

Introduction to SEA Change: Workshop for Filmmakers

Beth Karlin

Transformational Media Lab
University of California, Irvine

Jon Fitzgerald

CineCause

Johanna Blakley

Norm Lear Center
University of Southern California

UNIVERSITY of
CALIFORNIA | **IRVINE**



SEAchangeinstitute@gmail.com

You're making a film...



...to make a difference.

B. Karlin



But ... if you build it,



Will they come?



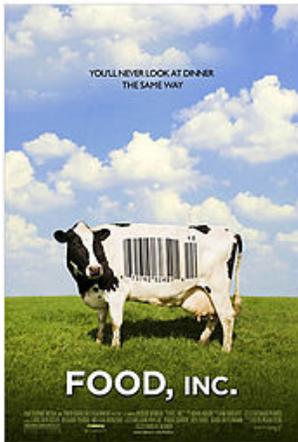
From Recipes to Models

Program x



Outcome y

If X, then Y



From Recipes to Models

Program x



Outcome y



If X , then Y

Is it that simple?

Do we all want the same thing?



From Recipes to Models

Program x



Outcome y

Ingredients



Key Activities & Processes



Metrics



From Recipes to Models

Program x

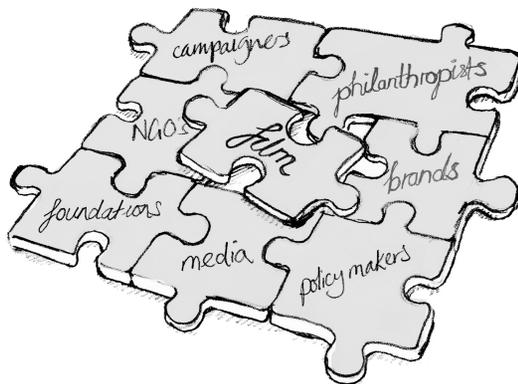


Outcome y

Ingredients

Key Activities & Processes

Metrics



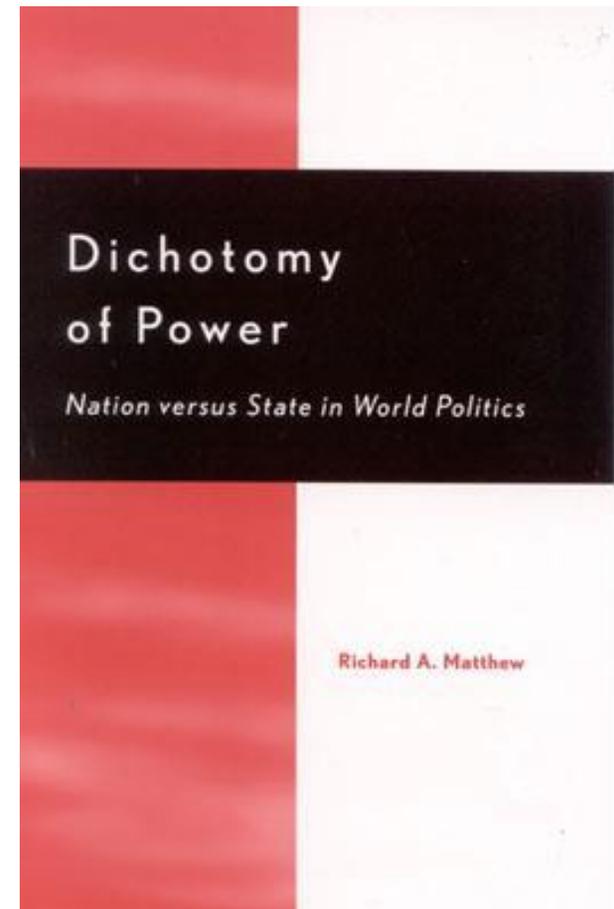
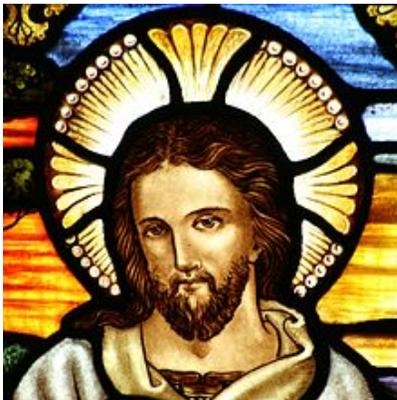
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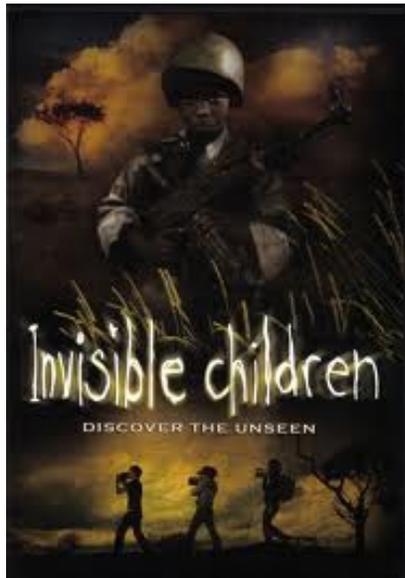
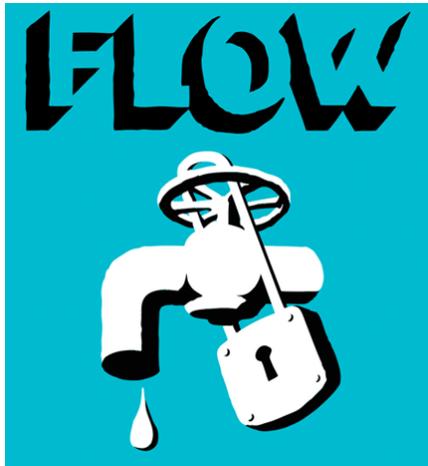
We build on existing theory

From Dichotomies of Power

1. Opportunity
2. Compelling story
3. Charismatic leaders
4. Infrastructure



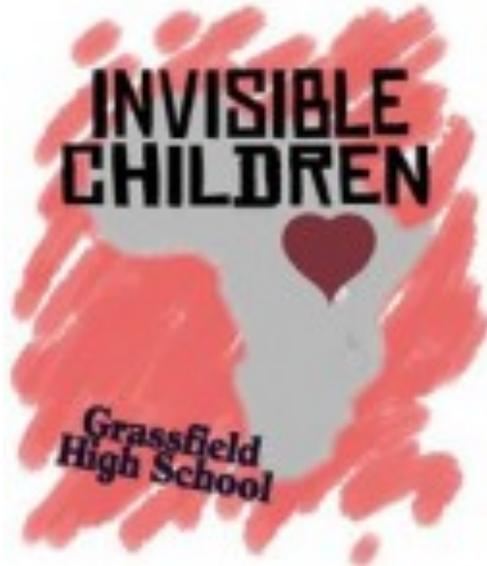
Learn from observation



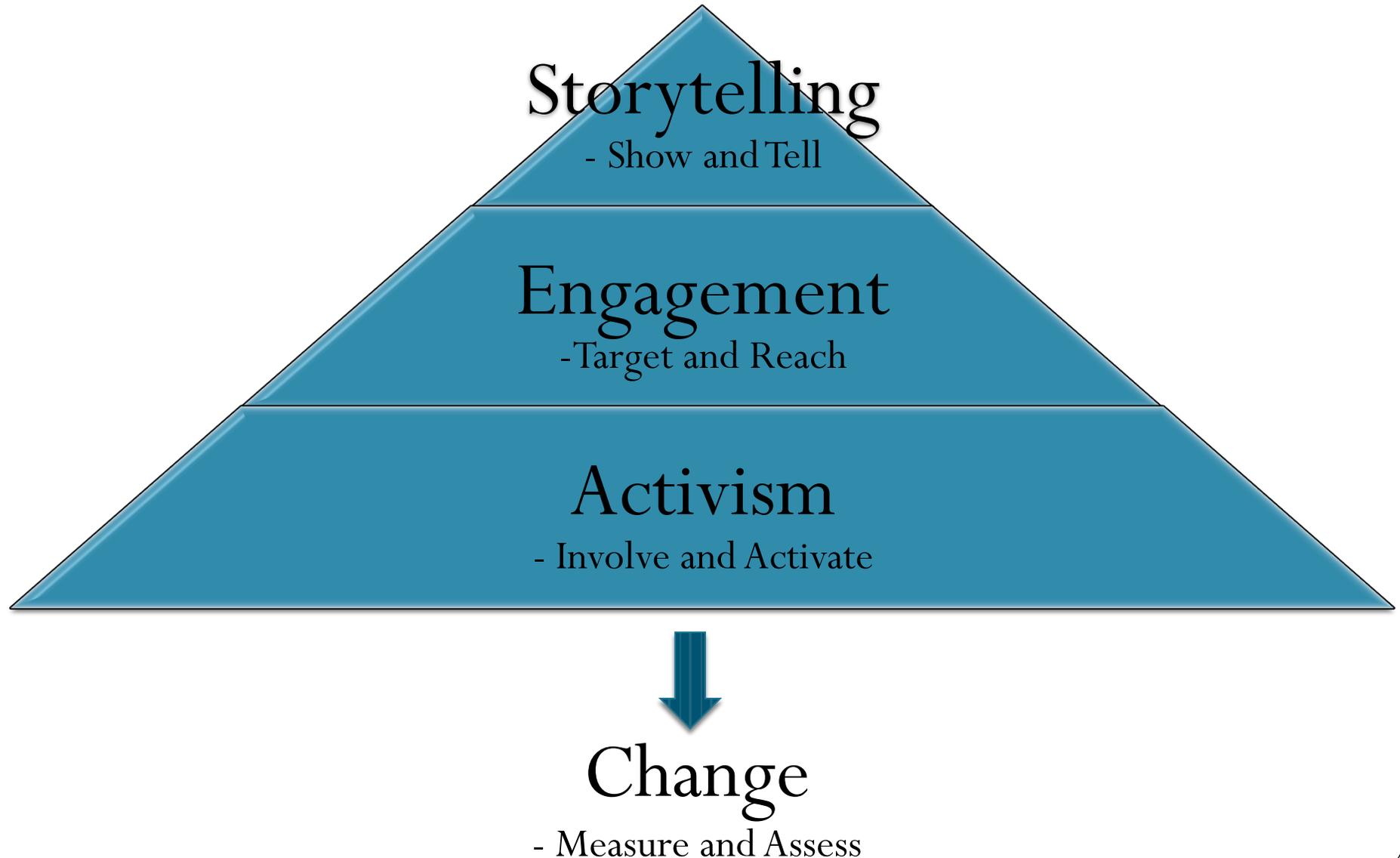
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And closer investigation



To Develop Models of Change



Our Agenda

Storytelling
- What's your story?

Engagement
- Who cares?
- Showing and Sharing

Activism
- Asks and Wins
- Events and Experiences
- Central Command

Change

- Start at the end
- How will you know?

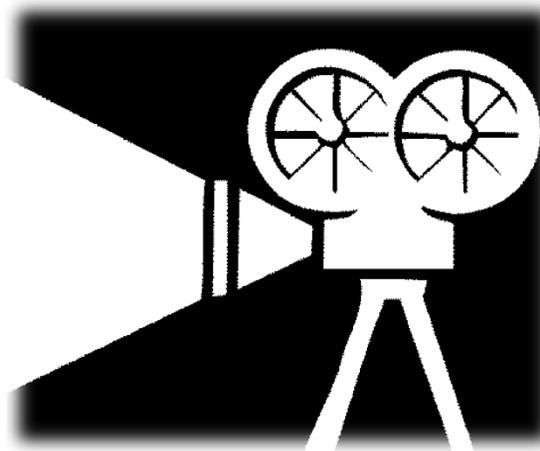
What's your Story?

Introduce yourself and your project in 60 seconds or less

A Tale of Two (or three) Stories



You



The Film

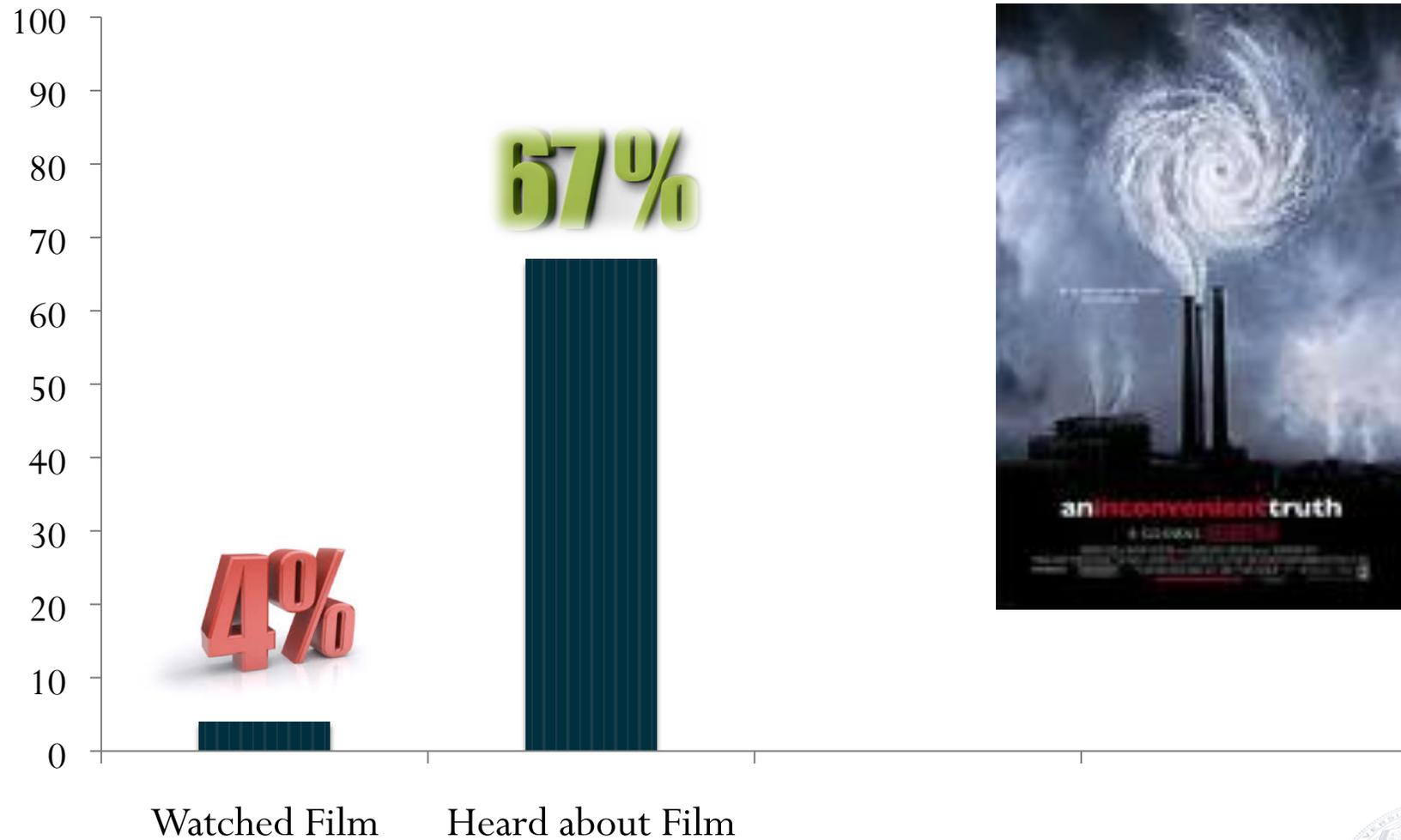


The Issue



B. Karlin,

Audience vs. Reach

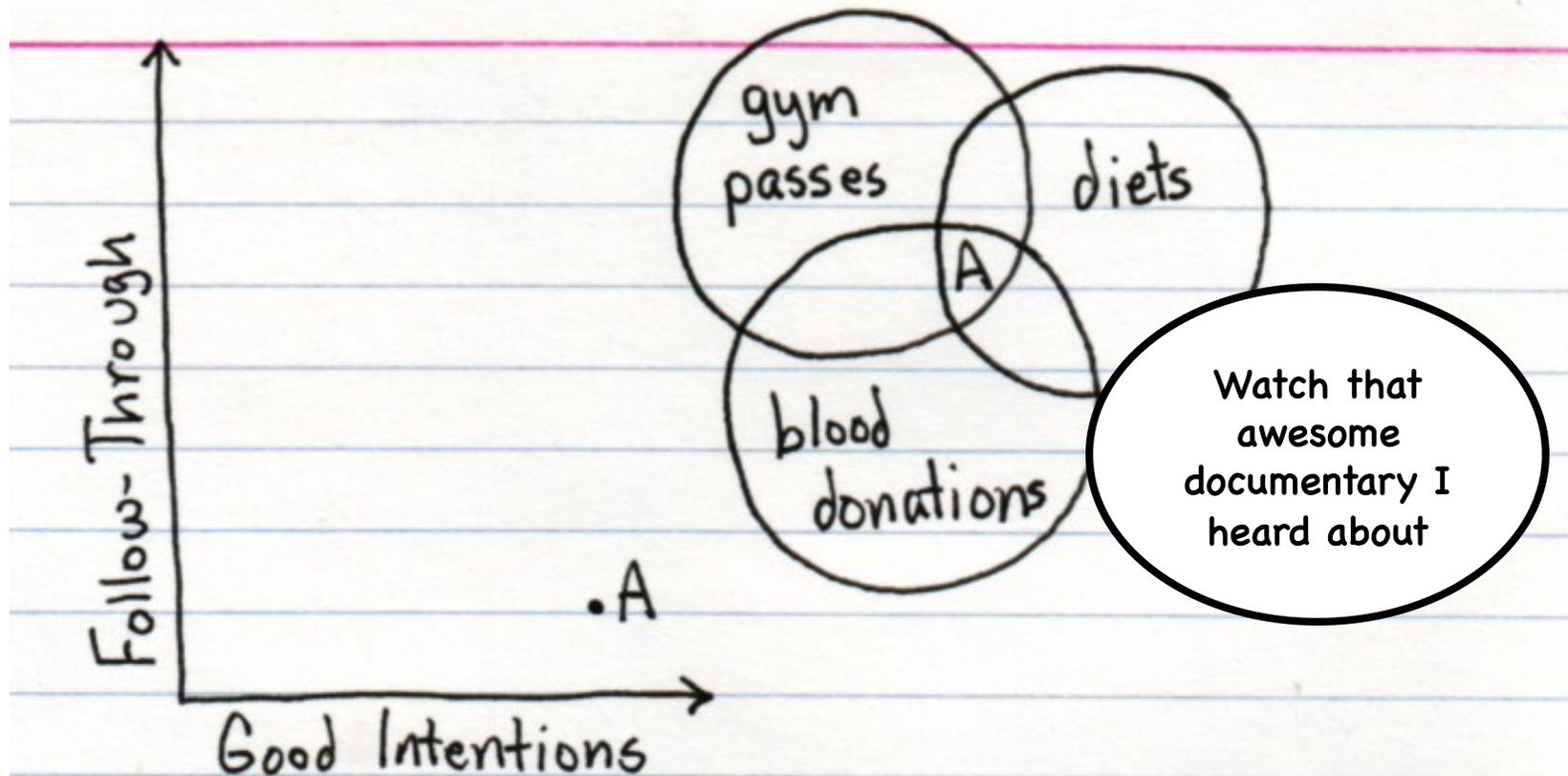


(Britdoc, 2007)

B. Karlin,



The best of intentions



How people listen

You have ~~30 seconds~~
8 seconds



"It all
changed
in an
instant."

"Found
perfect
wedding
dress.
He left."

Dual Process Model



**affective
domain**



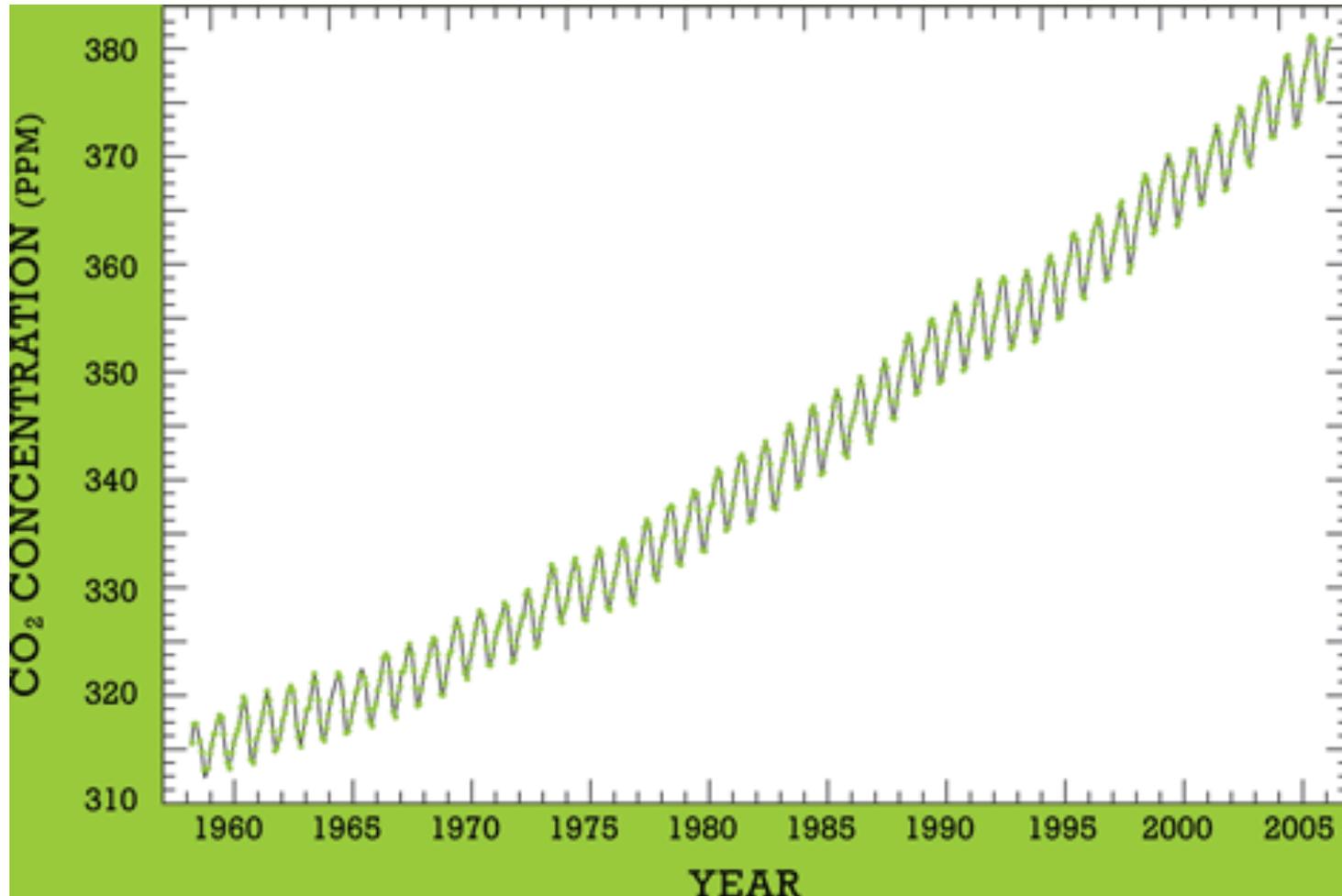
**cognitive
domain**

Image by Karin Kirk, SERC

B. Karlin



Cognitive Domain



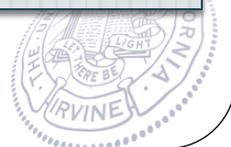
Affective Domain



Sample Stories

In the past 200,000 years, humans have upset the balance of planet Earth, a balance established by nearly four billion years of evolution. We must act now. It is too late to be a pessimist. The price is too high. Humanity has little time to reverse the trend and change its patterns of consumption. Through visually stunning footage from over fifty countries, all shot from an aerial perspective, Yann Arthus-Bertrand shows us a view most of us have never seen. He shares with us his sense of awe about our planet and his concern for its health. With this film, Arthus-Bertrand hopes to provide a stepping-stone to further the call to action to take care of our HOME.

Joseph Kony and the Lord's Resistance Army have been abducting, killing, and displacing civilians in East and central Africa since 1987. We first encountered these atrocities in northern Uganda in 2003 when we met a boy named Jacob who feared for his life and a woman named Jolly who had a vision for a better future. Together, we promised Jacob that we would do whatever we could to stop Joseph Kony and the LRA. Invisible Children was founded in 2004 to fulfill that promise.



Sample Stories

There was a problem. We got involved. Here's what we're doing.

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Sample Stories

~~There was a problem.~~ We got involved. Here's what we're doing.
Something cool happened.

9-year-old Caine Monroy spent his summer vacation building an elaborate DIY cardboard arcade inside his dad's used auto parts store, and asked people to play. The entire summer went by, and Caine had yet to have a single customer, until one day, a filmmaker named Nirvan Mullick stopped to buy a door handle. What happened next inspired this movie, and launched a movement to foster imagination and creativity in kids everywhere.

- Speak simply.
- Talk about people.
- Bring it into now.

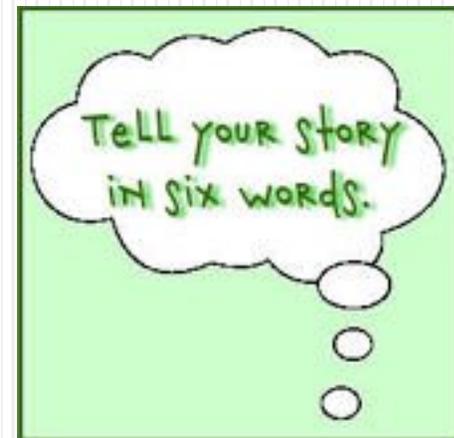


What's your Story?

Introduce yourself and your project in 60 seconds or less

1. YOUR story
2. The ISSUE story
3. The FILM story

Bonus Activity



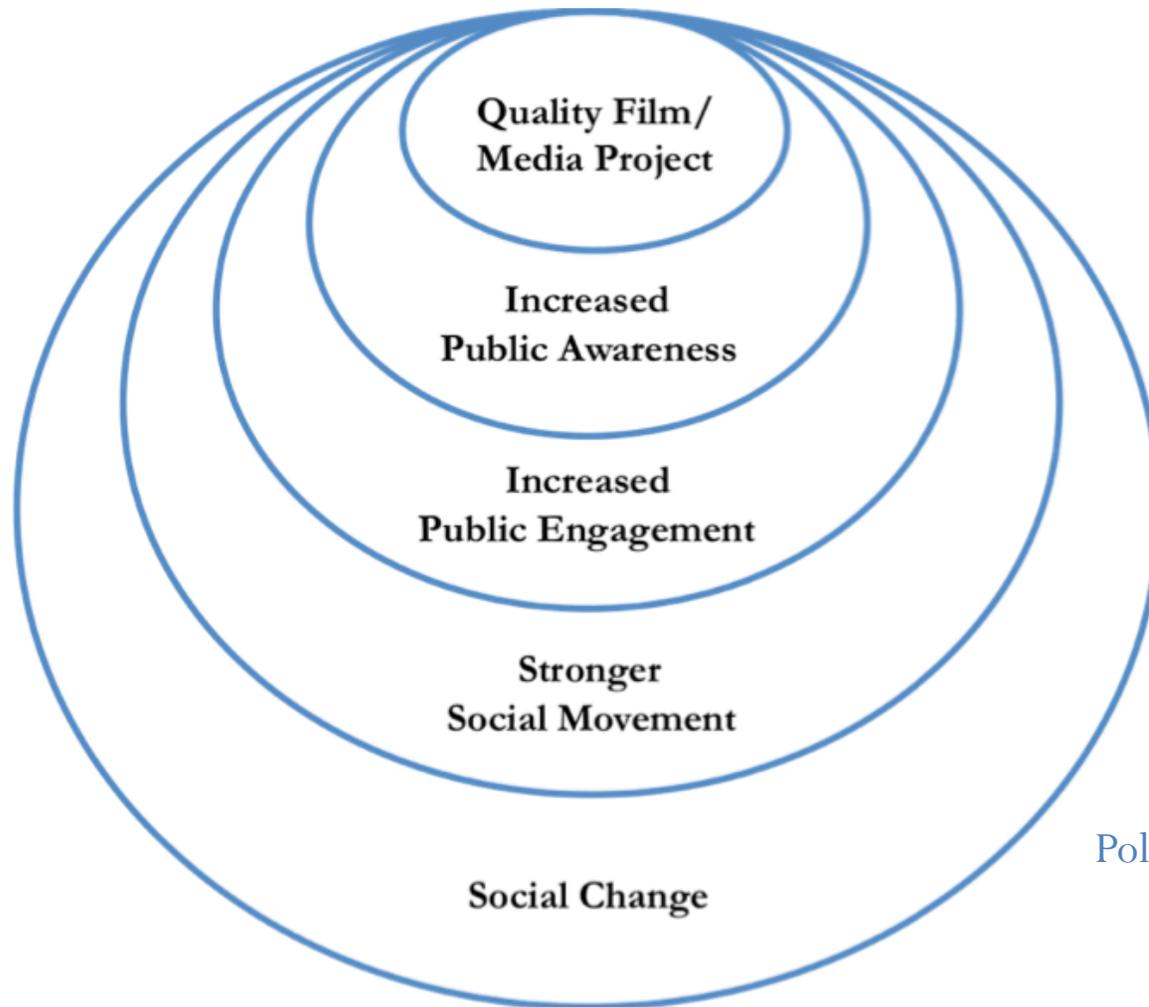
Start at the end

What's the headline?

Financial vs. Social Returns



Social Returns



Engage - Draws viewers in

Educate about the issue

Shift from aware to action

Strengthen organizations

Policy changes or shifts in dialogue

The Fledgling Fund

HELPING INNOVATIVE PROJECTS TAKE FLIGHT



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Mission / Vision Statement



**“It’s not a great mission statement,
but we’ll revise it if things get better.”**



Mission

- Defines the present state or purpose of an organization
- Focuses on what you are doing in the present term
 1. WHAT it does;
 2. WHO it does it for; and
 3. HOW it does what it does.

Vision

- Defines the optimal desired future state of an organization
- Focuses on what you want to achieve in the long-term
 - "north star"
 - all understand their work contributes towards this

Mission and Vision

- Inspirational
- Written succinctly in a sentence or two
- Easy for people to remember and repeat



Sample Statements

INVISIBLE CHILDREN EXISTS TO BRING A PERMANENT END TO LRA ATROCITIES.

The Imagination Foundation
Imagine the world we can build

**WHY ARE WE
DOING THIS?**

What We Do

We create short, easy to share online movies that explore our relationship with Stuff; we provide high quality educational resources and programs to teachers, people of faith, and business and community leaders; and we support the learning and collective action of the over 350,000 members of the Story of Stuff community. Join us!

The No Impact Project uses entertainment, education and group action to engage new people in the quest for ways of living that connect individual happiness with service to community and habitat.

From Mission/Vision to Goals

Mission and vision speak to the greater purpose; goals are the specific ways to get there.



3 Steps for SMART Goals

1. Establish a baseline

- Look for numbers
- Ask experts

2. Pick one thing

- Biggest impact
- Fastest to accomplish
- Most inspirational

3. Break it down



Are your goals SMART?



\$1M fundraised



Like us on
Facebook

500,000 likes on FB



Bill passed in
Congress



Walmart stops
selling product



Start at the end

What's the headline?

1. Your mission/vision statement
2. 2-4 SMART goals

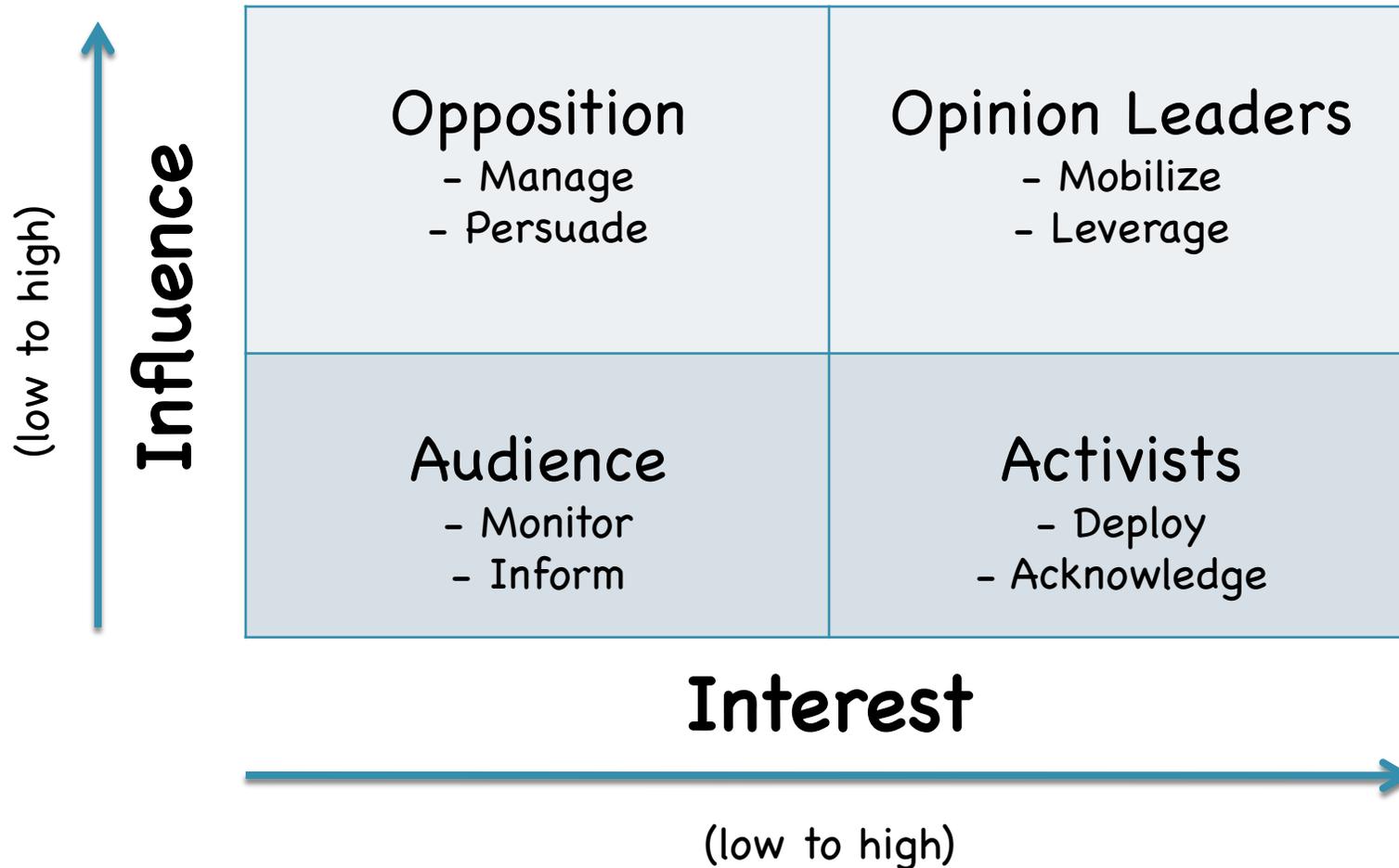
Who cares?

Who has a stake in your project?

Don't go it alone



Stakeholder analysis



Opposition

Butting Heads



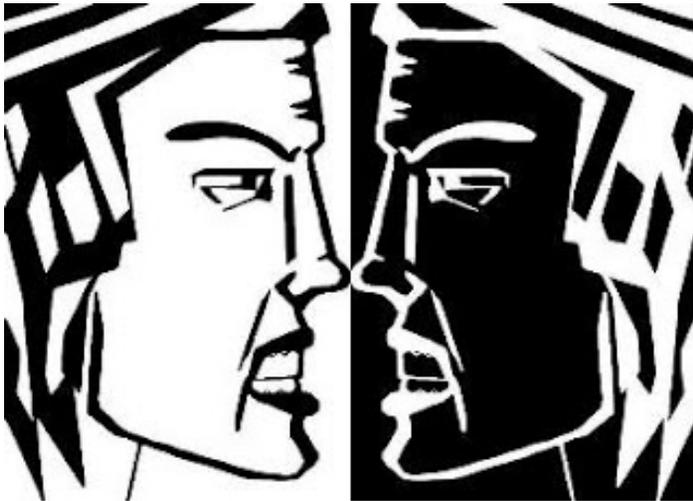
Competing Interests



Opposition

“The Bible tells us to love our neighbors and our enemies;
probably because generally they are the same people.”

— G.K. Chesterton



Opposition

“The supreme art of war is to subdue the enemy without fighting.”

— Sun Tzu, The Art of War



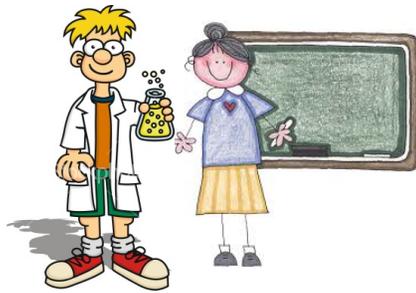
Opposition
- Manage
- Persuade



Opinion Leaders

Dimensions of Influence

Who one is



Whom one knows



What one knows



(Katz, 1957)

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Opinion Leaders



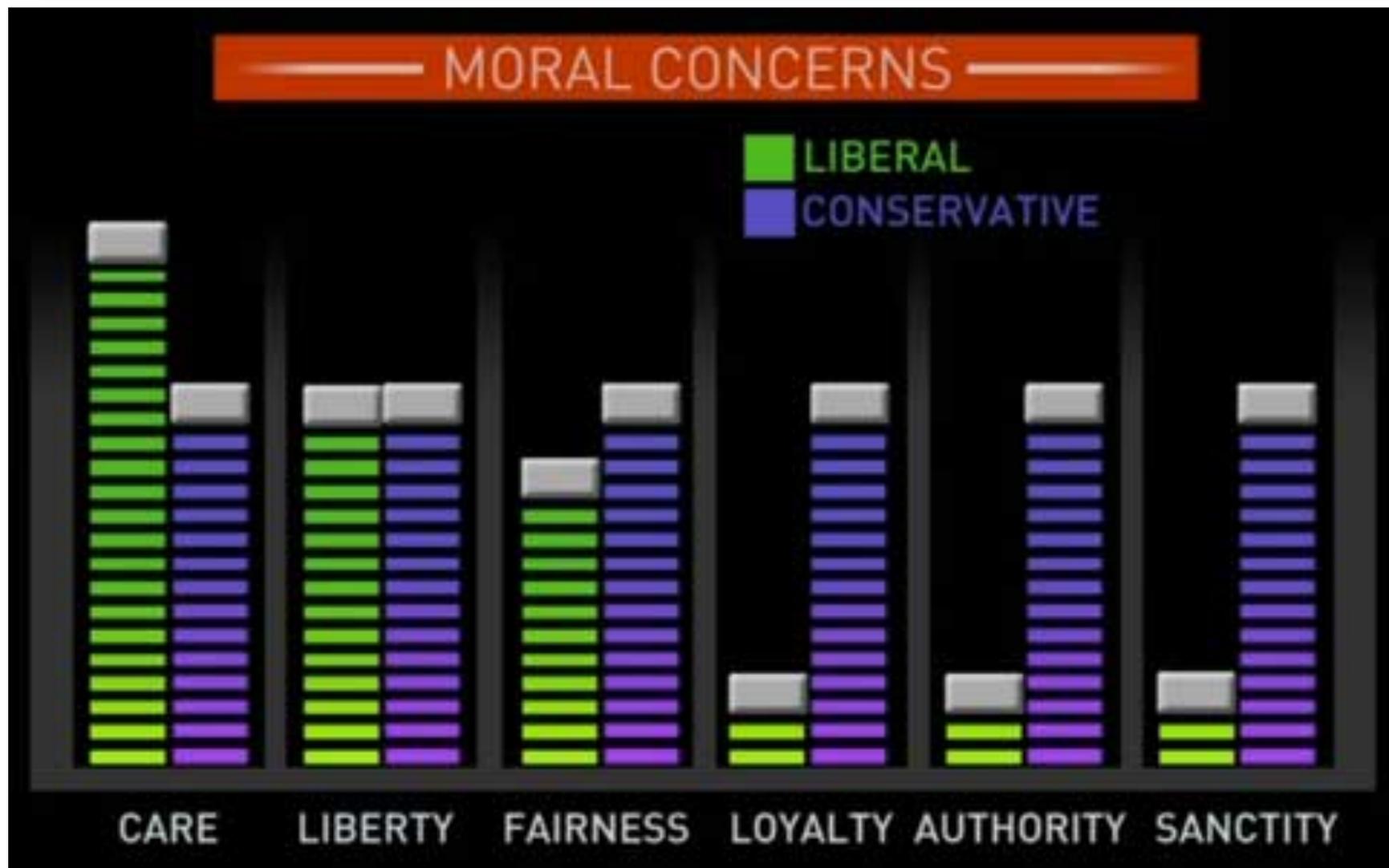
Opinion Leaders

- Mobilize
- Leverage

1. Individuals (celebrities, experts, etc.)
2. Organizations (NGOs, schools, etc.)



Audience



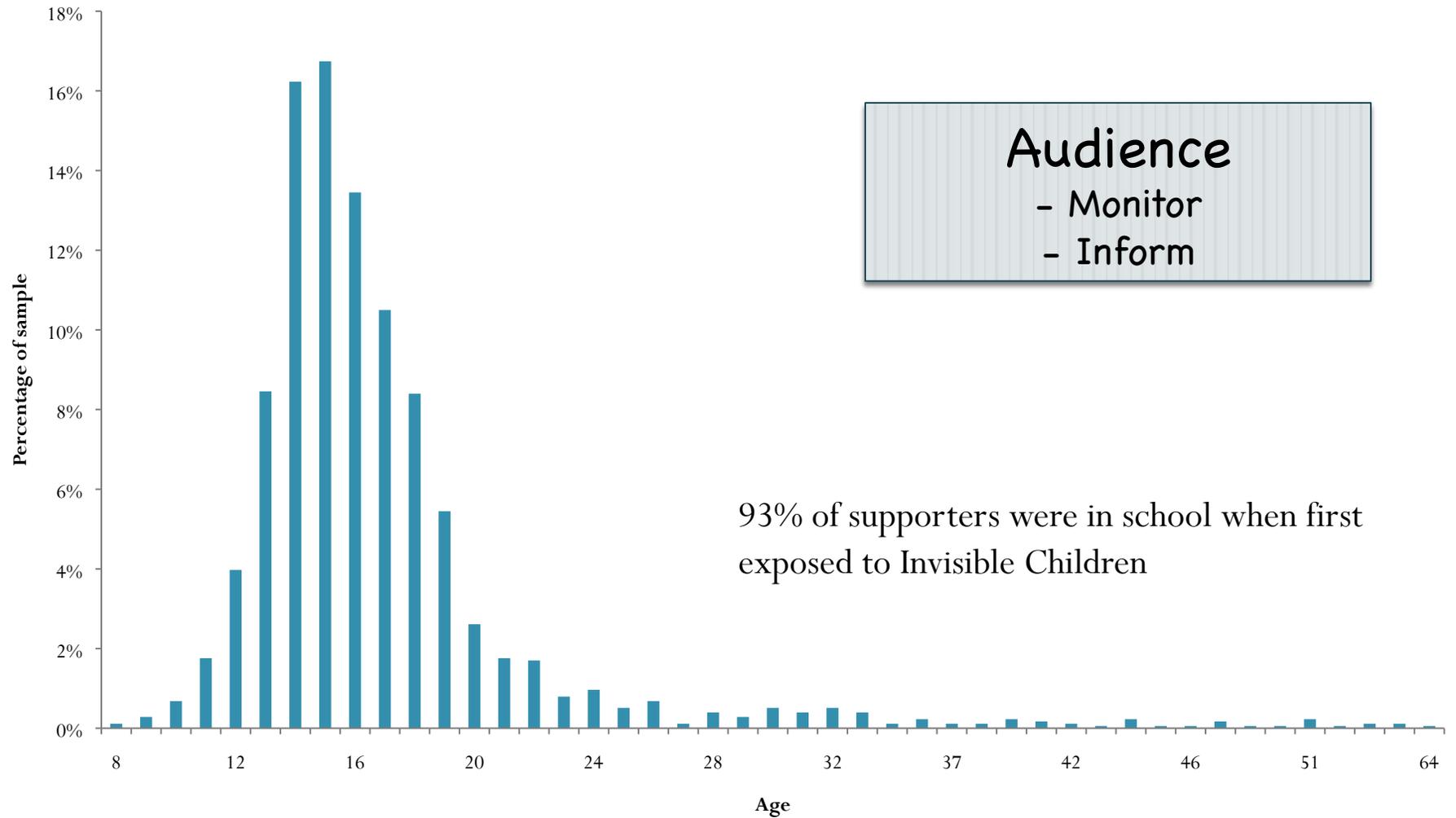
Five Moral Foundations, Haidt et al.

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Audience

Age When Exposed to Invisible Children



Activists

Don't preach to the choir,
Deploy the choir.

- Rachel Gutter, USGBC



Activists

- Deploy
- Acknowledge

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Who cares?

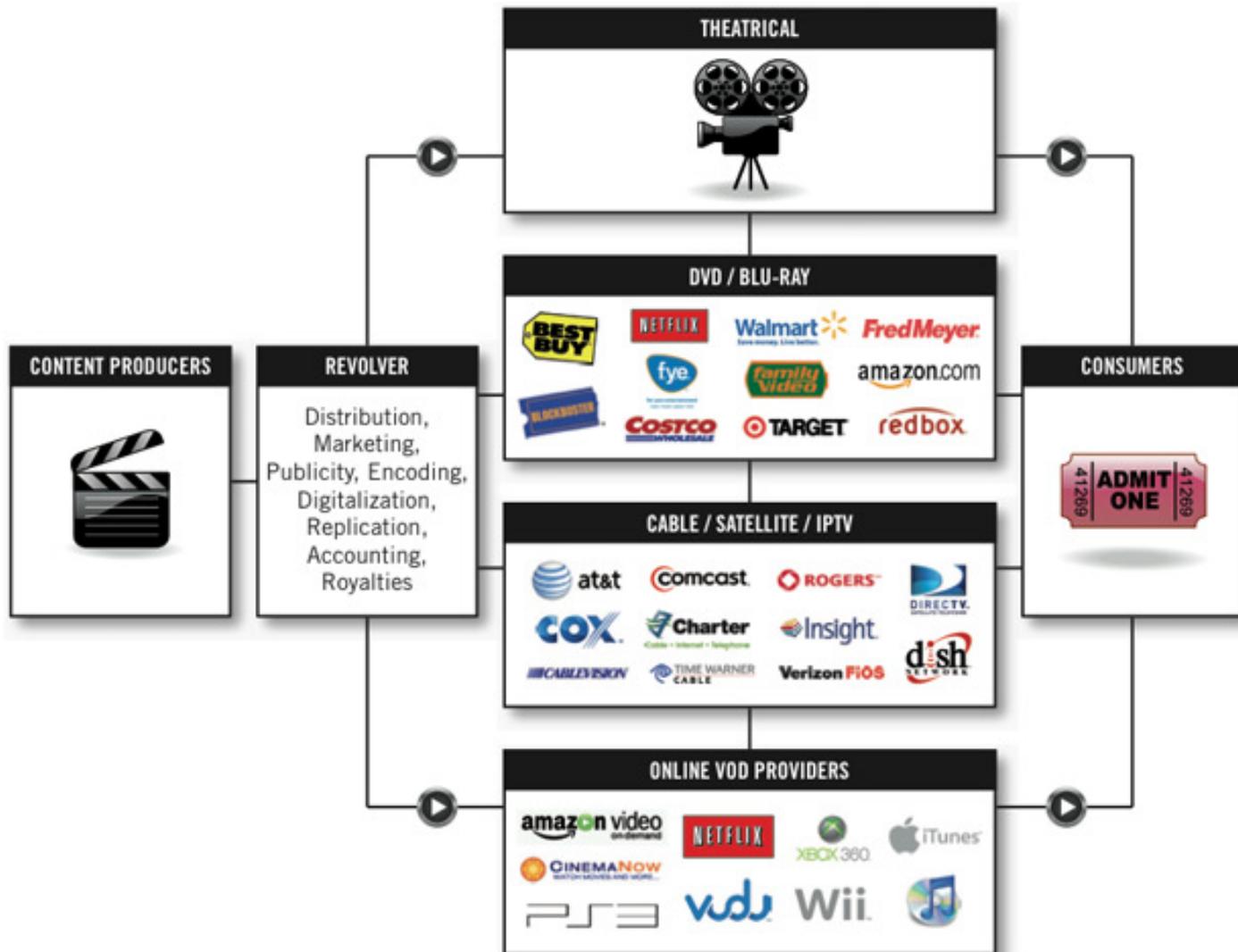
Who has a stake in your project?

Opposition	Opinion Leaders
Audience	Activists

Showing and Sharing

How are people going to see your film?

Distribution



Circulation



FredCavazza.net

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Showing vs. Sharing

	Distribution (Showing)	Circulation (Sharing)
Direction	Top-down	Bottom-up
Measurement	ticket sales, numbers of eyes watching, etc.	shares, likes, tweets, views, comments, etc.
Goal	consistent rollout of content	interaction (consumers input, spread content)
Model	film as commodity to be sold	film as gift to be shared

While many producers are still afraid of losing control,
the reality is that they lost control a long time ago.

- Henry Jenkins



Dimensions of viewer experience

1. Where is the viewer? (spatial)
2. Who are they with? (social)
3. Do they have to pay? (financial)
4. Is it part of an event or experience? (organizational)



Ways to Show and Share



1. Theatrical

2. Festivals

3. Event release

4. DVD

5. Product Sales

6. Screenings

7. Broadcast

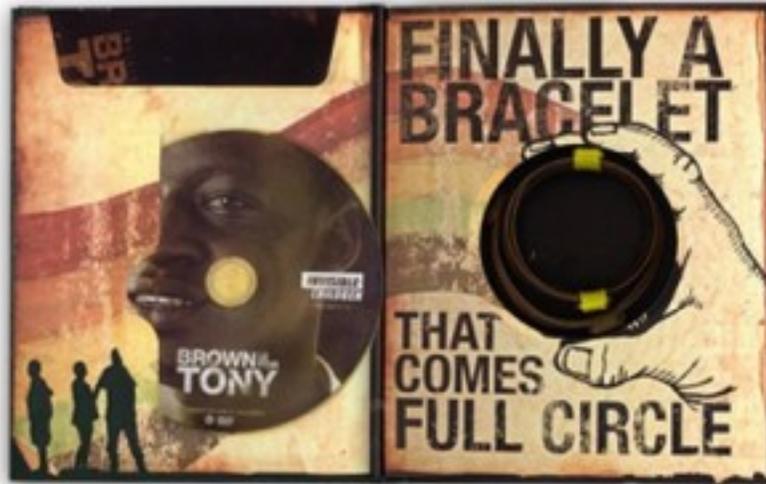
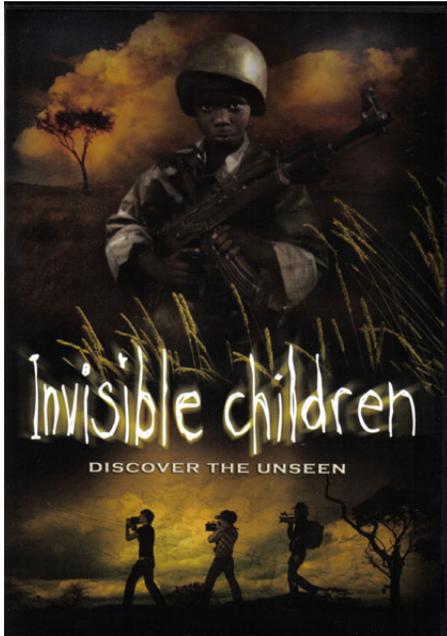
8. Digital

9. Viewing parties

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Ways to Show and Share



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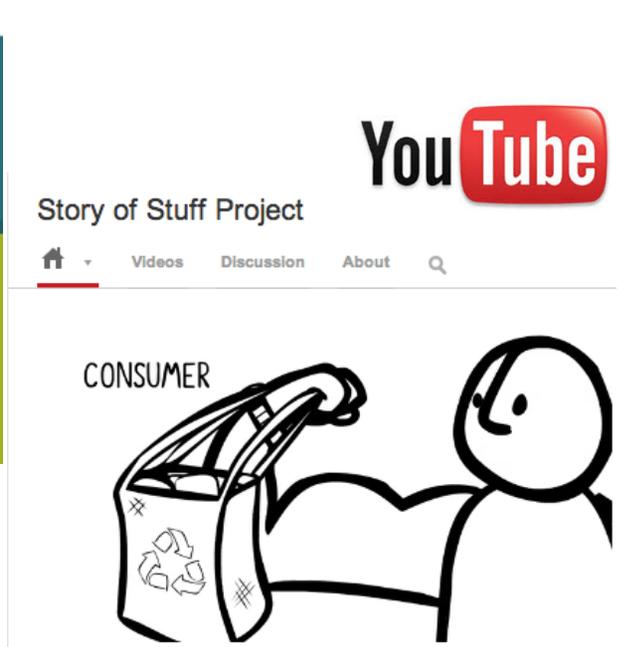
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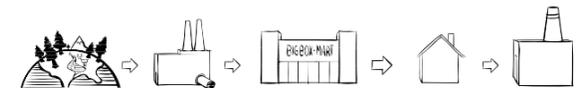
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Ways to Show and Share



THE STORY OF STUFF
Reading Guide



1. Theatrical

2. Festivals

3. Event release

4. DVD

5. Product Sales

6. Screenings

7. Broadcast

8. Digital

9. Viewing parties

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Showing and Sharing

How are people going to see your film?

Viewer Experience

1. Where are they?
2. Who are they with?
3. Do they have to pay?
4. Is it part of an event or experience?

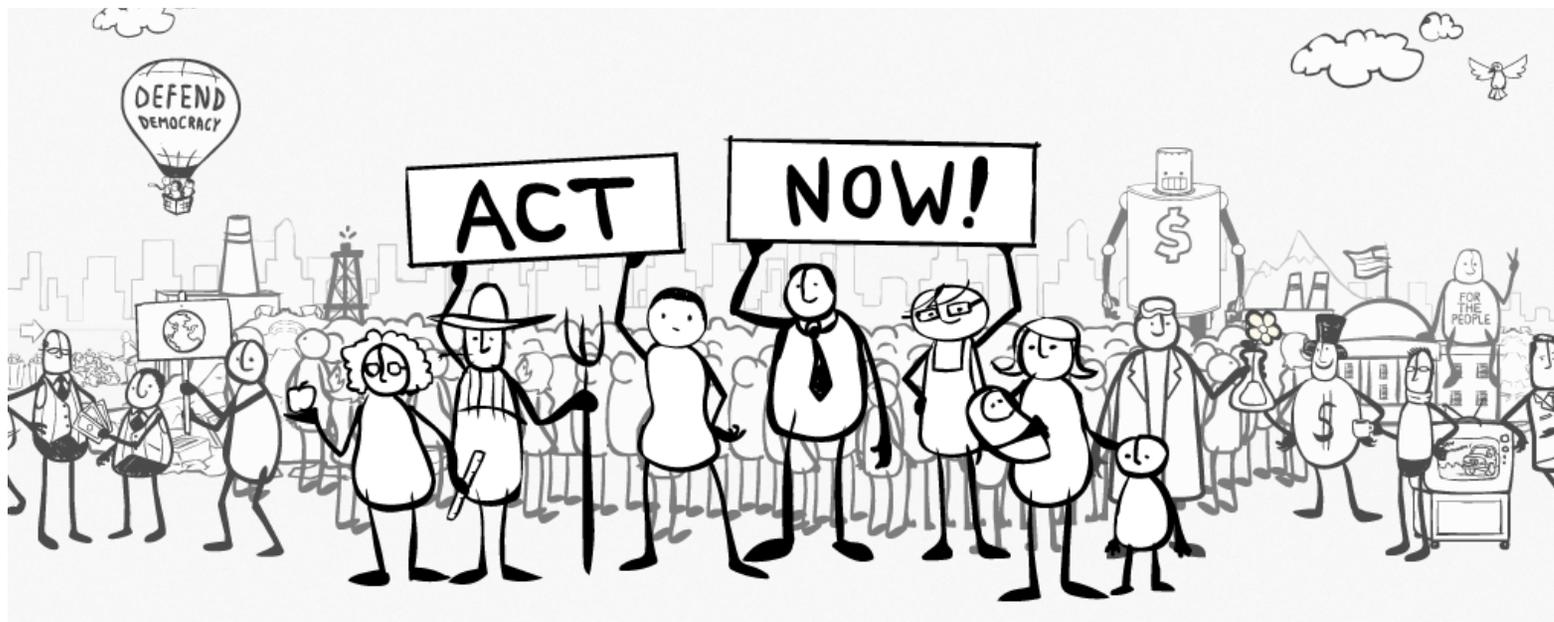
Asks and Wins

What's the call to action?

What Can the Choir Do?

Don't preach to the choir,
Deploy the choir.

- Rachel Gutter, USGBC



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What Can the Choir Do?

SIGN THE PETITION



TAKE THE QUIZ!

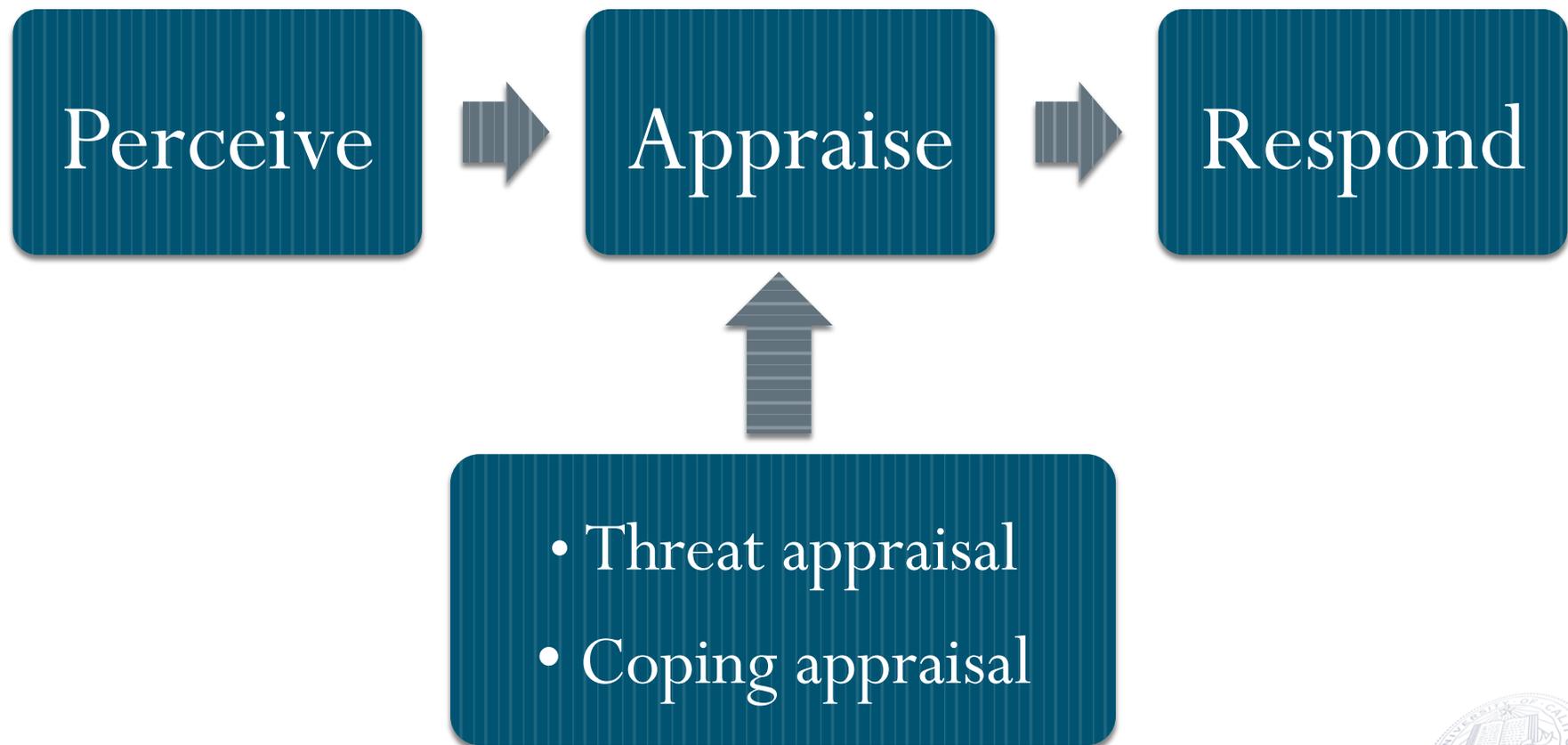


DONATE NOW ▶



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From Perception to Action



Rogers, 1983

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From Perception to Action

	High Coping	Low Coping
High Threat	Response	Anxiety
Low Threat	Apathy	Indifference

Rogers, 1983

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Two Types of Coping

- Behavioral Efficacy
(Can I do something?)
- Response Efficacy
(Will it matter?)



From Action to Activism

SIGN THE PETITION



Check this box to receive updates from our partners Corporate Accountability International for their Think Outside the Bottle Campaign.

ADD MY NAME

What kind of changemaker are you?

Ready to make some change?

Take our **Changemaker Personality Quiz** to see how you show up in the world and what role you can play in the Story of Stuff Community and beyond.



TAKE THE QUIZ!



This community rocks!

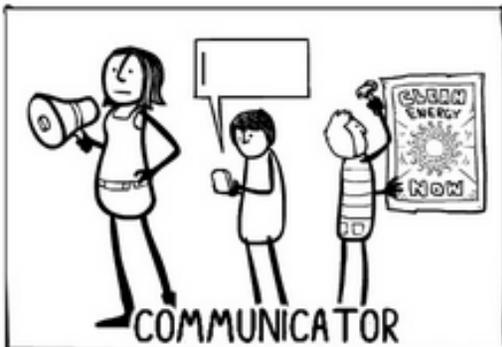
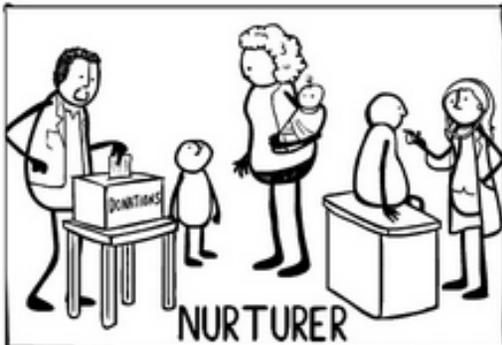
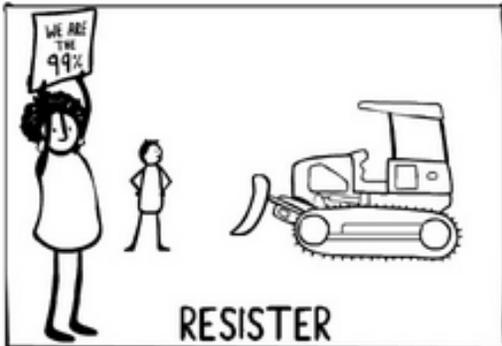
Help support it!



Our movies have inspired millions, in every country on Earth, to transform the way we make, use, and throw away Stuff. Your contribution keeps our movies, podcasts, study guides and other resources 100% free to view and share...and 100% advertisement free. Thank you for helping us inspire millions more by contributing today!

DONATE NOW ►

From Action to Activism



TAKE THE QUIZ! ▶

(Quiz takes approximately 2 minutes to complete)

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The Ask and the Win

The Ask

- Who are you asking?
- What do you want them to do?

The Win

- Where can you show success?
- Micro-wins leading to victory
(battle vs. war)

Continued engagement requires
multiple asks and multiple wins



Empower Audience

- What has been done
- What can be done
- What are you doing
- What can the viewer do
- How do they do it
- Can they do it with you?
- **Ask people to help**
- **Be specific**
- **Connect action to outcome**



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DONATE NOW ►

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Asks and Wins

What's the call to action?

1. What's the first thing you want people to do?
2. What are 2-3 "micro-wins" you can go after?

Events and Experiences

How do you bring people together?

Participatory Cultures

1. Relatively low barriers for engagement
2. Strong support for sharing creations with others
3. Informal mentorship
4. Members believe their contributions matter
5. Care about others' opinions of self & work



“Not every member must contribute, but all must believe they are free to contribute when ready & that what they contribute will be appropriately valued.”

Henry Jenkins

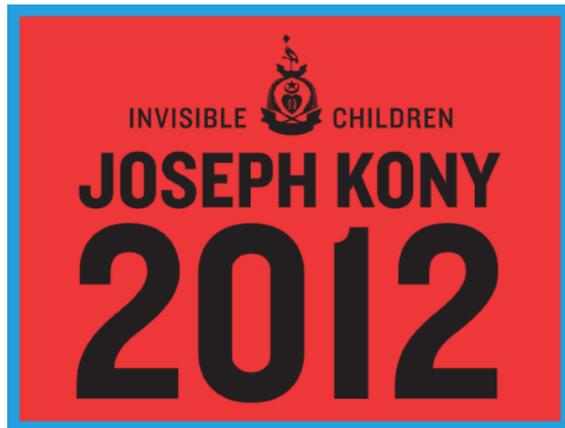
Social Media \neq Social Networks



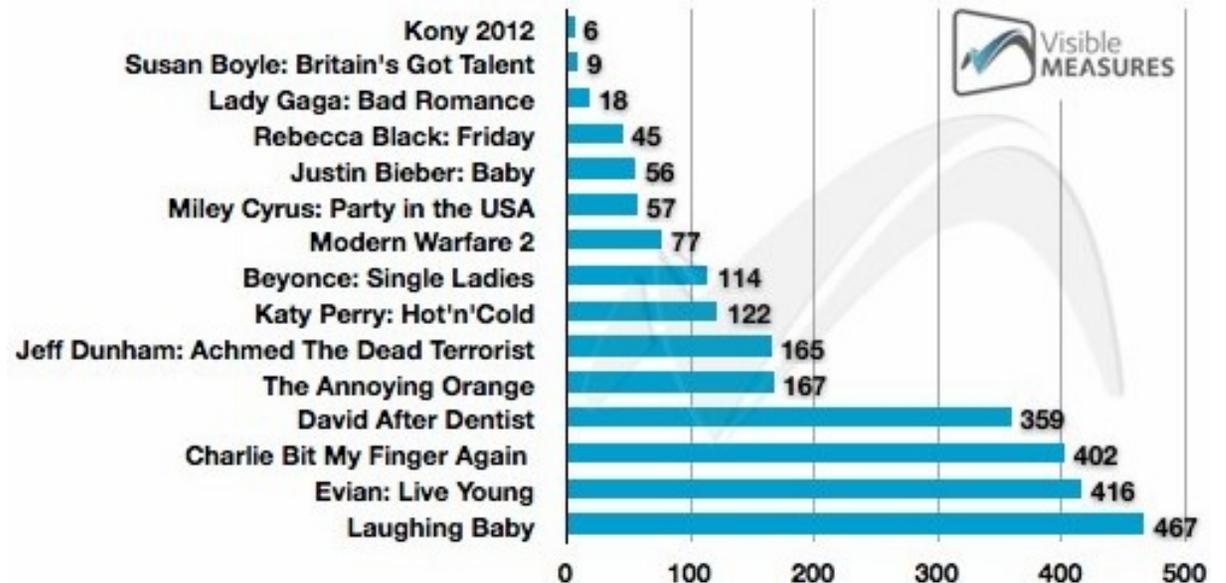
The tool is not the movement.



Kony 2012



Days to 100 Million Views



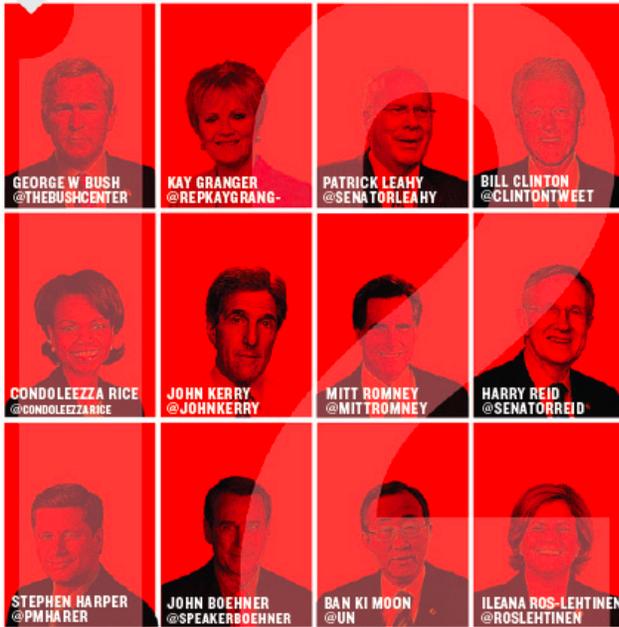
Social Media

POLICYMAKERS

WHEN THEY AGREE, CHANGE HAPPENS

Ashley Gutierrez @goots07
Let's stop the LRA so Central Africa has a chance at peace.
One thing we can all agree on. Join us @TheBushCenter #KONY2012
29 March

SAMPLE TWEET:
@THEBUSHCENTER



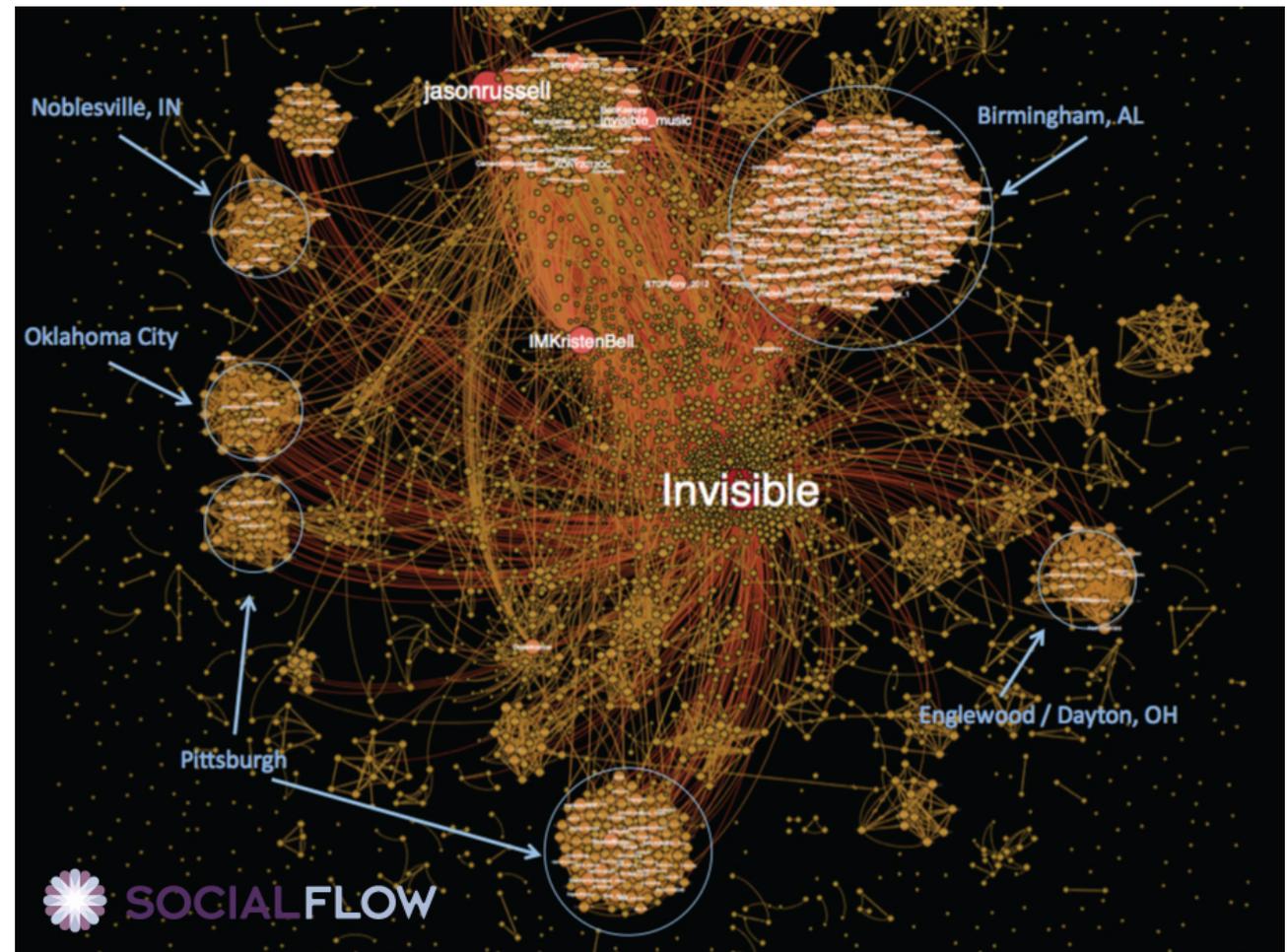
WWW.KONY2012.COM

CULTURE

POLICY



Social Network



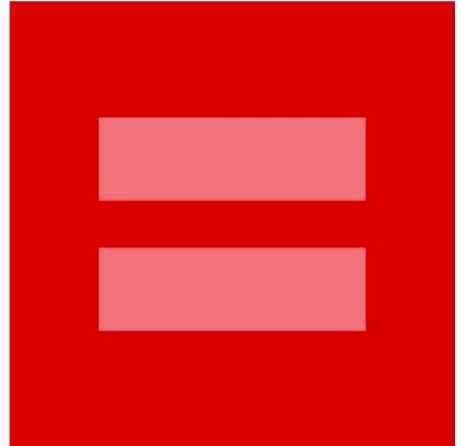
Tools for Success

- Combine spatial and virtual experience

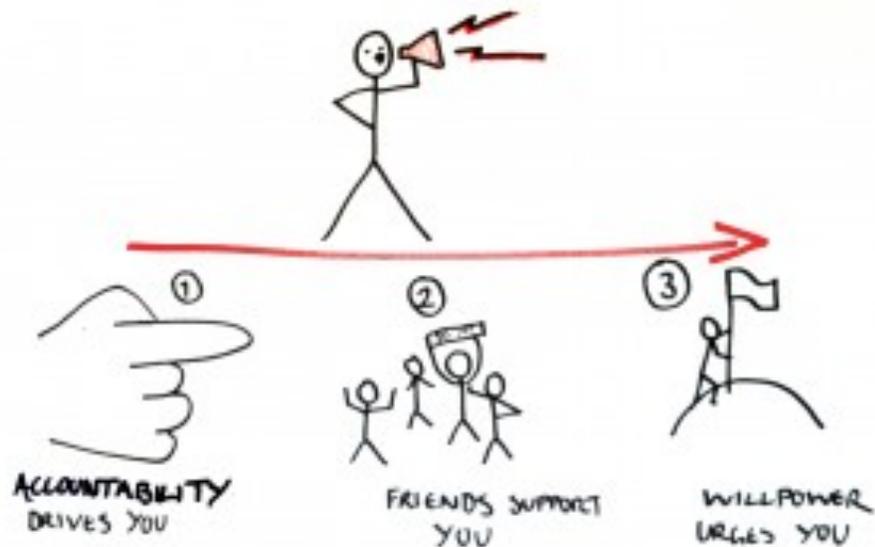


Tools for Success

- Combine spatial and virtual experience
- Make involvement public



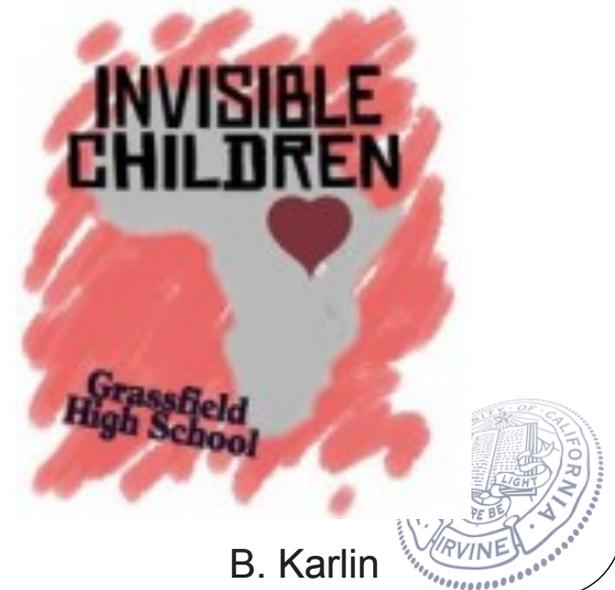
THE BENEFITS OF A PUBLIC COMMITMENT



Tools for Success

- Combine spatial and virtual experience
- Make involvement public
- Leverage existing networks

- Schools
- Places of worship
- Community groups
- Online forums



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Events and Experiences

How do you bring people together?

1. Combine spatial and virtual experience
2. Make involvement public
3. Leverage existing networks

Central Command

What goes on your website?

Campaign Websites

The screenshot shows the Invisible Children website for the 2013 Fourth Estate Leadership Summit. The layout includes a navigation bar with links for 'DONATE', 'OUR WORK', 'LRA CONFLICT', 'ABOUT', 'BLOG', 'MULTIMEDIA', and 'SHOP'. The main banner features a teal and red background with the text '2013 FOURTH ESTATE LEADERSHIP SUMMIT' and a call to action: 'CAN'T GO YOURSELF? HELP SPONSOR A SUMMIT ATTENDEE' with a 'GIVE NOW' button. Below the banner, there are sections for 'FEATURED CONTENT' and 'FEATURED PRODUCTS', and a main message: 'INVISIBLE CHILDREN EXISTS TO BRING A PERMANENT END TO LRA ATROCITIES.' with buttons for 'OUR WORK', 'DONATE', and 'WHO WE ARE'. The background of the website is decorated with a collage of photos of children.

INVISIBLE CHILDREN

[DONATE](#) [OUR WORK](#) [LRA CONFLICT](#) [ABOUT](#) [BLOG](#) [MULTIMEDIA](#) [SHOP](#)

2013
FOURTH ESTATE
LEADERSHIP SUMMIT

CAN'T GO YOURSELF?
HELP SPONSOR A
SUMMIT ATTENDEE

[→] **GIVE NOW**

FEATURED CONTENT ^ — FEATURED PRODUCTS ^

INVISIBLE CHILDREN EXISTS TO BRING A PERMANENT END TO LRA ATROCITIES.

[OUR WORK](#) [DONATE](#) [WHO WE ARE](#)

Campaign Websites

THE STORY OF
STUFF
PROJECT

✉ JOIN OUR COMMUNITY



Select Language ▼

❤ DONATE

search this site



ABOUT

BLOG

MOVIES

PODCASTS

RESOURCES

SUPPORT THE PROJECT

DOWNLOADS

FAQ

HELP

You Can Help

Keep This Community Growing!



We're a community of problem solvers - parents, community leaders, teachers and students, people of faith, entrepreneurs, scientists and more - working to create a more healthy and just world. Sign-up to get the first look at our new movies, participate in our study programs and take action on the issues you care about.

JOIN US! ▶

JOIN OUR
COMMUNITY



THE
**GOOD
STUFF**

TAKE THE
QUIZ

THE STORY OF
STUFF
WITH ANNIE LEONARD



News & Updates



Find Us on Facebook

THE STORY OF
STUFF

The Story of Stuff Project

Campaign Websites

NO IMPACT MAN

A blog by Colin Beavan about what each of us can do to end our environmental crisis, make a better place to live for ourselves and everyone else, and hopefully come up with a happier way of life along the way.



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No Impact Man: The Book



November 19, 2012



No Impact Man Runs For Office

Please check out my article on the Atlantic Monthly's website about my activist run for Congress and how citizen politics can help do something about climate and other problems:

My unlikely course in activist politicking started with a May call from a member of the executive committee of [the Green Party of New York State](#).

The call came, I understood, because of the notoriety of [my very-publicly performed 2007 experiment](#) in extreme environmental living in the middle of Manhattan. The project had been intended to question and look for alternatives to the typical American's consumption-based way of life. It was also a vehicle

Donate to No Impact Project

[Click here](#)

Two years ago we launched the No Impact Project, a charitable effort to get new citizens engaged in the quest for a way of life that is both good for our habitat and for people. As a result, people around the world are getting involved and making an effort. Please click on the link to find out more and to financially support our efforts.

[Get No Impact news](#)

Campaign Websites



no impact project

ALREADY LOWERING YOUR IMPACT?
[We want to hear about it.](#)

BOOK

MOVIE

BLOG

[ABOUT US](#)

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[CHANGE YOURSELF](#)

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KEEP IN TOUCH WITH US

SEE IT

READ IT

Campaign Websites



SERGIO

HOST SCREENING

THE MAN // THE FILM // THE MISSION // THE BOOK // BUY // CONTACT US

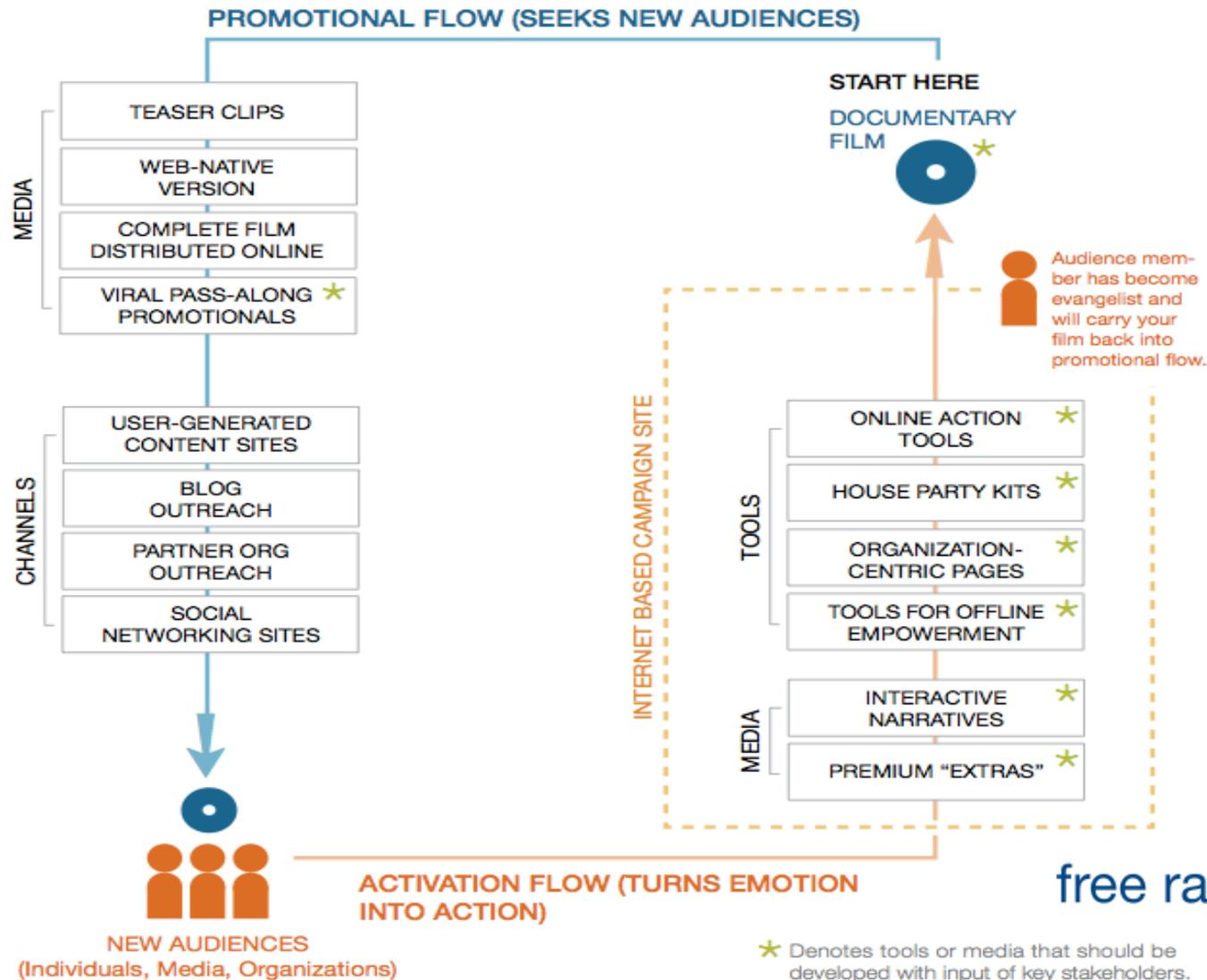
SERGIO

CLICK TO PLAY TRAILER

Click Here to hear Samantha Power, John Prendergast and Greg Barker discuss the film.
Download the Teacher's Guide

2009 DOCUMENTARY FILM AWARDS
2009
Heartland
CRYSTAL
2009
OFFICIAL SELECTION
MOUNTAINFILM
OFFICIAL SELECTION
IDFA
OFFICIAL SELECTION
BEI LONDON
2009 OFFICIAL SELECTION

Promotion and Activation



What can visitors do?

See

1. Clear branding/imaging
2. Watch clips and/or a trailer
3. Ways to purchase/watch film

Learn

1. Story (Film, Issue, You)
2. Mailing list
3. Blog / News

Share

1. Ways to promote/share the film
2. Links to Social Media
(like & share buttons)
3. Find or schedule a screening

Act

1. Call to Action
2. Tailored info for specific groups
(press, educators, policy)
3. Tools for organizing or sharing



Central Command

What goes on your website?

How will people:

- See?
- Learn?
- Share?
- Act?

How do you know?

How can you measure impact?

If you build it,



Will they come?

Simple causal model

Program x



Outcome y

If X, then Y

“We made a film. It made a difference.”



Questions remain...

Program x

What is going on here?
What parts worked?



Outcome y

What is the “program”?
What did we do?

What are the outcomes?
How do we measure them?



A theoretical approach

Program x

Clearly defined and operationalized



Hypothesis / Theory

Outcome y

Metrics tested for reliability & validity



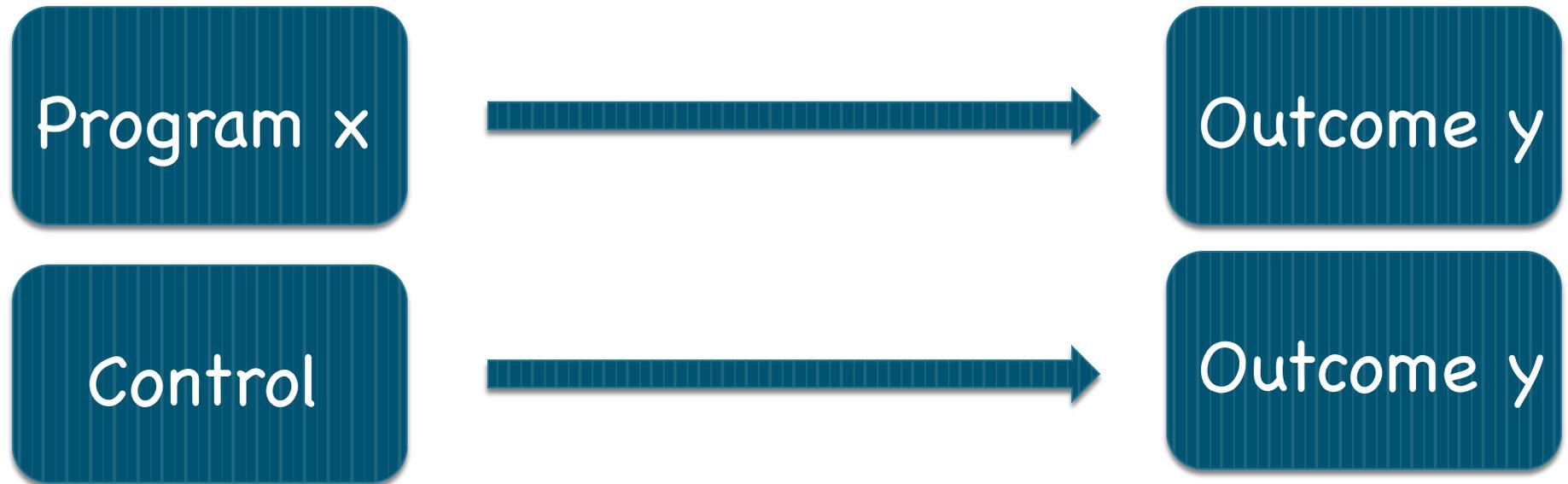
Program Design



H_1 : After receiving program x, participants were higher on outcome y.



Program Design



H_1 : Compared to a control group, participants in program x were higher on outcome y.



Types of Evaluation

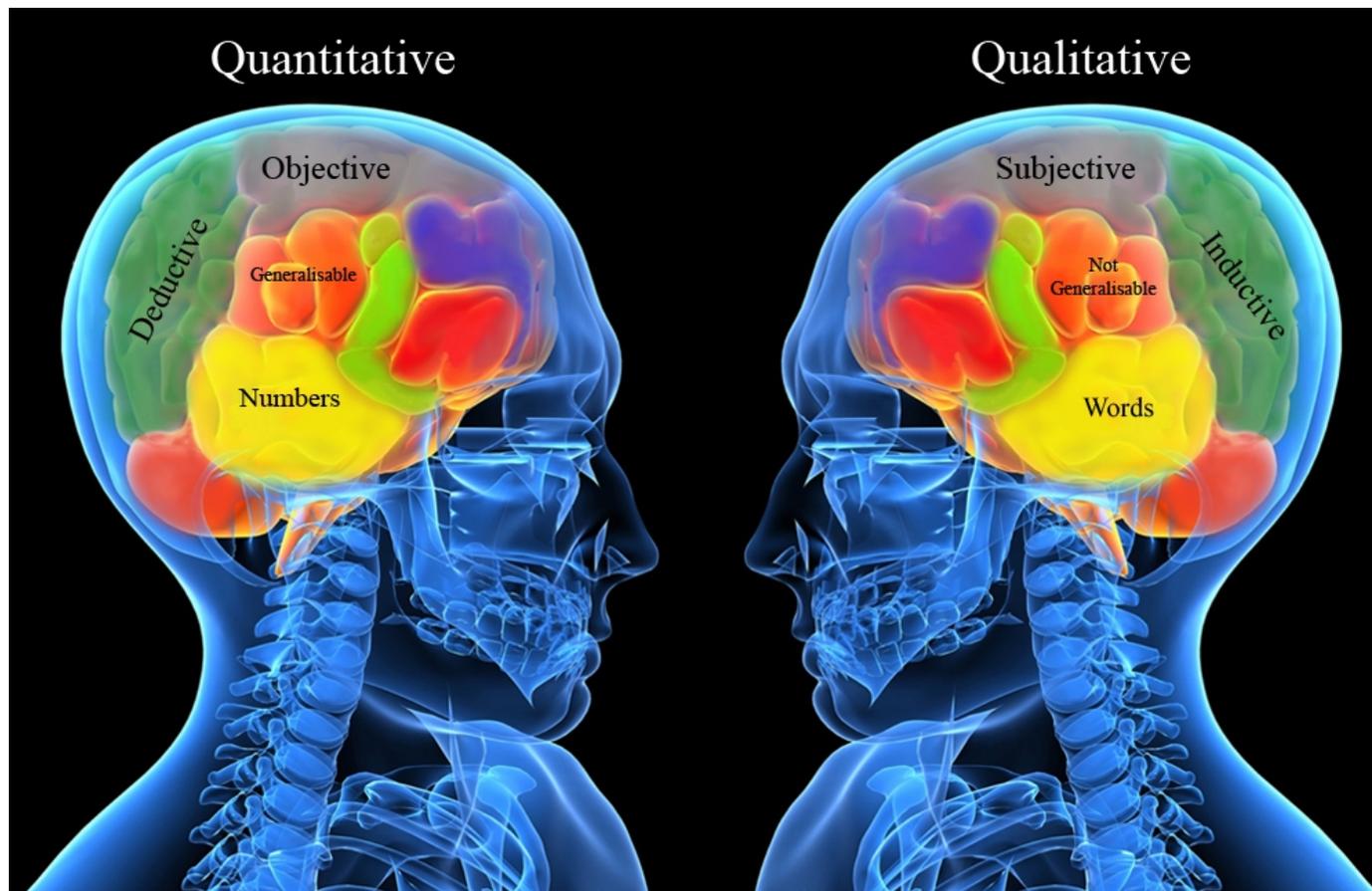
To Improve
(formative)

To Recognize and Reward
(summative)

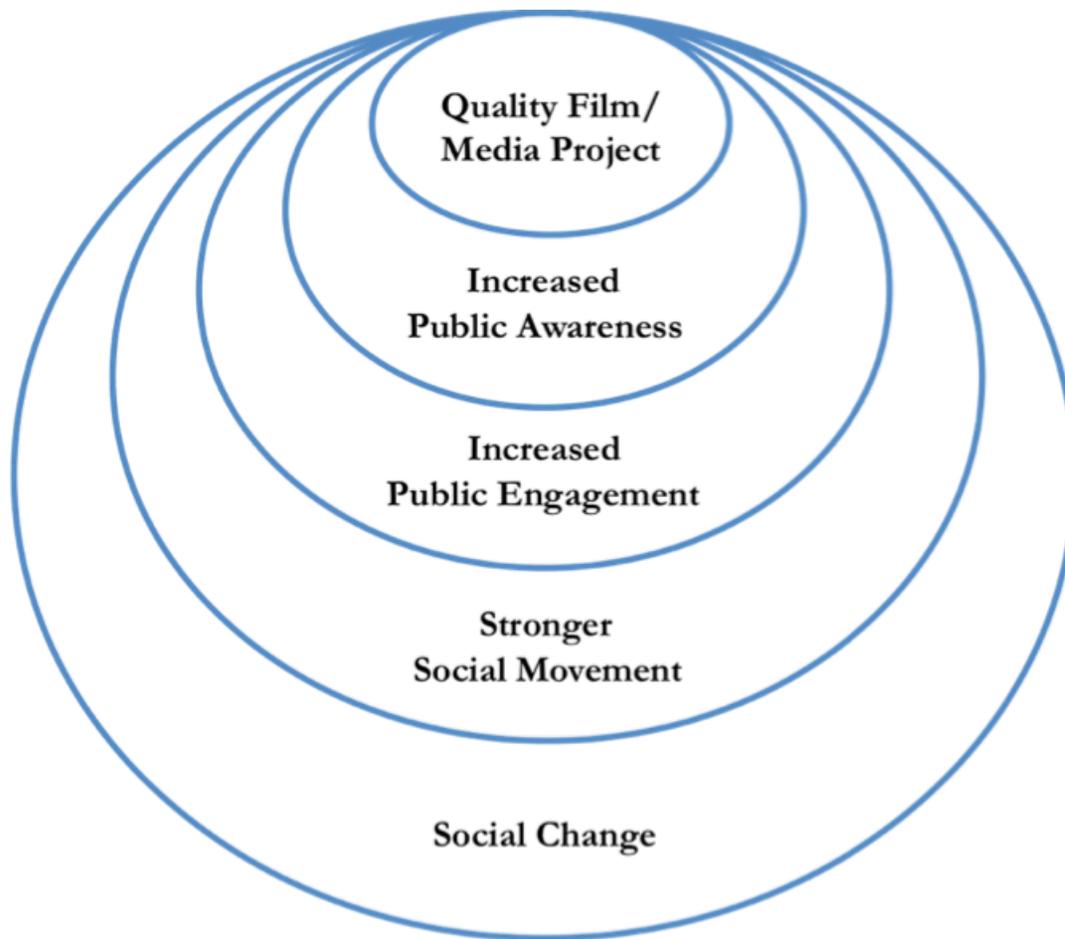
Assessment OF Learning (Summative)
vs.
Assessment FOR Learning (Formative)



Types of Data



Measuring Impact



Evoke- draws viewers in

Educate- teach people about the issue

Empower- shift from awareness to action

Enlist- strengthens organizations

Enforce- policy changes or shifts in dialogue

Measuring Impact

Quality Film (Evoke)

- Viewership
- Festival Acceptance/Awards
- Reviews/buzz
- Sales/Revenue

Public Awareness (Educate)

- Audience size and diversity
- Press Coverage
- Exit Surveys
- Name/brand recognition

Public Engagement (Empower)

- Media
- Participation in social network sites
- Website hits

Social Movement (Enlist)

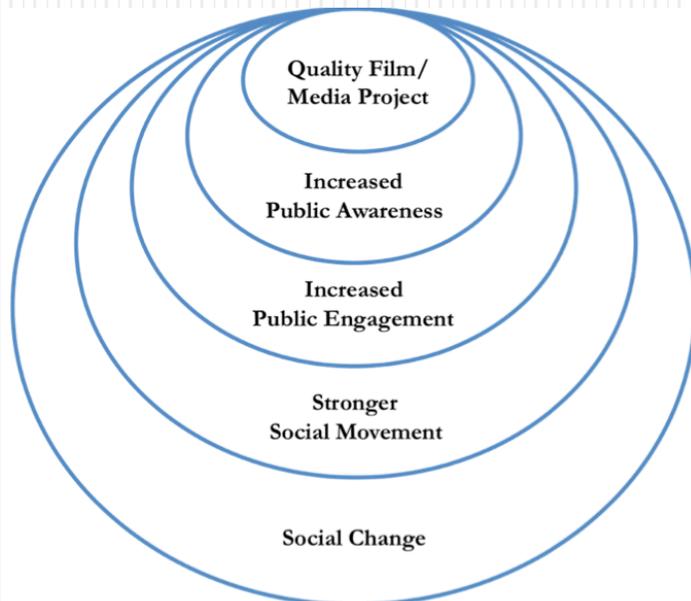
- Organizations using film
- Organizations collaborating
- Event participation
- Policy mentions

Social Change (Enforce)

- Legislation
- Company policies
- Shift in public dialogue

How do you know?

How can you measure impact?



Where do we go from here?

What did you learn and what will you do?

Three Next Actions

Storytelling

- What's your story?

Engagement

- Who cares?
- Showing and Sharing

Activism

- Asks and Wins
- Events and Experiences
- Central Command

Change

- Start at the end
- How will you know?

Write it Down

Changing your life is hard.
Doing it by yourself is harder.

Join over 3 million people who list their goals, share their progress, and cheer each other on.

Start listing your goals now...

1.



2.



3.



Sign up

<http://www.43things.com/>



B. Karlin

Where do we go from here?

What did you learn and what will you do?

Thank you!

Beth Karlin

Transformational Media Lab
University of California, Irvine

Jon Fitzgerald

CineCause

Johanna Blakley

Norm Lear Center
University of Southern California

UNIVERSITY of
CALIFORNIA | **IRVINE**



SEACHangeinstitute@gmail.com