



IMPACT MEDIA PARTNERS LLC

# HINDSIGHT IS 20/20

SECRETS OF THE SURFACE



THE PUSHBACK



PULLING THE THREAD

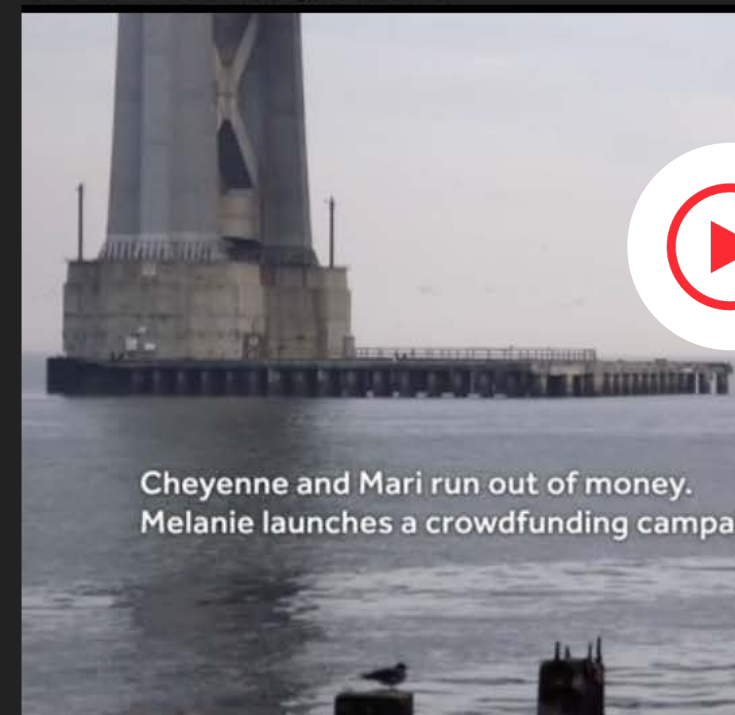


LANDFALL



**YEAR IN REVIEW**

IMPACTMEDIAPARTNERS.COM



## THE UNIQUE CONTOURS OF ENGAGEMENT IN 2020

With the shared experience of COVID-19 changing the way we see and access our world, our communities, and ourselves--alongside a bitter and divisive national election and widespread economic pain--it hardly bears repeating that 2020 has been a very challenging year.

With many tried and true engagement strategies off-limits due to safety and health concerns, IMP leaned-in quickly to support our clients and partners in navigating the uncharted territories of the pandemic. **With film festivals, premieres, community events and travel all postponed or cancelled entirely, *what would engagement look like in 2020?***

Once an initial three weeks of quarantine gave way to a longer-term shift in our daily lives, IMP got to work collaborating with our clients and partners on how we

might honor and advance their work while engaging audiences in new ways during extended lockdowns and social distancing. Despite the uncertainty of the pandemic, one thing remained abundantly clear: social impact matters. People need opportunities to learn, connect and be in conversation with one another. Our team has worked harder than ever this year to meet that need.

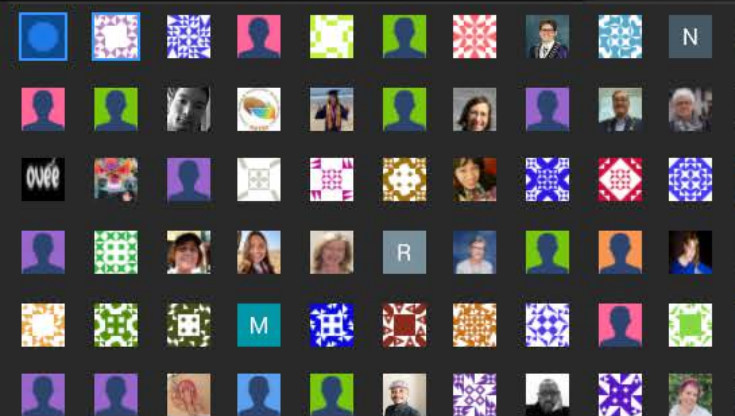
With support from our clients, partners and friends, we produced a series of compelling engagements in the digital space with extraordinary voices including leading national journalists and political figures, scientists, educators, musicians, poets, and a Pulitzer Prize winning author. These online convenings included more than 5,000 people directly and reached tens of thousands more on social media and beyond.

While it remains too soon to plan for a return to pre-pandemic modalities, there is light at the end of the tunnel and 2021 is already looking brighter. Whatever the next year may bring, the IMP team is ready to continue our work in supporting the critical films, programs, and conversations that continue to advance our national dialogue.

- Dennis & Sara

LIKED LIKED LAP LAUGH OR YAY GRYS SCARED SHARE TW

Audience 16





# OUR CLIENTS IN 2020



**INVENTING TOMORROW**  
THE FUTURE IS BRIGHTER THAN YOU THINK



**bavc**  
BAY AREA VIDEO COALITION

LANDFALL



**ARRAY**

intelligent *lives*

Every refugee and asylum seeker has a story to tell.  
**UNSETTLED**  
A FILM BY TOM SHEPARD

**BLACKBALD** films



**TRIBECA**  
FILM INSTITUTE.

**STORIES**  
FROM THE **STAGE**



**SECRETS OF THE SURFACE**  
The Mathematical Vision of  
Maryam Mirzakhani



IMP is fortunate to work in partnership with independent filmmakers, non-profit organizations, public television stations and other media makers to enhance and amplify their important work, surfacing and cultivating audiences around the nation. In spite of the pandemic, we have had quite a busy year!

**LEARN MORE:** [impactmediapartners.com/clients/](https://impactmediapartners.com/clients/)

SOCIAL IMPACT

# ENVIRONMENTAL & ECONOMIC JUSTICE

IMPACT MEDIA PARTNERS

**INVENTING TOMORROW** follows young scientists from Indonesia, Hawaii, India, and Mexico who propose innovative solutions to fix some of the most complex environmental issues facing humanity today – right in their own backyards.



## #INVENTINGTOMORROWPBS INVENTING TOMORROW

**VIRTUAL TEACHER WORKSHOP FOR STEM EDUCATION – CEUs PROVIDED\***

Facilitated by: Gary Abud, Jr., Education Consultant and 2014 Michigan Teacher of the Year

**September 29th, 9:00 am to 3:30 pm CT**

***Includes Free Science Items for Your Classroom!***

***RSVP Now, FREE >> <https://bit.ly/3m94Udn>***

**hhmi | Tangled Bank Studios**



12 DIGITAL  
TEACHER  
TRAININGS

PBS STATION  
GRANTS

SUCCESSFUL  
FUNDING  
PROPOSAL

SOCIAL MEDIA  
MANAGEMENT





Poetry by  
**DR. RAQUEL  
SALAS RIVERA**  
Recipient of Puerto Rico's  
Festival de la Palabra  
New Voices



PROMOTIONAL  
MATERIALS  
(BILINGUAL)

BRAINTRUST  
EVENTS IN ENGLISH  
AND SPANISH

DIGITAL  
COMMEMORATION  
EVENT W/  
PERFORMANCES

## DIGITAL EVENT & COMMEMORATION OF HURRICANE MARIA

**Saturday · September 19, 2020 · 4pm ET / 1pm PT**

**RSVP AT [COMMEMORATIONANDLANDFALL.EVENTBRITE.COM](https://commemorationandlandfall.eventbrite.com)**

SOCIAL IMPACT

## ENVIRONMENTAL & ECONOMIC JUSTICE

IMPACT MEDIA PARTNERS

**LANDFALL:** Through shard-like glimpses of everyday life in post-Hurricane María Puerto Rico, LANDFALL is a cautionary tale for our times. Set against the backdrop of protests that toppled the US colony's governor in 2019, the film offers a prismatic portrait of collective trauma and resistance.

SOCIAL IMPACT

# HUMAN RIGHTS

## PAPER CHILDREN

explores America's invisible refugee crisis through the eyes of one Miami family who navigates a broken system with unwavering resilience. As they begin to heal from past trauma, the thorny complexities of the US immigration system lead to crushing setbacks that once again threaten their sense of security. Through it all, the family holds on to their faith and loving spirit—they've risked too much to give up hope.

IMPACT MEDIA PARTNERS

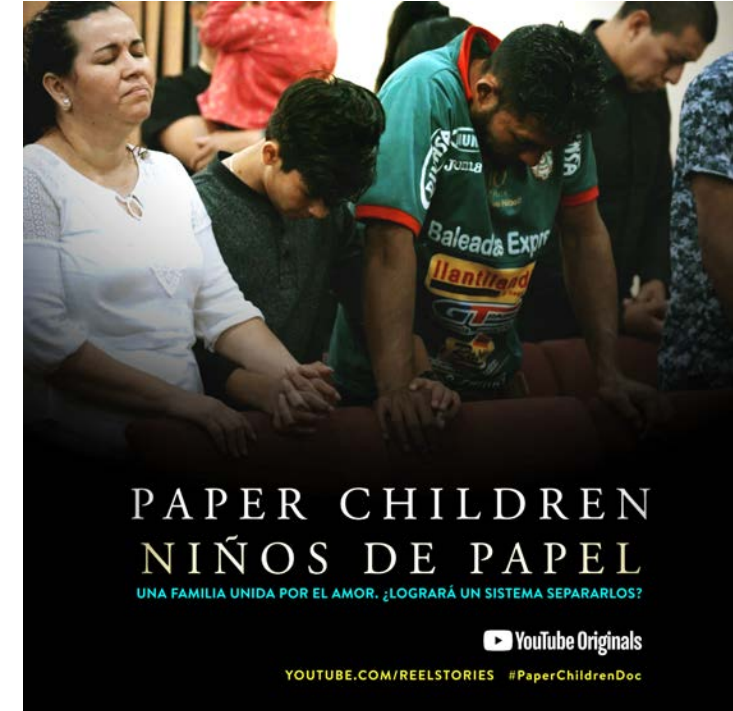


PROMOTIONAL MATERIALS  
(BILINGUAL)

BRAINTRUST EVENTS IN ENGLISH  
AND SPANISH

DIGITAL EVENTS IN ENGLISH AND  
SPANISH

SOCIAL MEDIA MANAGEMENT



PAPER CHILDREN  
NIÑOS DE PAPEL  
LOVE BRINGS A FAMILY TOGETHER. WILL A SYSTEM TEAR THEM APART?

YouTube Originals

YOUTUBE.COM/REELSTORIES #PaperChildrenDoc



SOCIAL IMPACT

# IMMIGRATION

**UNSETTLED** is a feature-length documentary revealing the untold stories of LGBTQ refugees and asylum seekers who have fled intense persecution from their home countries and who are resettling in the U.S. What are the costs persecuted immigrants pay for seeking refuge? And how are everyday Americans stepping forward to help those most in need?

IMPACT MEDIA PARTNERS



NATIONAL  
VIRTUAL LAW  
SCHOOL EVENT

VIRTUAL  
CONGRESSIONAL  
BRIEFING

LAW SCHOOL  
STUDY GUIDE

DISCUSSION  
GUIDE

MARQUEE  
DIGITAL EVENTS



## SOCIAL IMPACT

# REPRESENTATION & INCLUSION

IMP proudly supports makers advancing the under-told stories of marginalized groups:

**BORN THIS WAY: AWA'S STORY & THE ROGERS:** These films explore gender and sexuality in contemporary Pacific Islands cultures, as part of Pacific Heartbeat, the acclaimed anthology series presented by Pacific Islanders in Communications.

**BUFFALO SOLDIERS OF THE PACIFIC NORTHWEST:** In 1866, six all-Black cavalry and infantry regiments were created after Congress passed The Army Organization Act. This upcoming film explores the sacrifices and contributions these patriots made in the name of building a better America.

**THE HISTORY OF WHITE PEOPLE IN AMERICA** is a series of 16 animated, musical shorts that reveal the history of race in America — from the 17th century to the 21st.

IMPACT MEDIA PARTNERS



ENGAGEMENT  
MATERIALS

DIGITAL  
EVENTS,  
LGBTQ+ PRIDE  
MONTH

LGBTQ+ PRIDE  
CELEBRATION  
and ONLINE  
FILM FESTIVAL





MUST-SEE

## DIGITAL EVENTS



IMP's panelists and moderators drew large audiences throughout the year. Some of our most notable participants included: **Ari Shapiro** (NPR), **Maria Teresa Kumar** (MSNBC), Molly O'Toole (LA Times), **Pamela Silva** (Primer Impacto/Univision) **Sonia Nazario** (Pulitzer Prize-winning author), **Congresswoman Deb Haaland**, **Congresswoman Veronica Escobar**, former congressman **Beto O'Rourke**, former **UN Ambassador Samantha Power**, Founding Executive Director of the Sorensen Center for International Peace and Justice at CUNY Law School **Camille Massey**, and more!

IMPACT MEDIA PARTNERS

MUST-SEE

# DIGITAL EVENTS



IMPACT MEDIA PARTNERS



IMP hosted powerhouse digital events in this pandemic year, featuring leading talent in thoughtfully curated and produced live discussions throughout 2020. And with audiences looking for more than talking heads during the onset of Zoom fatigue, we injected live musical performances, real-time activities and formal trainings sessions that include continuing education credits for teachers.



WORLD Channel and ITVS present a powerful online screening event in honor of World Refugee Day, featuring a live video discussion with Ambassador Samantha Power, NPR's Ari Shapiro, filmmaker Tom Shepard, and Subhi Nahas, who is a refugee subject of this important new film about LGBTQ refugees and asylum seekers.

**JUNE 22 AT 7:00 PM ET // 4:00 PM PT**

RSVP recommended to secure your spot for this unique online event.

<https://ovee.itvs.org/screenings/31bkky>



**AMBASSADOR  
SAMANTHA POWER**

Samantha Power is a Professor of Practice at the Harvard Kennedy School and Harvard Law School. From 2013-2017, Power served as the U.S. Ambassador to the United Nations and a member of President Obama's cabinet. From 2009-2013, Power served on the National Security Council as Special Assistant to the President for Multilateral Affairs and Human Rights. Power began her career as a journalist, reporting from places such as Bosnia, East Timor, Kosovo, Rwanda, Sudan, and Afghanistan, and she was the founding executive director of the Center for Human Rights Policy at the Kennedy School. Power's book, *Wicked Problems* (2017) won the 2018 Pulitzer Prize for Best General Nonfiction. She is also the author of the New York Times bestseller *The Little America* (2019) by the New York Times, *Washington Post*, *Economist*, *NPR*, and *TIME*. Power earned a B.A. from Yale University and a J.D. from Harvard Law School.



**TOM SHEPARD**

For over 20 years, filmmaker Tom Shepard has produced, directed, and edited documentary films that have been praised by *Rolling Stone*, *Time*, *Knack*, *MTV*, *K&A*, *The New York Times*, and *Washington Post*. Shepard's films have been shown at more than 200 film festivals worldwide – including the Sundance Film Festival where he has won two top awards. Shepard is the former Chairman of New Day Films and in 2011, founded the Youth Documentary Academy which he directs in California. He graduated from Stanford University where he studied human biology and film.



**ARI SHAPIRO**

Ari Shapiro has been one of the hosts of *All Things Considered*, NPR's award-winning, alternate newsmagazine, since 2015. During his first two years on the program, Shapiro won a Peabody Award for his reporting on an underground sex work scene in New York City. He has covered news in Iraq, Ukraine, and Israel, and he has filed reports from dozens of countries and most of the 50 states.



**SUBHI NAHAS**

Subhi Nahas, founder of *queeractivist*, started advocating for women's and children's rights in Syria, then started working with *Save the Children* as a translator and advocate through his work with them. He was able to reach the refugee community at the same time. He co-founded the first LGBTQ Syrian magazine, *called Mawla*. The magazine was used as a platform to raise awareness and to educate both the LGBTQ community and the Syrian community. Subhi co-founded a support group for LGBTQ refugees in Turkey and organized a weekly talk called "You and I" where LGBTQ people could sit down and talk about their issues and what they are facing. Then, the group expanded to offer medical testing and other services such as legal help and medical referrals.

Made possible with support from the Jonathan Leper Family Foundation, the MaxArthur Foundation, the Wynne Foundation, and the Corporation for Public Broadcasting, a private corporation funded by the American people.





MUST- HAVE

# ENGAGEMENT MATERIALS



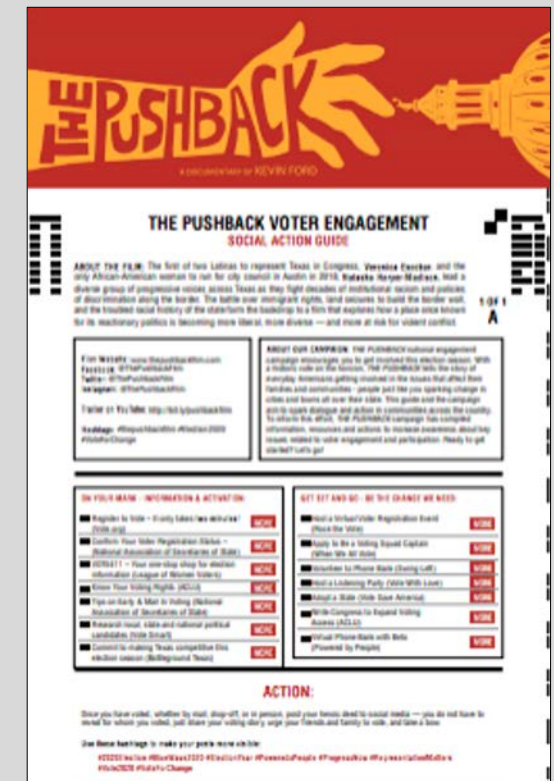
## PAPER CHILDREN NIÑOS DE PAPEL

a film by ALEXANDRA CODINA

DISCUSSION GUIDE

IMPACT MEDIA PARTNERS

Our clients come to IMP at various stages in the life of their projects, and our team of writers, educators, and designers provide a full suite of services, from designing early branding materials, writing standards aligned lesson plans and dynamic engagement toolkits to creating final promotional assets for broadcast and beyond.



**LEARN MORE:**  
[impactmediapartners.com/resources](https://impactmediapartners.com/resources)

OUR  
ENGAGEMENT  
PARTNERS  
IN  
2020



Partners at the local, state and national level are a key component of the IMP engagement strategy. We are pleased to partner with dynamic organizations across the nation to advance the social impact and engagement work of our clients. This year, our collaborators include







# OUR TEAM



DENNIS PALMIERI  
CoFounder & Managing  
Partner



SARA BRISSENDEN-  
SMITH  
Partner



DESIREE GUTIERREZ  
CoFounder & Executive  
Consultant



LOCSI FERRA  
Campaign Director



OMME-SALMA  
RAHEMTULLAH:  
Campaign Specialist



DUONG-CHI DO  
Strategic Consultant



GARY ABUD, JR:  
Senior Educational  
Consultant



RENEE GASCH  
Engagement Writer



JENNIFER ARENAS  
Social Media Specialist



CAITS MEISSNER  
Educator & Writer



ZINNA RILEY  
Graphic Designer



GINNY BROWNE  
Campaign Manager



REENA DE ASIS  
Campaign Specialist



GLENN YEE  
Graphic Designer

# CONTACT US



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