LEADER IN THE DOCUMENTARY FILM WORLD

- 25 years, 35 Emmys, 19 Academy Award Nominations
- 80 staff, 55% diverse, US + four continents
- $22m budget
- 100 program hours/year
INDEPENDENT DOCUMENTARY FILMMAKERS
ROLE FOR DOCUMENTARIES IN SOCIAL CHANGE WORK?

MARKETING

EDUTAINMENT

INSTRUCTIONAL
THEORY OF CHANGE

CHARACTER-DRIVEN FILM = Mirror

CHARACTER-DRIVEN FILM = Bridge

Triggers emotion, Reflection, Empathy...

and action?
HER STORY IS UNSTOPPABLE
“After seeing the movie, I have decided that I will not get married soon.”

Kulaura, Bangladesh
• 25,000 people

• 280 Schools

• At least 20 point Gains on 6 leadership measures

• Girl Dropout: DOWN 72%

• CHILD MARRIAGE RATES: DOWN 78%
5 countries, 34 films, 4 key issues

Bangladesh, Jordan, India, Kenya, Peru
WGLG change model in action

1. Women of the World Films selected
2. Social impact goals established
3. Social impact campaign strategy designed
4. Film facilitators trained
5. Series of three films screened for community members
6. Breakthrough conversations initiated
7. Community action plans developed
8. Success stories generated
*3-Film model

CONVERSATION

ACTION

REFLECTION / NEXT STEPS

FILM 1

FILM 2

FILM 3
WOMEN OF THE WORLD SERIES
INDIA: M&E Spotlight

ISSUE: GENDER BASED VIOLENCE
THE HERO ACADEMY

NGOS
- Centre for Health and Social Justice
- International Center for Research on Women/Parivartan Plus program
- Magic Bus

M&E
- 3-level study
- Baseline-endline
- Pre-post screening surveys
- Focus groups
- Mobile surveys

FILMS
- Revolutionary Optimists
- Invoking Justice
- Salma
- Gulabi Gang
- Driving with Selvi
- Girl Connected

OUTPUTS & OUTCOMES
- 2 million TV viewers
- 7,600 people reached
- Attitudes: 24-39% points change across 13 categories
- Intentions: 5-25% points change across 4 categories
- Actions: protests, busline, library, rehab
# India Findings

<table>
<thead>
<tr>
<th>Category</th>
<th>Hero Academy</th>
<th>3-Film Model</th>
<th>Unfacilitated Screenings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attitudes</strong></td>
<td>16–36 pp change 18 indicators</td>
<td>15–27 pp change 4 indicators</td>
<td>No change 5 indicators</td>
</tr>
<tr>
<td><strong>Empathy</strong></td>
<td>8–13 pp change 4 indicators</td>
<td>15 pp change 1 indicator</td>
<td>10 pp change 1 indicator</td>
</tr>
<tr>
<td><strong>Self-Efficacy</strong></td>
<td>5–21 pp change 4 indicators</td>
<td>No change</td>
<td>Not measured</td>
</tr>
<tr>
<td><strong>Intentions</strong></td>
<td>13–47 pp change 4 indicators</td>
<td>31-43 pp change 2 indicators</td>
<td>Not measured</td>
</tr>
</tbody>
</table>
Figure 3.1. Impact on Beliefs about Gender Stereotypes, Masculinity, and Violence

- Boys need to be tough even if they are very young
- It is bothersome when boys behave like girls
- Crying is a sign of weakness in a boy or man
- Being a strong man sometimes requires use of force
- There are times when a woman deserves to be beaten
Stories of change
Kenya: Women’s leadership

PROMOTE POSITIVE EXAMPLES OF WOMEN LEADERS
Historic Election Victories
• 3 Women Governors • 3 Women Senators • 23 Members of Parliament
peru: education + srh

M I N I S T R Y  O F  E D U C A T I O N  P A R T N E R S H I P
10-59 pp increase on parent-child communication (3 indicators)
20+ pp increase on SRH knowledge (9 indicators)
Adoption by regional Ministry of Education
jordan: gender based violence

HOME-BASED FILM CLUBS
• +17-29 pp on knowledge
+34 pp on willingness to talk (two 3-film cycles)
+27% intention to intervene harassment
M&E: Project-Wide Findings

• Utility of films for engaging audiences
• Inspirational value of depicting real stories
• The importance of facilitation
• The value of serial engagement
• Ensuring the quality of facilitated screenings
• The power of local stories
ITVS Takeaways

Documentaries can:

• Put “art” to work for development, with real impact
• Connect with audiences across cultures
• Fit into existing work in different orgs
• Complement more targeted local content
• Be measured in development terms
The case for docs in development

- Attitudes: 15-30% across films, countries, issues
- Behavior: partner dependent (i.e Bangladesh)
- Cost: 12 million worth/content at fractional cost
- Pipeline: 100s of hrs/year
- Model: media scales & facilitation embeds
links


WGLG Films: http://www.womenandgirlslead.org/films-around-the-world/

ITVS Films: https://itvs.org/films

WGLG Website: https://itvs.org/

ITVS Trailer: https://www.youtube.com/watch?v=AFDNbsXtg4s
SEPIDEH: REACHING FOR THE STARS