



# Year in Review 2021



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With 2022 already upon us, we are grateful to have some exciting and impactful work to reflect upon from the past year—and we believe it's worth noting that another successful year is not something we take for granted after the challenges we've all experienced. For IMP, 2021 represented a slow climb back to a new normal, and we found inspiration and delivered impact for dynamic and important projects that we are excited to share.

In January, IMP enthusiastically grew our ranks—long time colleague, trusted collaborator and powerhouse in international human and women's rights work—Locsi Ferra joined us as a partner. Locsi led IMP's groundbreaking work with SHOWTIME last Fall, providing essential engagement and impact services for CUSP, an unflinching look at the world of teenage girls in a rural Texas town.

Despite the continuing challenges, our work with extraordinary films like CUSP, *Inventing Tomorrow*, *Tokyo Hula* and *The Place That Makes Us* included live events—online and in person—with leading voices from a range of partner organizations and hundreds of live participants.

As our team has grown this past year, so has our vision for the possibilities of our work. IMP continues to proudly partner with and support indie filmmakers, public television stations, and commercial presenters across the country, even as we look to exciting new opportunities in the corporate and organizational spaces.

**We look forward to engaging with you in the weeks and months ahead; may you have a bright and healthful 2022!**



# Our Work in 2021 by the Numbers



**6 MICROGRANTS  
DISTRIBUTED TO  
IMPACT PARTNERS**



**12 STEM  
TEACHER  
TRAININGS**

**3.5**

**SOCIAL MEDIA  
OUTREACH  
REACHING MORE  
THAN 3.5 MILLION  
PEOPLE**



**4 CUSTOMIZED  
ENGAGEMENT TOOLKITS**



**12  
FILMS**

**45+**

**NATIONAL AND  
COMMUNITY PARTNERS**



**EMAIL REACH**



**18 LIVE ONLINE EVENTS  
WITH 1000+ PARTICIPANTS**



**THREE**

**BRAINTRUSTS**

# 2021 Engagement Clients

IMP was honored to provide engagement, impact services, and marketing services for some amazing clients in 2021.

From film premieres to college commencements, teacher trainings to podcasts launches, and strategic campaign development, we engaged with our clients across a range of important and compelling projects.





# Partnerships Are Our Business

Partnerships with thematic experts, non-profits, NGOs and other agencies play a pivotal role in building visibility and engagement around a project. In 2021, IMP convened over 45 organizations in support of film campaigns, BrainTrusts, materials development, and events.

Curating and developing robust strategic partnerships enables our campaigns to have a ripple effect across communities. And we are proud and honored to have partnered with a diverse group of leading organizations.



**WOMEN'S HEALTH &  
RELATIONSHIP VIOLENCE**

**PROJECT SPOTLIGHT:**

**SHOWTIME CUSP**



**During a road trip across America,** first-time filmmakers Parker Hill and Isabel Bethencourt meet three spirited teenage girls — Brittney, Aaloni and Autumn — at a gas station in small-town Texas and are inspired to document their carefree summers. This crew of two with only a camera, microphone and a \$10 flashlight for lighting soon discovers a much different story. As they film the teens' activities from bonfire parties to bedroom hangouts, discussions around sex, trauma, agency and consent unfold with candor.

Shot verité style, the documentary captures intimate moments of female bonding and gives a candid look at the dark realities that young women face today. In CUSP, Hill and Bethencourt reveal a true-to-life coming-of-age tale and provide an unfiltered snapshot of teenage life in America.

IMP provided a suite of impact services for CUSP that developed an informed and nuanced campaign that supports audiences, survivors and film subjects in advance of the SHOWTIME broadcast in November 2021, including:

- ▶ **Curation & Onboarding of Subject Matter Experts + BrainTrust Convening**
- ▶ **Comprehensive Care Plan for Teen Film Subjects + Families**
- ▶ **Trauma Informed Audience Development Strategies + Engagement Guide**
- ▶ **National Live Conversation with Dating Violence Experts**
- ▶ **Micro-grants for national and grassroots organizations in support of engagement activities and broadcast promotion**
- ▶ **CUSP Marquee Event & Q&A moderated by Melena Ryzik (NY Times) with Filmmakers and Film Subjects at SVA Theatre, NYC October 2021**

## PROJECT SPOTLIGHT:

THE PLACE  
THAT MAKES  
US

- ▶ Promotional Materials
- ▶ Social Media Management
- ▶ National Virtual Event
- ▶ Social Action Toolkit

The stories of struggle, resilience and revitalization are part of the American story. In **THE PLACE THAT MAKES US**, the people of Youngstown, Ohio share their hopes and dreams for their community. Amidst the bleak headlines there is an untold story of hope and inspiration. There is a culture of resilience in residents that remain in the hard hit cities of post-industrial America, bound together by decades of hardship and abandonment but fighting to survive. And there is a new generation of leaders- not beholden to memories of the industrial heyday— who can imagine a new future and are determined to rebuild home.



## REPRESENTATION & INCLUSION

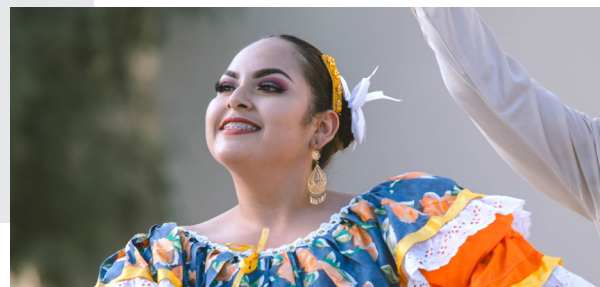
# Celebrating Diverse Communities



***Subjects of Desire***- a compelling new documentary about Black women, standards of beauty and media imagery- engaged IMP services in the midst of a successful festival run, seeking support in developing a robust and ambitious impact campaign plan and an Influencer Salon Event in Los Angeles, in advance of the STARZ broadcast premiere in early 2022.

IMP had the pleasure of continuing to support long-time client, **Pacific Islanders in Communications (PIC)** with ongoing services throughout the year, including a dynamic virtual event for TOKYO HULA in June, with filmmaker Lisette Flanary, and film subjects, Kumu Hula Sonny Ching and Kumu Hula Lōpaka Igarta-Devera of Hālau Nā Mamo O Puʻuanahulu.

IMP provided technical, programmatic and logistical support for nine virtual Cultural Graduation ceremonies for **California State University Long Beach**, celebrating the accomplishments of Black/Pan African, Cambodian, Chicano/Latino, LGBTQIA+, Native American, Pacific Islander, Pilipino, Undocumented, and Vietnamese graduates in the Class of 2021.





## EDUCATION AND STEM

# Inventing Tomorrow

### 2020 & 2021 TEACHER TRAINING WORKSHOPS

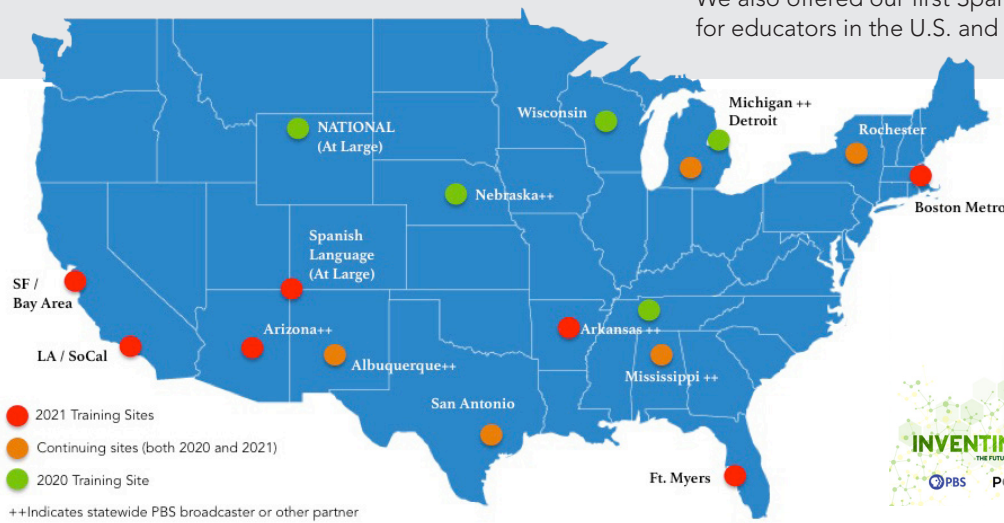
- ▶ 25 LIVE Teacher Training Events
- ▶ 868 Teachers Trained and Activated
- ▶ In partnership with 12 PBS stations and 6 leading education organizations nationwide

With support from the HHMI Tangled Bank Studios, IMP has partnered with local PBS stations and educational organizations over the past two years to train and activate teachers around the country, as well as educators in Mexico, through live Teacher **Workshops focused on STEM education approaches** embraced by the Inventing Tomorrow project.

In 2020, we partnered with PBS stations in ten markets, introducing educators to the film and our Educational Toolkits.

In 2021, armed with all-new lesson plans and new short-format films hosted by WORLD Channel, we held 13 events, engaging existing partners and building new relationships with educational organizations.

We also offered our first Spanish language workshops for educators in the U.S. and Mexico.



## MARKETING & PROMOTION

# Launching a New Podcast

To support WORLD Channel in taking one of its signature series to the podcast platform, IMP created an innovative multi-platform advertising and marketing campaign working with Spotify, Mid-Roll and AdTaxi. The centerpiece of our efforts included host-read ads by Levar Burton, alongside banners, pre-roll video placement, social media, and other channels.

# STORIES FROM THE STAGE



### Our Work Produced:

- ▶ 3.72 Million Impressions
- ▶ 39,200 Clicks to Landing Page
- ▶ 30,278 Website Pageviews
- ▶ 13,069 Podcast Downloads



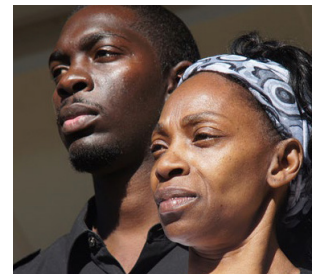
DIVERSITY, REPRESENTATION  
& INCLUSION

# Expanding Our Vision

The IMP team has spent time over the past year building out a bold vision for the future, aiming to **expand our reach** and capitalizing on our extensive network of award-winning filmmakers and compelling content, creating a fresh and unique framework for necessary and important conversations about race, culture, equity and inclusion.

IMP presents the **Cultural Exploration Series**, an innovative model for DEI education in the workplace. Our unique approach to this challenging facet of the modern working environment does not talk down, divide, or exclude anyone. Rather, it is rooted in cultural exploration and exposure to alternative perspectives as presented by leading filmmakers, authors, artists and other innovators from across the diverse cultural spectrum of our society.

**Our approach combines award-winning documentary films and other creative media, leading experts and social justice influencers, and localized community engagement**—all working together to build capacity among employees and in the C-suite to think both critically and intersectionally and to achieve a broader, deeper understanding of how **Diversity, Equity and Inclusion impact all aspects of life, work, and human relations.**



# IMP Team



**DENNIS PALMIERI**  
CoFounder and  
Managing Partner



**SARA  
BRISSENDEN-SMITH**  
Partner, Director  
of Accounts



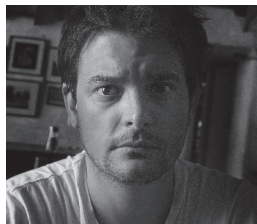
**LOCSI FERRA**  
Partner, Director of  
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**CAITS MEISSNER**  
Education and  
Engagement Writer



**OMME-SALMA  
RAHEMTULLAH**  
Campaign Specialist



**PABLO LONDERO**  
Graphic Designer



**RENEE GASCH**  
Engagement Writer



**ZINNA RILEY**  
Graphic Designer



**GLENN YEE**  
Graphic Designer