



# American Graduate Campaign Brooklyn Castle & American Promise

POV Season 26, 2013-2014

## The Campaign

Working closely with filmmakers Katie Dellamaggiore, Joe Brewster, Michèle Stephenson, and their teams, POV implemented a national campaign to complement CPB's ongoing initiative AMERICAN GRADUATE: LET'S MAKE IT HAPPEN that highlights remedies to the dropout crisis in American high schools. The campaign leveraged the national broadcast of two award-winning films - BROOKLYN CASTLE and AMERICAN PROMISE - to target young people, educators, policymakers, parents and caretakers, to inspire discussions around and solutions to the opportunity gap for students of color or lower socioeconomic background. Comprehensive surveys were used to measure participant knowledge of the 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 and 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

**2.5M**  
VIEWERS  
Tuned into the  
broadcast premiere

**645**  
EVENTS  
Held across the  
country

**5,701**  
TOOLKITS  
Downloaded

**162**  
INTERVIEWS  
On Television and  
radio

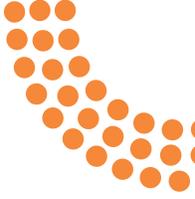
**97,000**  
ATTENDEES  
At station and  
partner events

**17**  
STATION GRANTS  
Across the country

**472**  
ARTICLES  
Print and online

**318,000**  
PAGEVIEWS  
On POV's online  
film companion  
sites

# Impact of the Campaign

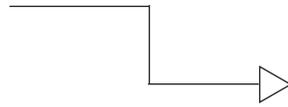


## Action

## Impact

### STATION GRANTS:

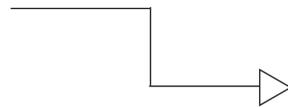
Distribute and manage \$150,000 to 17 public television stations across the country for new content creation and high profile regional activities.



Station grantees held **66** events and produced **10** 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.

### PARTNER EVENTS:

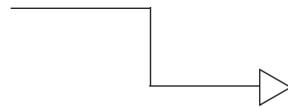
Coordinate screenings, panels and discussions with partner organizations, including screenings on the OVEE platform with AGI partners.



**195** 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.

### RESOURCE MATERIALS:

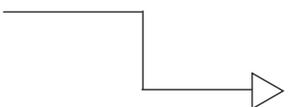
Produce video modules, discussion guides, lesson plans and screening guides for community groups and educators.



**5,475** 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.

### PROMOTIONAL CAMPAIGN:

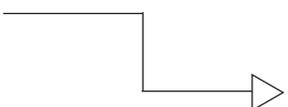
Implement press and promotional campaign, develop an earned media campaign and coordinate a satellite media tour.



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.

### DIGITAL

Launch an online media campaign on POV's website and social media to raise awareness and engage a digital audience.



On POV's website ([www.pov.org](http://www.pov.org)) the films were watched over **65,000** times and the film's webpages received over **318,000** 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 educational 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, with the AMERICAN PROMISE and BROOKLYN CASTLE 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 at the University of Missouri - Kansas City:** 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, and as a result, 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 Films



### American Promise by Joe Brewster, Michèle Stephenson

A documentary 13 years in the making, AMERICAN PROMISE provides a rare look into the lives of two middle class Black families as they navigate the ups and down of parenting and educating their sons. The film chronicles Idris and his best friend Seun’s experiences as they attend The Dalton School, one of the most prestigious private schools in the country.

### Brooklyn Castle by Katie Dellamaggiore

BROOKLYN CASTLE tells the stories of five members of the chess team at a below-the-poverty-line inner city junior high school that has won more national championships than any other in the country. The film follows the challenges these kids face in their personal lives as well as on the chessboard, and is as much about the sting of their losses as it is about the anticipation of their victories.



## 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; and Kali Holloway.

