



2022-2023 PROJECT HIGHLIGHTS

IMPACT MEDIA PARTNERS



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THE IMP TEAM



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MANAGER



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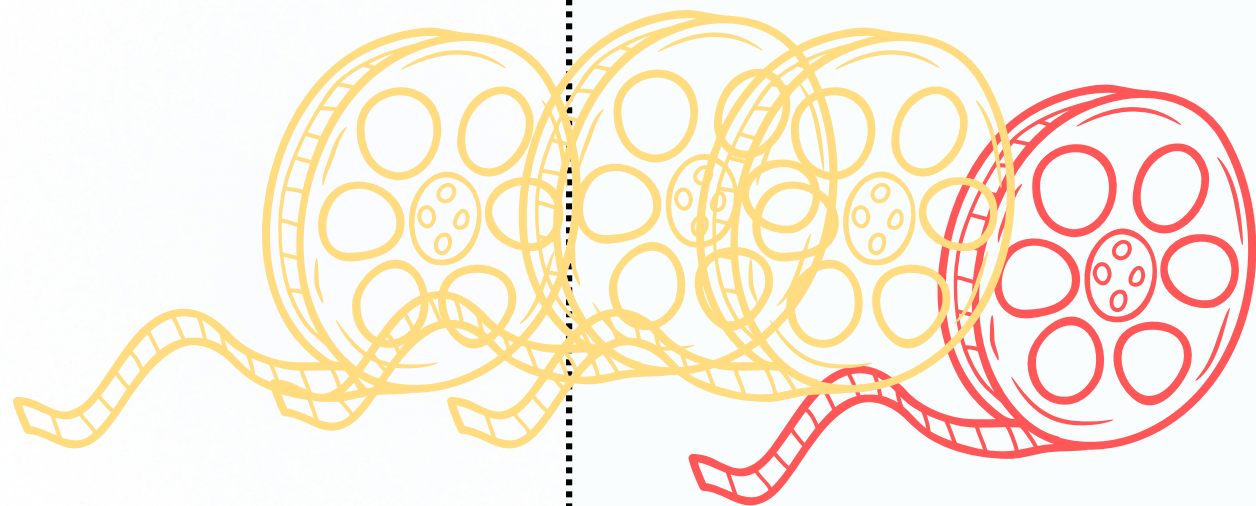
2022-2023 HIGHLIGHT REEL

In 2022 and 2023, IMP was blessed with the opportunity to serve extraordinary clients with an industry-leading array of impact and communications services on behalf of a collection of remarkable and award-winning film and TV projects.

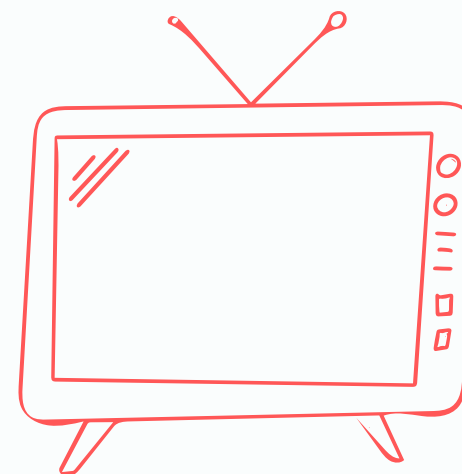
From fundraising, strategic planning and materials creation to live events, partnerships and online outreach and promotion, IMP delivers impact for our clients and opportunity for engagement to partners and communities nationwide.



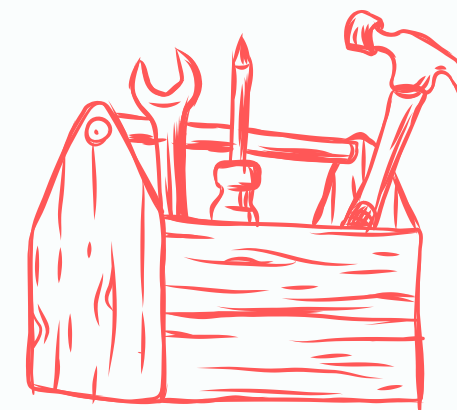
BY THE NUMBERS



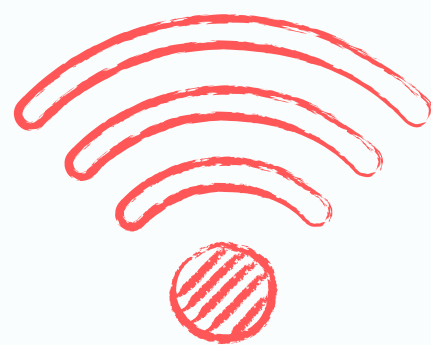
14 FILMS



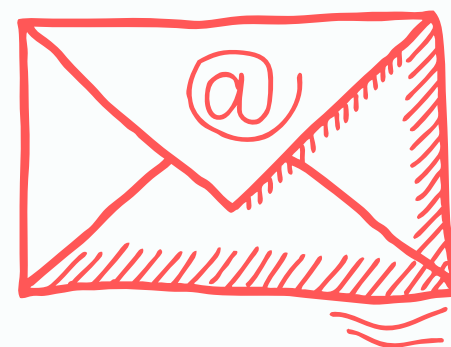
3 TELEVISION SERIES



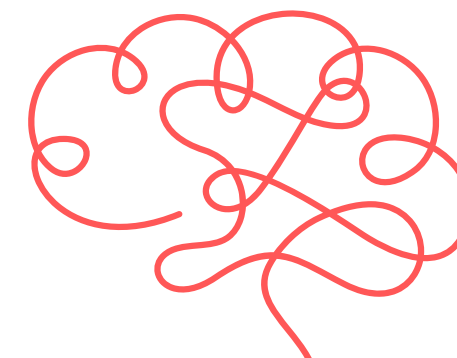
40+ ENGAGEMENT
AND EDUCATION TOOLKITS



1 LIVE ONLINE EVENTS
WITH **2K+** LIVE PARTICIPANTS



50K+ DIRECT EMAIL REACH



5 BRAINTRUST CONVENINGS

2022-2023 SELECT ENGAGEMENT PARTNERS



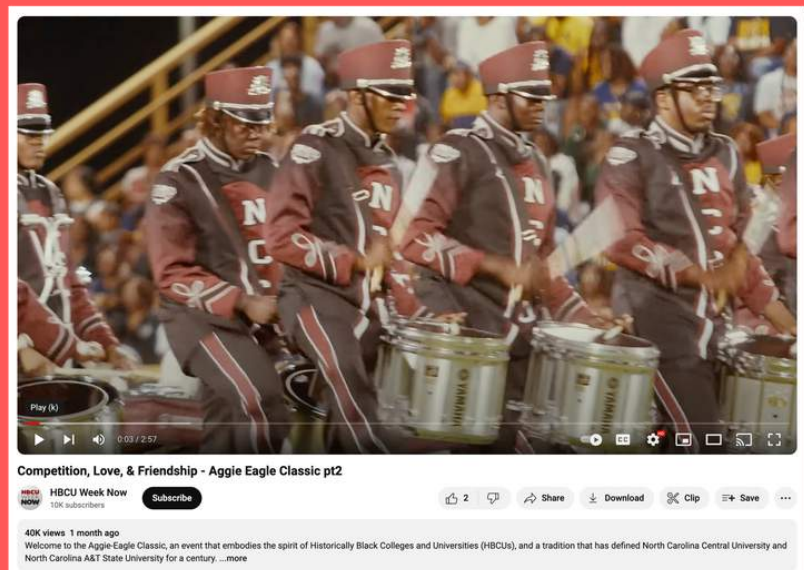
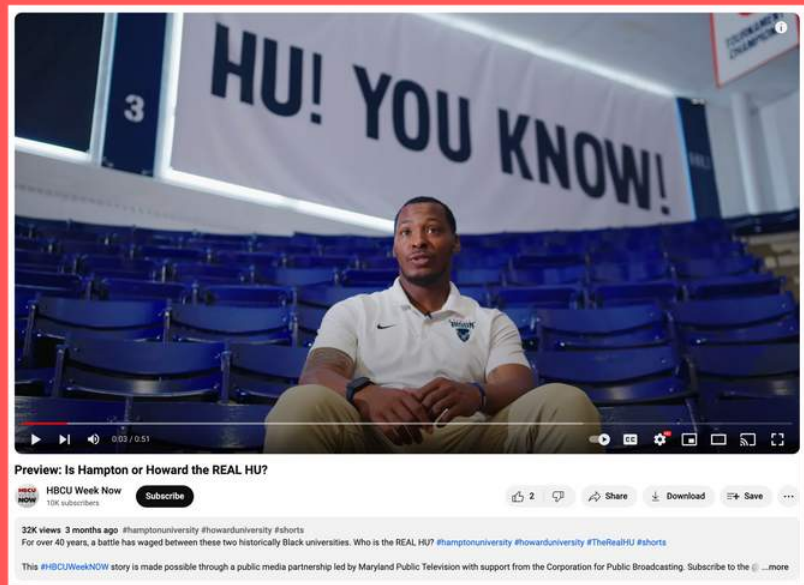
mpt

HBCU WEEK 2023

IMP is proud to serve as national initiative manager for MPT's national expansion of its HBCU Week programming initiative. IMP crafted and managed MPT's successful proposal to CPB, garnering \$271,000 in funding and has provided project management services across a range of production, promotion and partnership components of the initiative. We look forward to continuing our work with this important project in the years ahead.

CORE PROJECT COMPONENTS

- Four New Short Films for Digital Distribution
- Three National Broadcasts on WORLD
- A coalition of public media partnerships
- Marketing, promotion and intensive outreach to HBCU Campuses and their communities



NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

Maryland Public Television builds bigger profile for HBCU Week

By Marah Eakin, Freelance Contributor | 22 hours ago

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Maryland Public Television
Members of the North Carolina Agricultural and Technical State University marching band, the Blue & Gold Marching Machine, practice their steps in the lead-up to the HBCU's "Greatest Homecoming on Earth" festivities.

Maryland Public Television is expanding its homegrown HBCU Week program strand beyond broadcast with pilot funding from CPB.

With a one-year, \$271,000 grant announced in August, MPT acquired or produced three films for national broadcast on *World*. Airing this month on three consecutive Sundays, each focuses on the history, reach and significance of the country's Historically Black Colleges and Universities, says Travis Mitchell, MPT's SVP and chief content officer. Mitchell developed the program strand four years ago as a regional celebration of HBCU history and culture.

POV

LET THE LITTLE LIGHT SHINE

Impact Media Partners spearheaded the engagement and impact campaign for this Peabody Award-winning POV film. IMP crafted a fundraising deck that captured \$25,000 in funding to support the creation of engagement and educational materials, partner development and a high-level online event featuring the NAACP, National Urban League and more—all proudly produced by the IMP team.

CORE PROJECT COMPONENTS

Engagement Fundraising Plan and Pitch Deck

Discussion Guide and Organizing Toolkit

High-level Event and National Partnerships

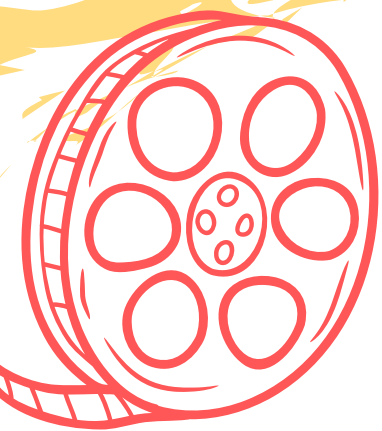
Social Media and Direct Email Promotion



PBS SOCAL EVENTS RESOURCE LIBRARY

Impact Media Partners authored more than 30 Screening Guides and Discussion Guides for locally produced content now featured in PBS SoCal | KCET's new Events Resources Library. Featuring discussion prompts, activities, screening logistics and other resources, this collection of engagement materials will support local community and educational events across Southern California. IMP looks forward to supporting the growth of this unique collection of online resources.





ODYSSEYIMPACT! WE ARE ALL NEWTOWN

IMP led a national anti-violence engagement campaign for this important short film that makes connections between the Newtown school shooting and neighboring marginalized communities impacted by gun violence. Culminating in a summit for anti-violence organizers at the Oakland Museum of California, this campaign also featured a live online event with leading organizations and advocates, new engagement and educational materials.

Micro-grants were awarded to four community partners who undertook a set of activities for their communities and stakeholders. The Los Angeles County Department of Public Health's Office of Gun Violence Prevention was a key partner in the continuing work with this important project.



OAKLAND SUMMIT HIGHLIGHTS

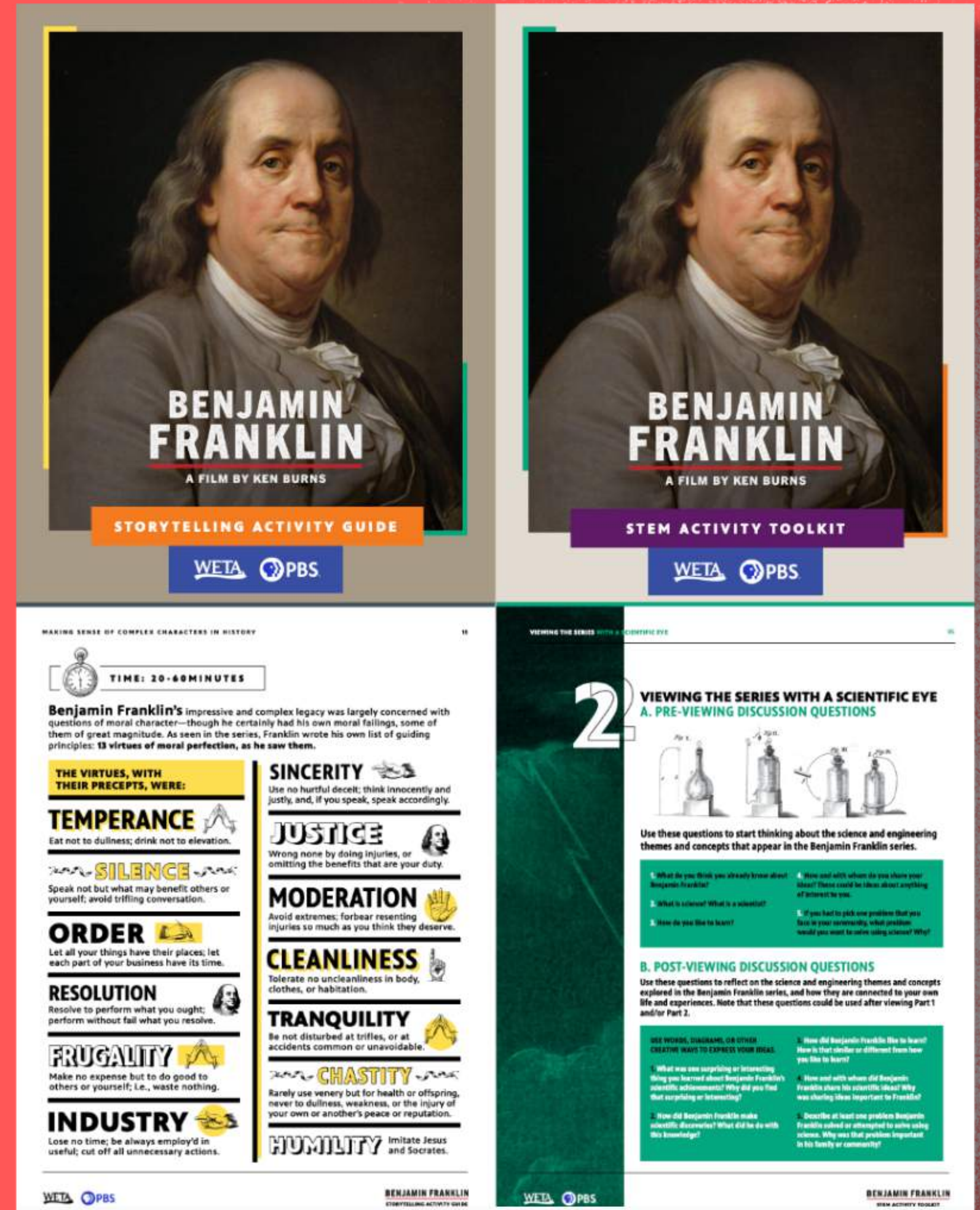
- **Lead Partners:** Equal Justice USA, Californians for Safety and Justice, and LIVE FREE
- **Featured Speakers:** Pastor Michael McBride and Pastor Samuel Saylor
- **Special Guest:** Oakland Mayor Libby Schaaf



WETA BENJAMIN FRANKLIN

WETA tapped IMP to create a suite of educational materials for the Ken Burns film, Benjamin Franklin on PBS, including a Storytelling Activity Guide and a STEM Activity Toolkit now available on PBS.org. These unique materials are designed to help viewers connect with the film and the history it presents in new and engaging ways.

IMP distributed the guides to over 10,000 teachers and 5,000 community organizations nationwide and supported visibility for the new resources on social media and via other channels.





LUMINOUS

A film by Sam Smartt



kanopy

LUMINOUS is a film about astronomy and the conduct of modern science. IMP worked with a range of partners to position the film as a tool for science education both for campus and educational communities as well as for the general public.

IMP built a partnership with the University of California Museum of Paleontology, who authored a new Science Education Toolkit for use with the film and deployed the new materials in select school districts around the country.

Our team produced a series of live online events with leading scientists, including professionals from NASA, the American Association for the Advancement of Science, the John Templeton Foundation, and the award-winning podcast, Astronomy Cast.

IMP created the strategic plan and pitch materials which helped to secure funding for these engagement activities. We also offered distribution services securing a deal for educational distribution with Kanopy.



How to use this guide

This guide was created to support the use of the film **LUMINOUS** by college instructors and campus leaders to catalyze rich student explorations and discussions about the nature and process of science. The resources in the guide are appropriate for a general undergraduate student audience and various courses, including science (especially astronomy, physics, and Earth sciences), philosophy of science, epistemology, religious studies, science methods, and various education classes.

The guide has four sections:

- 01 INTRODUCTION** frames the context of the film and guidance for users.
- 02 VIEWING THE FILM** provides pre- and post-viewing discussion and essay questions. Instructors and event leaders should select the questions that are appropriate for their students or participants.
- 03 ACTIVITIES FOR EXPLORING THE NATURE AND PROCESS OF SCIENCE** includes step-by-step instructions for engaging students in the classroom and homework assignments that provide opportunities for learners to interact and share ideas about what they viewed in the film. Each activity can be used individually or in combination with the other two in any sequence, depending on your instructional goals, and are adaptable for informal community events. The film could be viewed as homework to preserve classroom time for small group and whole class discussions, which is important for student sensemaking and developing an understanding of the concepts explored in the film.
- 04 ADDITIONAL RESOURCES** provide links to learn more about teaching the nature and process of science.

LUMINOUS-FILM.COM

Is it Science?

Overview

Students watch the film **LUMINOUS** while identifying the key features of scientific endeavors in the protagonists' journey. Students then complete a small group research assignment to identify these same features in other contexts. In Philosophy of Science courses, this activity can be paired with discussions and readings on how to distinguish science from non-science (the demarcation problem).

TIMING: 1.5-2 hours in class, and 3-4 hours of student work outside of class

OBJECTIVES

Students will:

- Understand the key features that distinguish science from other sorts of endeavors.
- Recognize these features in the journey of Larry Molnar and colleagues.
- Analyze an activity to identify what behaviors, practices, and traits align with those of scientific research and which differ.

MATERIALS

- [Science Checklist slide](#)
- [Science Checklist worksheet](#)
- [Is It Science? handout](#)

Procedure

PART 01: PRE-VIEWING DISCUSSION AND WRITING (30 MINUTES)

1. Share with students that they will be analyzing the question of how to define and recognize science. Ask the class to come up with five examples of endeavors that are definitely examples of people engaging in science and five examples of people doing something that is definitely not science. Keep running lists of these ideas on a board or screen. You might seed the discussion with the examples of "studying how to best treat cancer" and "painting a picture." Help the class come to agreement on lists that all the students feel confident about.
2. Give students five minutes of solo-writing time to list the traits that they think the scientific endeavors have and the non-scientific endeavors lack. To get them started, you might give an example of something like "involves gathering evidence." Some students might use the word "inquiry" in their list, which is used to describe learning and exploration in various disciplines, so students should be pressed to think about how scientific inquiry is different from other forms of inquiry.



LUMINOUS-FILM.COM

LuminousScreening.Eventbrite.com
LIVE | FREE RSVP REQUIRED
LIVE ONLINE EVENT
THURS, OCT 6
3:00pm ET / 12:00pm PT

LUMINOUS

A film by Sam Smartt

Moderated by Dr. Pamela L. Gay
Co-host of *Astronomy Cast*, and Senior Education & Communication Specialist and Senior Scientist, Planetary Science Institute

With a panel of scientists and special guests!

THURSDAY, OCTOBER 6
12:00 pm PT / 3:00pm ET
LIVE | FREE RSVP REQUIRED

LuminousScreening.Eventbrite.com

Sponsored By:

UNIVERSITY OF CALIFORNIA
MUSEUM OF PALEONTOLOGY

LIVE ONLINE DISCUSSION:
On Science and the Human Search for Truth

Featuring the new documentary film

LUMINOUS

TUESDAY, JUNE 7 at 3pm ET | 12pm PT
RSVP: <https://luminousevent.eventbrite.com>

Dr. Matthew Walhout
(John Templeton Foundation)

Dr. Larry Molnar
(Film Subject)

Sam Smartt
(Filmmaker)

MODERATED BY:
Lisa White,
UC Museum of Paleontology

LUMINOUS is a new documentary film that follows Dr. Larry Molnar's quest to find the next exploding star in the galaxy. Dr. Molnar is a portrait of faithfulness, as his judgment is consistently guided by his scientific and professional instincts alongside his personal faith.

imp INNOVATIVE MEDIA PARTNERS



The Five Demands is a new historical documentary from filmmakers Greta Schiller and Andrea Weiss and executive produced by Stanley Nelson.

The film recounts the 1969 takeover of The City College of New York by Black and Puerto Rican students demanding better access to the college for their communities.

IMP helped to successfully raise funds to support a suite of engagement materials and activities, authored a new discussion guide and formal lesson plans and produced a BrainTrust convening. IMP secured national public television broadcast distribution from Maryland Public Television.

CORE PROJECT COMPONENTS

- Brain Trust Convening
- Funding Materials
- Discussion Guide
- Lesson Plans
- Live Events
- Distribution Services
- Social Media Promotion
- Email Promotion



Our work cultivated in a landmark live online event featuring:

- Randi Weingarten, President of the American Federation of Teachers
- Darlene Marlin, Vice President, Education Access and Opportunity, National Urban League
- Dr. Phelton Moss, Fellow for Education Innovation Strategy, NAACP
- Moderated by Juan Gonzalez, co-host of Pacific Radio's Democracy Now!



IMP is currently working with the State of New Jersey Department of Children and Families on their new film project, Truth to Transformation, which documents the ground-up redesign of this state agency and its approach to child welfare.

IMP will be working with NJ-DCF to position the film as a model for other agencies nationwide, and to inspire community organizations and individual leaders to support transformation and policy change.



CORE PROJECT COMPONENTS

- Brain Trust Convening
- Strategic Engagement Plan
- Engagement Toolkits
- Partner Mini-Grants
- Live Events
- Distribution Services
- Social Media Promotion
- Email Promotion



THANK YOU FOR READING
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