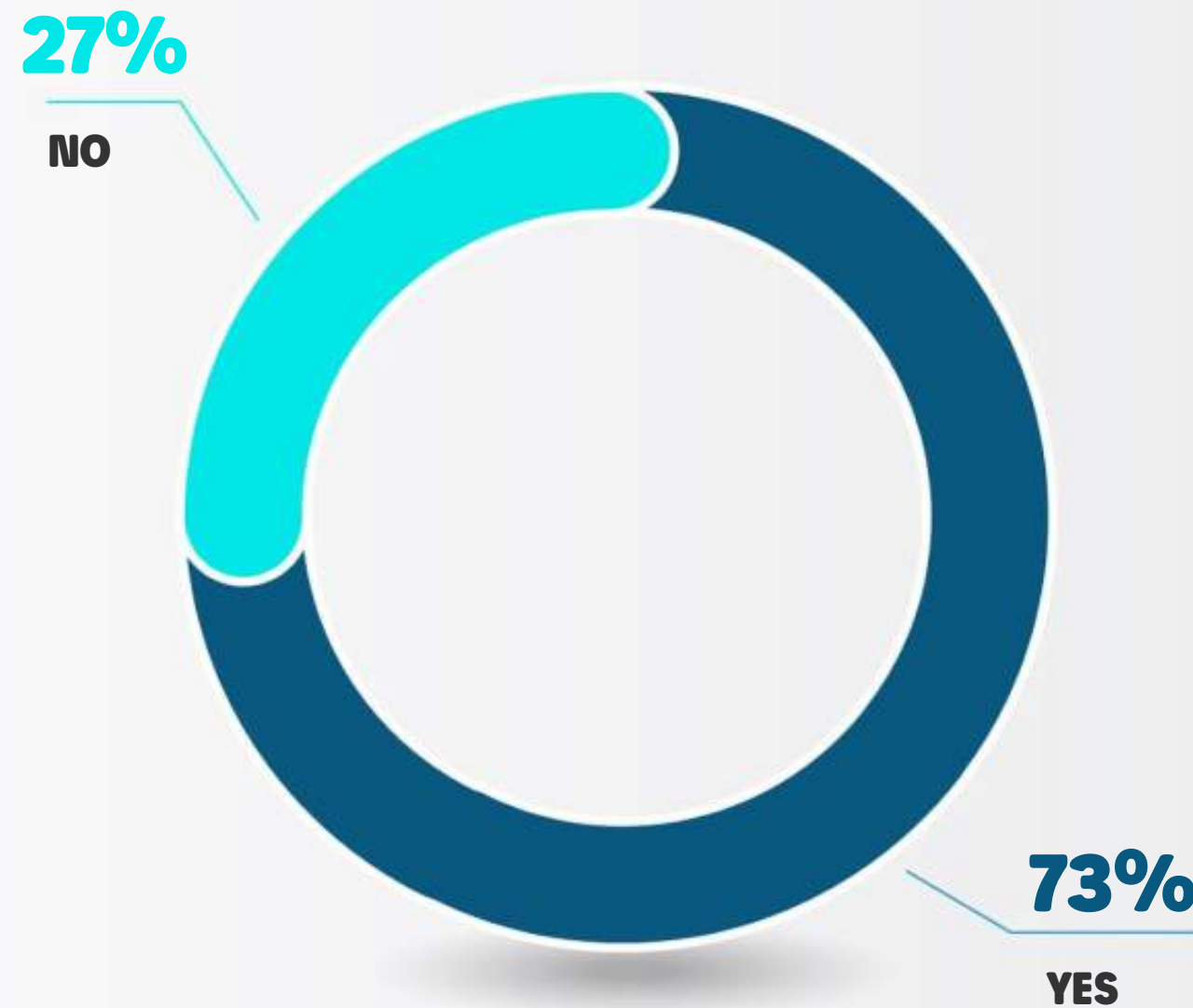


Young viewers can respond in lots of ways: a dosomething.org mobile campaign and student census, curated resources and storytelling tools on thebullyproject.com and Facebook, plus resources to become an upstander instead of a bystander!



Community Matters

Community Screenings for Most Recent Film U.S. Documentary Directors and Producers (All Respondents)



Credit
State of the Documentary Field
2021 CMSI & IDA



**Community
Screenings**



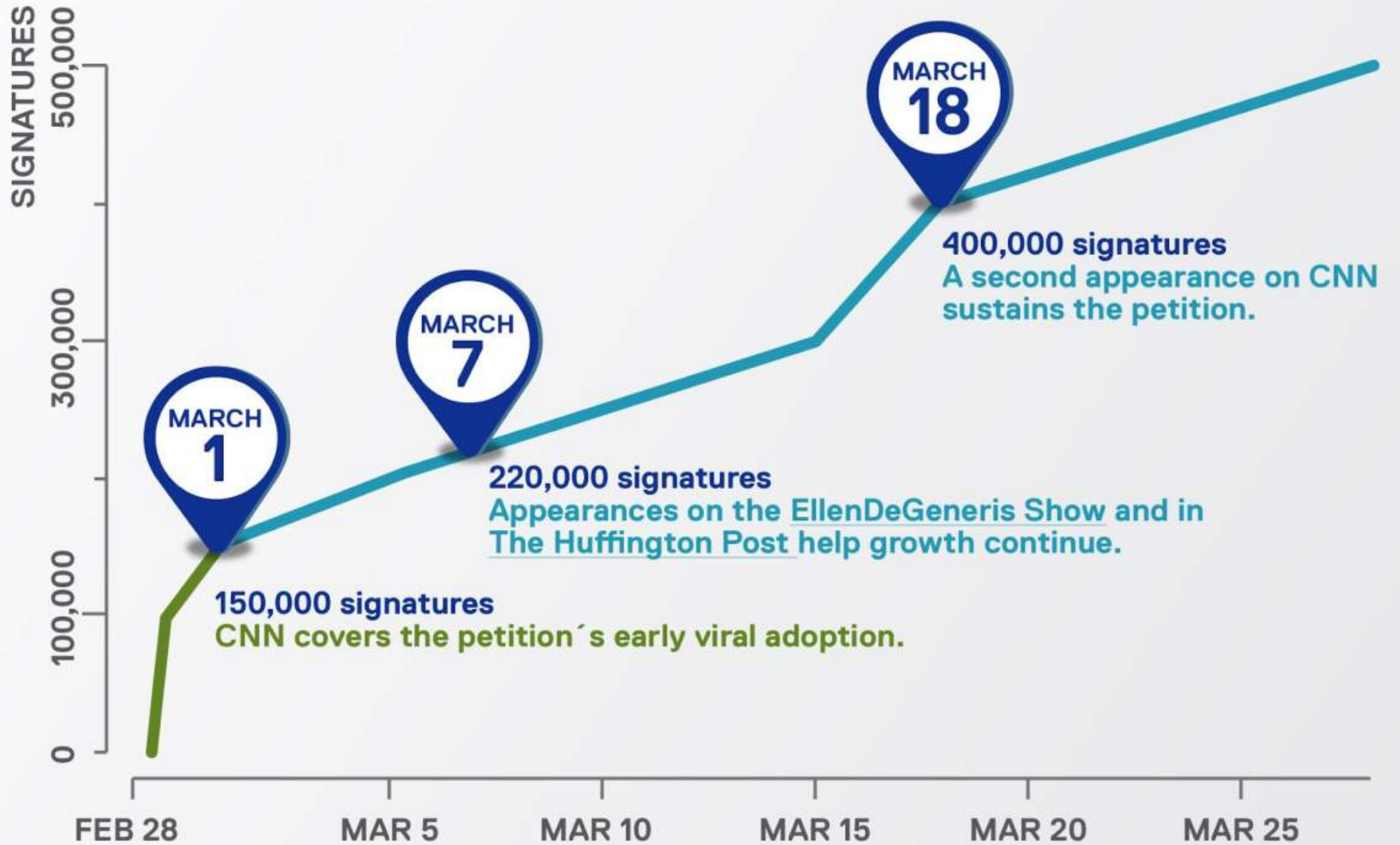
**Social
Networks**

**Online /Offline
Mutually
Reinforcing**





Change.org Petition to change Bully's rating to PG-13: signatures over time.





MEASURING MATTERS



THINGS WE CAN MEASURE...



Reach



Engagement



Influence



Participation





**What
matters is
not always
measurable**





THIS CHANGES EVERYTHING



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[Working
Films.org](http://WorkingFilms.org)

5 PELÍCULAS PARA
IMPULSAR LA ACCIÓN POR
LA JUSTICIA INMIGRANTE

N

WINNER
AUDIENCE AWARD U.S. DOCUMENTARY
sundance
2010

CRIP CAMP

A DISABILITY REVOLUTION

CripCamp.com

PeacelsLoud.org



"A look at risking everything
to make a difference."
- ROLLING STONE

WINNER
BEST DOCUMENTARY
SUNDANCE
FILM FESTIVAL

"Try making it through
without getting fully fired up."
- ENTERTAINMENT WEEKLY

A NETFLIX ORIGINAL DOCUMENTARY

KNOCK DOWN THE HOUSE

MAY 1 | NETFLIX

EngageMedia.org



story
matters



www.StoryMattersMedia.org



Patricia@StoryMattersMedia.org



646.263.6025



@TriciaFinn



Patricia_Finneran

Why **story** matters ?

Because powerful storytelling is essential to positive social change. Stories **provide meaning** and **context** to our lives; **connect us to each other** across boundaries both real and imagined; help us make sense of the past, understand the present and **envision the future.**

Who we are.

Patricia Finneran, Executive Director

Patricia founded Story Matters in 2012 Story Matters develop projects and partnerships that reach and engage audiences and inspire action using film and related media.

Most recently, she worked with Doc Society to launch Good Pitch Local in the US. At Sundance Institute Documentary Film Program, she managed creative partnerships, represented the fund internationally and launched the international film exchange program Film Forward.

As Festival Director at AFI she led the growth of SILVERDOCS (2003-08) to become the largest US documentary festival and created the International Documentary Conference. She was Artistic Director of the IFP Market (now Gotham Film Week).

Patricia holds a BA from Barnard College, Columbia University. She is an American Film Institute producing program alum, was a 2015 JustFilms Rockwood Leadership fellow and completed National Arts Strategies' Chief Executive program.



What we do.

Create strategic communications campaigns rooted in creative storytelling.

Create and curate live cultural events that deliver meaningful experiences.

Work with media makers and social entrepreneurs to refine stories and develop actionable funding and impact strategies.

Produce original content with and for clients.

The End

story
matters.