

KNOCK DOWN THE HOUSE

IMPACT REPORT



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EXECUTIVE SUMMARY

Peace is Loud designed and executed a dynamic impact campaign for the documentary *Knock Down the House*, which premiered on Netflix in May 2019. The campaign lasted sixteen months, wrapping in September 2020.

Peace is Loud created a three-phase campaign including community screenings, in-depth partnerships initiatives, resource creation, virtual events, and capacity-building. In doing so, the campaign successfully centered the power of the grassroots and representation in civic engagement movement-building and supported the advancement of women and people of color in leadership positions.



CAMPAIGN VISION AND GOALS

The impact campaign's vision and goals were designed to serve members of systems-oppressed communities currently underrepresented in government and leadership. With this in mind, we aligned with grassroots groups advancing their civic engagement and leadership. The campaign thereby helped build power from within communities, rather than outside, and create necessary structural and sustainable change to governance.

- ① Break down barriers of access to government and civic participation
- ② Build a sustainable pipeline to a truly representative progressive government
- ③ Build power among systems-oppressed communities—in particular, women of color—organizing for justice and building a more equitable future

“

We see *Knock Down the House* as a jumping-off point for a longer conversation about grassroots mobilizing, barriers to equal participation, and how to transform loss into power. Our participants repeatedly mentioned that the film was a huge inspiration for them, demonstrating the practical applicability of organizing, and though while it is extremely tough, it is also possible. People like us have changed the world and we will keep doing so. ”

—Malikah
Partner Organization

IMPACT

Knock Down the House gained immense traction upon its Netflix release, creating an opportunity to activate and sustain civic engagement across the country. Furthermore, it opened a new window to redefine civic engagement, expanding beyond voting to center grassroots base-building and representation.

Campaign highlights included:

- **Three special pillar events in St. Louis, Missouri; Las Vegas, NV; and Charleston, WV featuring film subjects Cori Bush, Amy Vilela, and Paula Jean Swearengin**, highlighted the candidates' powerful work and engaged with local grassroots organizing efforts in each city.
- **Black Voters Matter** incorporated the film into their programming on and off their tour bus across various states, such as Louisiana, Mississippi, Alabama, Georgia, Tennessee, Florida, North Carolina, South Carolina, Virginia, Michigan, and Virginia.
- **Malikah**, a collective of trauma-informed Black and brown women trainers, organizers, and facilitators dedicated to building power for their communities, integrated *Knock Down the House* into their Organizing Institute summit at Middlebury College. Attendees learned organizing skills to help them build people power in their communities, and had the opportunity to become certified trainers.
- **MOVE Texas** and Peace is Loud hosted a special event in Laredo, Texas, featuring *Knock Down the House* and a civic engagement workshop geared towards Laredo's Latinx and immigrant student community, galvanizing support for the local grassroots political movement-building and civic engagement pipelines.
- **The Riveter**, a women focused co-working space, screened the film at their Seattle location, with a panel with Seattle City Councilmember Lorena Gonzalez, Washington State Senator Mona Das, Washington State Senator Joe Nguyen, and Lydia Lippold-Gelb, Community Organizer with VoteRunLead.
- The **Cine El Rey Theatre** in McAllen, TX screened the film and had a panel featuring a state organizer for Justice Democrats, a City Council Member, and a professor at Queens College who was an advisor to Representative Ocasio-Cortez's campaign.
- As the official partner for Phase 3 of the campaign, the **Movement School**, a nonprofit dedicated to cultivating leaders and organizers to fight for justice on behalf of their communities, integrated the film and its framework centering leadership representation and grassroots organizing via various capacity-building activities, including trainings, tailored resources, and a virtual special event, all especially valuable during the COVID-19 pandemic and crisis.
- Peace is Loud created **Knock Down the Barriers**, a civic engagement primer designed to spark engagement and provide audiences accessible methods of political participation across the spectrum, from protesting to running for office.

BY THE NUMBERS

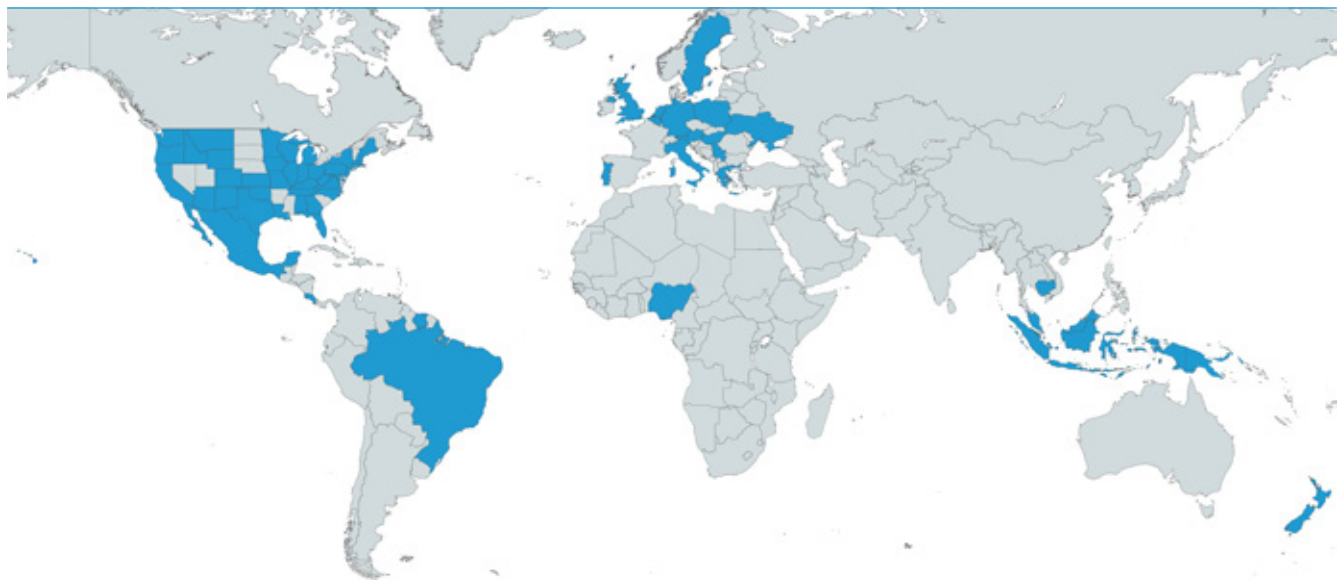
53

Partners engaged across civic engagement, leadership, and organizing spaces

369

Confirmed community screenings

SCREENINGS



41 States

Alabama	Louisiana	Ohio
Arizona	Main	Oklahoma
California	Maryland	Oregon
Colorado	Massachusetts	Pennsylvania
Connecticut	Michigan	Rhode Island
Florida	Minnesota	Tennessee
Georgia	Missouri	Texas
Hawaii	Montana	Virginia
Idaho	Nevada	Washington
Illinois	New Hampshire	Washington DC
Indiana	New Jersey	West Virginia
Iowa	New Mexico	Wisconsin
Kansas	New York	Wyoming
Kentucky	North Carolina	

28 Countries

Austria	Germany	Nigeria
Belarus	Greece	Papua New Guinea
Belgium	Hungary	Poland
Brazil	Indonesia	Portugal
Cambodia	Italy	Serbia
Canada	Malaysia	Suriname
Colombia	Mexico	Sweden
Costa Rica	Netherlands	Ukraine
England	New Zealand	Wales

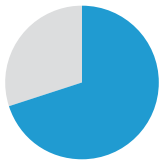
BY THE NUMBERS

Average screening audience size

87 Attendees

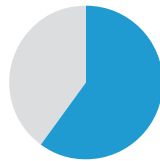
Estimated community screenings film viewership

32,000



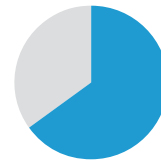
70%+

of screenings included a special introduction, Q&A, or discussion



60%+

of screenings centered grassroots political campaigns and political representation as their discussion topics



65%+

of screening hosts will consider integrating the film into their ongoing programs

Hosts are **extremely likely** to recommend the film to a friend or colleague.

9.7

1
Not likely

10
Extremely likely

SCREENING AUDIENCES



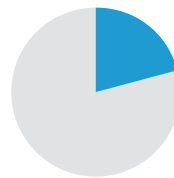
27%

Peace is Loud Community
(filmmakers, film organizations, and previous campaign screening hosts)



26%

Political Organizations & Candidates
(organizations supporting political leadership advancement)



21%

Grassroots & Movements
(focused on civic engagement)



15%

Academic

FILM SYNOPSIS

When tragedy struck her family in the midst of the financial crisis, Bronx-born Alexandria Ocasio-Cortez had to work double shifts in a restaurant to save her home from foreclosure. After losing a loved one to a preventable medical condition, Amy Vilela didn't know what to do with the anger she felt about America's broken health care system. Cori Bush was drawn into the streets when the police shooting of an unarmed black man brought protests and tanks into her neighborhood. Paula Jean Swearengin was fed up with watching her friends and family suffer and die from the environmental effects of the coal industry.

At a moment of historic volatility in American politics, these four women decide to fight back, setting themselves on a journey that will change their lives and their country forever. Without political experience or corporate money, they build a movement of insurgent candidates challenging powerful incumbents in Congress. Their efforts result in a legendary upset.



STRATEGIC VISION

Issue Background

Knock Down the House is an impact campaign dream come true: an abundance of relevant and magnetic topics that provide enormous opportunity for civic engagement, conversation, transformation, and sustained change. The release of the film on Netflix came at an opportune time, leveraging not only the tremendous visibility of Representative Alexandria Ocasio-Cortez, but also a hunger for a government that truly represents the people of the United States.

By positioning “ordinary Americans” as qualified to run for office, *Knock Down the House* sheds new light on a pervasive stereotype that only elite actors can become politicians. The film challenges the dominant narratives of what an elected official looks like, who can and should run for office, what work and life experience qualifies someone to run, and, on a broader level, who has a say in how the government runs and whose interests the government should serve.

The film also presented a critical opportunity to ignite new conversations and interventions on the corrupt influence of money and power in politics. As Representative Ocasio-Cortez says in the film, for every 100 “ordinary Americans” who run for office, only one succeeds because of the structural forces obstructing their campaigns. While the United States 116th Congress freshmen were more diverse and reflective of the population than any previous class, women held approximately 24% of seats, despite being more than half of the U.S. population, and approximately 78% of Congress was white, despite being only 61% of the general population. Through compelling personal narratives, *Knock Down the House* identifies this issue, but also illuminates the possibilities for creating a truly representative government.

The film challenges the dominant narratives of what an elected official looks like, who can and should run for office.



Campaign Strategy and Tactics

Inspired by the platforms and messages of the four candidates profiled in the film — Representative Alexandria Ocasio-Cortez, Congresswoman Cori Bush (elected in 2020), Amy Vilela, and Paula Jean Swearengin — the impact campaign centered the idea that “ordinary people” can do extraordinary things, and that the time is ripe for elected officials that can and will disrupt the systems and structures that perpetuate injustice and inequality.

In order to support systemic change, the campaign used the film to build support for a growing movement to expand access to government, leadership, and civic engagement opportunities. Drawing on opportunities in the film that are unique to this political moment — primarily the visibility, momentum, and energy behind Representative Ocasio-Cortez and the wave of increased representation in 2018 — the *Knock Down the House* campaign engaged and supported civil society, prioritizing underrepresented and systems-oppressed communities, and helped create a new narrative that it is possible, and in fact crucial, for all facets of society to participate in the political, economic, and cultural systems that shape their lives.

Understanding that meaningful civic engagement is an antidote to inequality, the campaign leveraged the rich potential to build power among systems-oppressed communities to reclaim the shrinking civic space and hold elected officials accountable. But meaningful civic engagement cannot be conceived in abstraction - the campaign rooted its efforts in local communities to directly support their momentum towards progressive change at every level of governance from local to global.

The time is ripe for elected officials that can and will disrupt the systems and structures that perpetuate injustice and inequality.



The campaign applied this strategic vision across three phases of work:

PHASE 1

Phase 1 of the campaign began with the film's Netflix and theatrical release on May 1, 2019, when the film became available for free community and educational screenings, worldwide. Peace is Loud coordinated and supported all brick and mortar community screening requests; supported grassroots activations at special Las Vegas, St. Louis, and Charleston events; and conducted outreach to organizations representing key target audiences, who promoted the Netflix release to their networks. The latter organizations then became potential core partners for Phase 2 of the campaign, helping to inform our overall strategy.

PHASE 2

Phase 2 of the campaign, from June 8 through December 8, 2019, sought to build a sustainable pipeline to truly representative government by providing the film as an organizing and capacity-building tool to partners advancing civic engagement among women and systems-oppressed communities. Peace is Loud deepened our work with core partner organizations, as we integrated the film into partner trainings and programmatic activities; co-hosted special screening events in strategically advantageous locations; produced an educational resource for digital and in-person audiences; consulted on a youth toolkit and lesson plans produced by Blueshift Education; liaised with Doc Society to share resources and information across the US and UK impact campaigns; and continued supporting screening hosts and publishing events on the film's website. The campaign connected the film's Phase 1 audiences directly to opportunities to increase their civic engagement and education, and enabled aligned organizations to use the film as a tool to further their own goals—creating not only greater reach, but also greater impact.

PHASE 3

Phase 3 of the campaign began in December and featured an in-depth capacity-building initiative with a single partner, Movement School. This phase was developed in close collaboration with our partner, with the goal of building power and strengthening leadership skills for women organizing for justice. Although the campaign was originally scheduled to end in May 2020, due to the COVID-19 crisis, Peace is Loud remained in partnership with Movement School until September 2020, in an effort to provide as much direct support as possible to our partner and its community of organizers, through a time of extraordinary crisis.

IMPACT CAMPAIGN TIMELINE

2019

JANUARY

1/27

Knock Down the House world premiere at Sundance Film Festival

MAY

5/1

- *Knock Down the House* premieres on Netflix and in theaters, and Phase 1 of impact campaign launches, featuring a robust community screening initiative, partnership engagements, and pillar special events
- Pillar event in St. Louis, MO, featuring Cori Bush and Amy Vilela in conversation with Reverend Traci Blackmon

5/4

Pillar event in Las Vegas, NV, featuring Amy Vilela, Cori Bush, and Paula Jean Swearengin

SEPTEMBER

9/24

On National Voter Registration Day, Peace is Loud distributes a custom civic engagement digital toolkit across the campaign's community of hundreds of screening hosts and partners

OCTOBER

10/3

Special event with BE HEARD Coalition in Chicago, IL, featuring Cori Bush

10/4

Special event with MOVE Texas in Laredo, TX

DECEMBER

12/3

Special event with BE HEARD Coalition in NYC, featuring Movement School Co-Founder and Director, Ilona Duverge

12/8

Phase 3 of impact campaign launches with Movement School partnership work

IMPACT CAMPAIGN TIMELINE

2020

JANUARY

1/21

First reported case of COVID-19 in the United States

MARCH

3/6

Peace is Loud hosts listening session with Movement School Reclaim Fellows

3/20

New York State lockdown begins

MAY

5/9

Movement School and Peace is Loud host Organizing 101 virtual training session as part of the Reclaim Alumni Training series, featuring Reclaim Fellow LaKeesha Taylor and Nikki Cole, One Fair Wage National Policy Campaign Director

5/16

Movement School and Peace is Loud host Personal Narrative virtual training session as part of the Reclaim Alumni Training series, featuring Reclaim Fellow Kia Thomas and Peace is Loud staff Emily del Carmen Ramirez, Marwa Eltahir, and Kaitlyn Hamby

JUNE

6/9

Paula Jean Swearengin wins Democratic primary for U.S. Senate in West Virginia

6/23

Representative Alexandria Ocasio-Cortez wins Democratic primary in New York's 14th Congressional District

AUGUST

8/4

Representative Cori Bush wins Democratic primary in Missouri's 1st Congressional District

SEPTEMBER

9/3

Peace is Loud and Movement School host pillar virtual event, The Color of the Movement: Black & Brown Women and the Fight for Political Liberation, featuring grassroots leaders Tiffany Cabán, Angela Lang, and Sandy Nurse

9/15

Knock Down the House impact campaign ends, culminating in over 350 community screenings and over 50 engaged partners

NOVEMBER

11/3

- Representative Alexandria Ocasio-Cortez wins second congressional term for New York's 14th Congressional District
- Representative Cori Bush elected to Congress for Missouri's 1st Congressional District

IMPACT

PHASE 1

April 8 - June 8, 2019

The first phase of *Knock Down the House's* impact campaign ran from April 8 - June 8, 2019. Peace is Loud was thrilled to join a team—including Jubilee Films, Netflix, Blueshift Education, and Action Kit—prepared to propel the impact potential across different activities. In Phase 1 of the campaign, we built and implemented a screenings-driven strategy with the goal of supporting grassroots movements breaking down barriers of access to government.

The campaign offered the film free of cost for community events—opportunities for organizations working to boost civic participation, fight the influence of money in politics, and inspire members of communities underrepresented in government. While the film had enormous organic interest and traction, Peace is Loud also prioritized outreach to groups representing and/or serving women, young people, and systems-oppressed communities.



Over the course of these two months, the campaign primarily focused on four tactic activities:

- 1 Grassroots community screenings
- 2 Pillar special events
- 3 Promotional partnerships
- 4 Educational resources

PHASE 1

Grassroots Community Screenings

Community screenings were a key activity in building awareness about the film’s message advancing civic engagement and galvanizing audiences to take action. Throughout Phase 1, the campaign confirmed over 280 community screenings across 40 states, working with a powerful myriad of grassroots groups, nonprofit organizations, and community organizers.

Peace is Loud led the fulfillment of community screenings, working closely with Action Kit (an online organizing hub designed to process and track events). The screenings methodology we built ensured access to the film and its resources for anyone and everyone who wanted to screen the film. By spearheading the coordination, Peace is Loud was best positioned to maximize the potential of each screening, shepherding screening hosts through their planning and providing instrumental civic engagement framework and resources for their communities. The landscape view on the film’s traction offered the Peace is Loud team crucial insight as we also began identifying potential partnerships for both short-term screenings promotion and long-term, in-depth impact opportunities throughout the course of the campaign.

Peace is Loud was grateful for Action Kit and the interactive website they created for the launch of the film in May, allowing hosts to register their watch parties and create their own “event page” where audiences could easily RSVP and find resources. In addition, the site allowed potential attendees to search and view events by region. Action Kit helped provide hosts an easy way to promote their events and seamlessly share information and resources with their communities. Peace is Loud collaborated with Action Kit to create an accompanying [screening toolkit](#), to guide hosts through the basics of accessing the film online and creating their events on the website.

“*Knock Down the House is a triumph as a film, and as a rallying cry and antidote.*

Thank you so much for bringing it about, and for the perfect way you’ve promoted it and made its energy and outreach available. It’s as if you’re keeping the community growing. We felt this last night, and everyone left talking about the people they knew who had to see it.”

— Donna Benenson, Wilton Democrats

Peace is Loud denominated four core audiences specific to the community screenings initiative, in an effort to best track the campaign's traction and offer tailored and genuine engagement throughout the course of the entire campaign:

- Grassroots & Movements (focused on civic engagement)
- Political Organizations & Candidates (organizations supporting political leadership advancement)
- Peace is Loud Community (filmmakers, film organizations, and previous campaign screening hosts)
- Academic

The community screenings initiative helped advance Phase 1's goal with the film and its resources' highly accessible nature. Groups historically underrepresented in politics were given equal access to the film, and the campaign's data shows that on average they accessed them at the same rate as other audiences. These groups also had the added resource of the Peace is Loud team to guide them on how to integrate storytelling into their ongoing work, at no cost, thus building their capacity. Skill-sharing and accessible resources gave these groups new opportunities to engage in the political process, thus moving the needle towards a more representative government. Furthermore, the entire initiative was created in such a way that it could be sustained and facilitated by Peace is Loud throughout the entirety of the impact campaign.

Trends Observed

- Screening hosts used these events as opportunities to bring together communities to increase civic engagement through dialogue, education, and action
- Strong geographic diversity, with events taking place in 40 states (plus Washington, DC) and across 22 countries
- The film's organic draw propelled traction for Phase 1, creating fertile ground for the campaign to develop relationships with screening hosts and potential partners
- Many screenings generated press, like this [Laredo, TX local news story](#), furthering the film's footprint and message promoting civic engagement

Quick Hits

284

Confirmed screenings

117

Additional potential screenings

400

Hosts and potential hosts that the campaign was in touch with

Community screenings took place in over:

40

States

22

Countries

70%

Conversion rate from preliminary interest to confirmed screening, higher than most of Peace is Loud's previous campaigns, reflecting the film's organic draw and the accessible resources and event support provided by the campaign

PHASE 1

From Our Screening Hosts

“Given all the negativity we see and hear all around us on a daily basis, it’s so important that we find renewed reason to learn from each other’s stories, forge new alliances, and work together on behalf of something bigger than any one of us.”

– **Watch party host who was subsequently inspired to run for office**

“Lots of new faces and people wanting to take action. Thank you for your help! We are looking forward to 2020!”

– **Host from local Illinois Indivisible chapter**

“The four main women and their respective stories inspired people in different ways, and there were many moments during the film that produced the audience to cheer, clap, boo, laugh and cry. The debate scenes felt like they were happening live, as the audience reacted and responded to comments audibly. We talked about how the women in the film and the filmmakers themselves shared the same type of drive and resiliency to accomplish their goals, and how it takes that type of persistence and strain to accomplish something truly great.”

– **Host from Brooklyn, NY**

“We connected with our local labour congress that ran a candidate course for women which was very on message and well received. I really appreciated how seamless our work with your tools was. Thanks for offering up a great set of tools.”

–Kate Betts-Wilmott,
Constituency Assistant for
Canadian MPP Ian Arthur



Screening hosted by Representative Ocasio-Cortez’s campaign volunteers

PHASE 1

Pillar Events

Peace is Loud took a lead role in supporting special pillar events taking place in St. Louis, MO; Las Vegas, NV; and Charleston, WV. While the events were managed by Netflix for logistical reasons, Peace is Loud played a crucial role in helping conceptualize the strategic vision for the events, identifying and securing partners to co-host or participate, and inviting aligned organizations and constituencies to fill the room, transforming the events from traditional film screenings into community-building engagements.

Special screening in St. Louis, MO on May 1

Taking place in Cori Bush's congressional district, the screening featured Cori in conversation with fellow *Knock Down the House* subject Amy Vilela. Peace is Loud was thrilled to secure Reverend Traci Blackmon to moderate this special Q&A. As a nationally renowned social justice figure and leader of the Black Lives Matter movement, Rev. Blackmon was a powerful addition to the stage, helping center racial justice as a paramount issue for the district. In addition, Peace is Loud conducted extensive research and outreach to local grassroots groups and nonprofits to build awareness of the event and offer promotional partnership opportunities. Groups including InPower Institute, St. Louis Young Democrats, National Women's Political Caucus STL, NAACP STL, and PotBangerz were either in attendance or shared the film and the event with their communities and networks. Overall, the city of St. Louis showed incredible excitement for the event and support for Cori Bush, with Landmark's Tivoli Theater being 90% full with 400 tickets sold.



Special screening in St. Louis, MO. Credit: Paul Goyette

PHASE 1

Special screening in Las Vegas, NV on May 4

The special screening featured Amy Vilela in conversation with Cori Bush and Paula Jean Swearengin, in Amy's congressional district. Peace is Loud supported the second special event by engaging closely with Amy Vilela's hometown community of partners, which included the Clark County (LV) Left Caucus, and the Stonewall Democratic Club of Southern Nevada. These partners raised awareness for the event, attended, and distributed tickets throughout their networks. Las Vegas excitedly greeted the event, with the Brenden Theater being 85% full, including many community leaders.

Special screening in Charleston, WV on May 19

The third special screening event featured a Q&A with Paula Jean Swearengin, at the LaBelle Theater in her home state. The event was presented in partnership with the Ohio Valley Environmental Coalition, a climate justice organization that Paula Jean supported throughout her campaign. The event offered an imperative opportunity to center the many environmental justice issues that local communities must face in West Virginia. Peace is Loud supported the logistics of the event by helping secure the venue and liaising closely with the presenting partner on their needs and goals.



Special screening at Labelle Theater in Charleston, WV. Credit: Vivian Stockman

For the campaign's pillar events initiative, Peace is Loud reached out to 30+ partners across the three host cities, working closely with 12 partners across the three events. The partnership work helped not only promote the visibility of the film and its subjects but also highlight each of Cori Bush's, Amy Vilela's, and Paula Jean Swearengin's core values.

PHASE 1

Promotional Partnerships

Peace is Loud conducted outreach to over 30 organizations representing key target audiences to grow awareness of the film. These key audiences included progressive organizations working to build civic engagement, groups local to the cities hosting special pillar events that were values and mission-aligned to the film, and organizations amplifying the voices of women and other systems-oppressed communities in political or film sectors. Peace is Loud conducted the tailored outreach to engage each organization in different activities as appropriate:

- We provided digital assets from the film, including stills, clips, and promotional materials, for groups to share the documentary, special events, and community screenings opportunity with their members and constituencies. Organizations that engaged in these promotions include: Fem League, Anti-Racism Collective STL, Code Pink, Girl Rising, and Global Fund for Women.
- We distributed film stills, clips, and educational resources that organizations could use as a framework for their own civic engagement or leadership development digital initiatives. Organizations that engaged this way include Oxfam America and Civil Society Working Group on Women, Peace, and Security.
- We encouraged organizations to buy theatre tickets and host community or classroom screenings. Organizations such as Run for Something, The Future of Film is Female, and Sunrise Movement engaged in this way. (One Sunrise Movement tweet alone generated three times the number of incoming screening requests!)

This outreach allowed Peace is Loud to begin cultivating unique and deeper partnerships further explored in the campaign's second phase.

Overall, as part of Phase 1 of the campaign across all partnership initiatives, Peace is Loud conducted tailored outreach to over 45 partners, and collaborated with 22 partners across the different tactics. With a conversion rate of 47%, the partnership engagement reflected the momentum of the film and its relevance among grassroots political and leadership movements.



Screenshot from Sunrise Movement Twitter account

PHASE 1

Educational Resources

The impact campaign for *Knock Down the House* featured a variety of educational resources, created by Blueshift Education in collaboration with Peace is Loud. These included:

- A [Discussion Guide](#) offering film and issue background, tips for leading discussions, and ways to spark action in local communities. The guide centered representation and the inequities in current campaign financing as paramount points of discussion.
- A [Youth Toolkit](#) providing practical information on organizing events around the film as well as resources to facilitate discussions and workshops around grassroots organizing, combating money in politics, increasing representation in government, and even running for office. (Peace is Loud secured an expert review—an organizer from the Rockaway Youth Task Force—to give feedback on the toolkit before it was finalized, to ensure it served the needs of its target audience.)
- A [Teaching Guide & Curriculum](#) offering educators at different levels ways to integrate the film into their Social Studies and English Language Arts curricula.

Peace is Loud strategically and proactively distributed these three resources to screening hosts and partners. In addition, Peace is Loud offered Netflix, who managed social media for the film, useful frameworks to share the resources on the film's digital channels.

PHASE 2

IMPACT

June 8 - November 30, 2019

Phase 2 Strategy

Phase 2 of the impact campaign allowed Peace is Loud to analyze and integrate learnings from the first phase of the campaign, as well as the current political landscape. 2018 was a year of incredible momentum for progressive government representation, with a record number of 102 women gaining seats in the House of Representatives, including the first two Native American Congresswomen and the first two Muslim-American Congresswomen. Looking ahead to 2020, a year posed for political watershed, the campaign evaluated where the film was best positioned to support the next wave of political and leadership representation at all levels.

Knock Down the House was undeniably a remarkable tool for bolstering civic engagement and galvanizing support for a new generation of leaders. With this in mind, Peace is Loud designed a strategy to offer the film as an organizing and capacity-building tool to support a pipeline to a truly representative government. The campaign prioritized organizations serving and representing systems-oppressed communities given how they have been marginalized from the political process throughout American history, including (but not limited to) Black, Latinx, LGBTQIA+, women, youth, Indigenous and immigrant communities. To ensure genuine engagement with these communities and sustainability for the movement, the campaign identified different parameters for the strategy's partnership and community screening outreach:

- Organizations serving progressive women and members of communities underrepresented in government, including but not limited to those located in three strategically-relevant regions: southern Texas, Chicago and its suburbs, and New York City
- Progressive organizations working to build civic engagement among systems-oppressed communities
- Groups offering tools/resources to run for office or other leadership positions

PHASE 2

Once the target audiences were identified, the strategy manifested through four different tactics:

- Partner organizations integrated the film into their existing programmatic work
- Partner organizations created and hosted special events in strategically-relevant cities to connect target audiences to local organizations' civic engagement pipelines
- Peace is Loud extended the life of the previous tactics via digital engagements
- Peace is Loud created and shared original resources, Knock Down the Barriers one-pager and a digital toolkit, to further support the work of partner organizations



PHASE 2

Film Integration Partnership

Movement sustainability was a paramount priority for the campaign. To help assure that the film would remain a productive tool after the campaign wrapped, Peace is Loud collaborated with organizations to integrate the film and its accompanying resources into ground and digital programmatic and curriculum-enhancement work around leadership, aspiring candidates, and community organizing training for staff, volunteers, and member constituencies. Organizations would be able to use the film right away if desired or integrate it into future work, especially looking ahead at political organizing to take place in 2020.

By leading outreach to over 100 organizations representing or serving the target audiences, Peace is Loud successfully engaged 25 partners across the United States:

Alianza Morada Cooperativa	Malikah
Black Voters Matter	Muslim Public Affairs Council
Our Blue Future	Native Women Lead/Grownup
Brandworkers	Navajo
Code Pink	NYC Human Resources
Common Defense	Administration
Community Resource Center	Oxfam America
Emerge America	People for the American Way
Global Fund for Women	SPEAK Mentorship
Healthcare NOW	Sunrise Movement
Ignite	The People's Forum
Justice for Migrant Women	YWCA
Make the Road	+ Two community groups working on grassroots initiatives in their local communities.

More than half of all our outreach led to preliminary interest in the campaign, proving the organic draw of the film and the positive traction of the campaign's messaging around civic engagement. Once engaged, the campaign's conversion rate to partnership activation was 51%, speaking to the power of the film and the current need for programming highlighting grassroots movements and candidates.

PHASE 2

Campaign Highlights:

- **IGNITE**, a movement of young women who are ready and eager to become the next generation of political leaders, featured *Knock Down the House* as part of their nationwide YoungWomenRun convenings, training together high school and college youth leaders. The film was showcased in the Denver and Chicago convenings in October 2019.
- **Make the Road**, an organization building the power of immigrant and working class communities to achieve dignity and justice, screened *Knock Down the House* for their staff, who said the film inspired them to keep persevering even when facing challenges. They also hosted a public screening where community members were inspired to canvas for Tiffany Cabán's campaign for DA in Queens.
- **The Muslim Public Affairs Council** incorporated the film and educational materials into its Congressional Leadership Development Program and its Ambassador Program, programs that work to bolster leadership development of young Muslim Americans. The organization also hosted a joint staff screening for both its Advocacy and Hollywood Bureau departments, remarking the productive platform the film represented to bring together the different arms of the organization.
- **People for the American Way's Young People For Program**, a national leadership development program for young people, featured *Knock Down the House* as part of its Civic Engagement Summit in Birmingham, AL, bringing together over 150 youth leaders, of which 70% identified as people of color, 50% as women, and 65% as LGBTQ+.
- **Our Blue Future** offered the film to its 40+ student leaders as part of their Youth Power Fund Fellowship, helping student organizers mobilize their campuses to support key state legislative races in the South. The film was presented as a resource to build students' own leadership skills and motivations, and also as a programming option to use in their school communities.
- **Oxfam America** hosted staff-wide screenings for their teams in Boston and Washington, DC, to galvanize the teams ahead of their 2020 civic engagement work. In addition, in 2020 Oxfam America hosted a week of action for its CHANGE Leaders Oxfam Club, highlighting Oxfam's Dignity for All campaign and including screenings of the film. The week of action took place in March 2020, and reached over 30 university campuses nationwide (the top performing clubs across the country). Five universities hosted successful events featuring the film: St. Norbert University, Iowa State, Syracuse University, UC Santa Cruz, and the University of Maryland. The week of action and accompanying events were unfortunately cut short due to the COVID-19 outbreak.

PHASE 2

Campaign Highlights Continued...

- **World YWCA** screened the film as part of their global summit in South Africa in November 2019, which brought together 300+ members and leaders from across the globe, working for women's empowerment, leadership and rights.
- **Black Voters Matter** incorporated the film into their programming on and off their tour bus, across various states, such as Louisiana, Mississippi, Alabama, Georgia, Tennessee, Florida, North Carolina, South Carolina, Virginia, Michigan, and Virginia. Of note, they included the film in a program in South Carolina with visiting students from Harvard supporting educational outreach work in local colleges, which took place in February 2020.
- **Malikah**, a collective of trauma-informed Black and brown women trainers, organizers, and facilitators dedicated to building power for their communities, integrated *Knock Down the House* into their Organizing Institute summits taking place at Middlebury College. The four day program offered organizing skills as a way to build people power in their communities as well as the opportunity to become certified trainers.
- **Alianza Morada Cooperativa**, a grassroots labor and immigrants rights group based in New York, integrated the documentary into their community programs. *Peace is Loud* additionally produced a bilingual social media organizing guide, highlighting *Knock Down the House* content, for Alianza to boost their digital engagement and outreach.
- **Justice for Migrant Women** hosted a community screening in Fremont, OH (close to founder Mónica Ramírez's hometown) in partnership with People for Peace & Justice Sandusky County. The event galvanized civic engagement in the area, inspiring local efforts to ensure the school board re-initiates the process of registering students to vote when they turn 18.
- **Sunrise Movement** integrated the film as part of their field fellows for electoral work onboarding and training in 2020. They estimated (pre-COVID-19 outbreak) that 50 new fellows would be onboarded by March with a goal of 300 overall new ones by June 2020. The fellows would be primarily from priority states such as Iowa, Michigan, Pennsylvania, and New Hampshire. Sunrise Movement has since moved all its training programs to virtual settings.

PHASE 2

From Our Partners:

“We see *Knock Down the House* as a jumping-off point for a longer conversation about grassroots mobilizing, barriers to equal participation, and how to transform loss into power. Our participants repeatedly mentioned that the film was a huge inspiration for them, demonstrating the practical applicability of organizing, and though while it is extremely tough, it is also possible. People like us have changed the world and we will keep doing so.”

– **Malikah**

“We want to express our gratitude and appreciation towards your team! Thank you all for taking the time to help us. We hope to be able to engage and spark power within the Port Chester community, we appreciate your help [in] getting us started.”

– **Alianza Morada**

“[Program attendees] shared that they were inspired by the real stories. Some admitted they had never thought politics or our government systems were that important, accessible, or even mattered to our community and we spent time dissecting that.”

– **Community Resource Center**

“[The *Knock Down the House* clips] were shown at the start of the conference - so it was a good way to frame and inspire the young women in advance of the conference before getting into the nuts and bolts of what it takes for young women to run for office!”

– **Ignite**

“*Knock Down the House* was a good reminder of the work our team does.”

– **Make the Road**

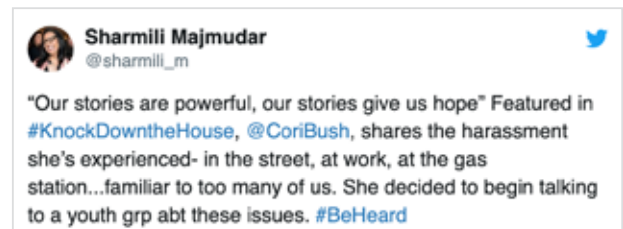
PHASE 2

Special Events

Through the partnership initiative, the campaign created and supported special events in strategically-relevant cities to connect target audiences to local partner organizations' civic engagement pipelines. The Peace is Loud team identified three regions where local grassroots groups were working to advance leadership and civic engagement among systems-oppressed communities, and where historically these communities had been excluded from political processes and opportunities. Furthermore, the three regions presented an opportunity to highlight high-stakes Congressional races (such as Jessica Cisneros's in Texas, Jamaal Bowman's in New York, and Marie Newman's in Illinois), echoing the *Knock Down the House* subjects' stories, without making explicit endorsements or campaigning at the events. The campaign overall engaged five partner organizations in hosting and/or promoting these special events: MOVE Texas, Laredo Immigrant Alliance, BE Heard, Coalition for Change IL3, and Chicago United for Equity.

- **CHICAGO, IL on OCTOBER 3 2019**

BE HEARD, a coalition of progressive organizations, partnered with Peace is Loud for an event raising awareness in support of the Be Heard in the Workplace Act. The Be Heard Coalition was created to initiate a sustained monthly action, on every third of the month, in which women can come together, tell their stories, and advocate for the Act, which sought to prevent discrimination and harassment in the workplace, and raise the minimum wage for tipped workers. The coalition includes fifteen organizations such as Time's Up, ROC United, Ultraviolet, ACLU, and 1 Billion Rising, among others. The event, hosted at Chicago's Labor Temple, engaged the local community with grassroots groups supporting local congressional races and progressive legislation, in alignment with the film's vision. As Rachel Lears commented, "We hope the film highlights [how] women can use their experiences, including traumatic ones, to build strength, power and action." The event welcomed Cori Bush as a guest speaker, who spoke about her experiences in confronting sexual harassment in and outside of the workplace.



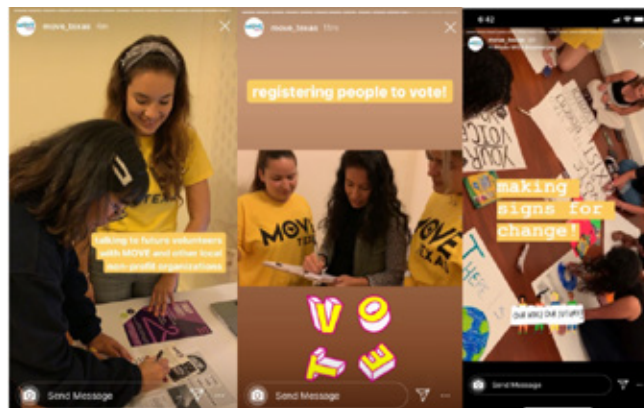
Social media coverage of 10/3 BE Heard Chicago special event in Chicago, IL.

PHASE 2

- LAREDO, TX on OCTOBER 4 2019**
MOVE Texas co-hosted with Peace is Loud a special pillar event in Laredo, TX, a Mexican border town home to large immigrant and student communities. The campaign was thrilled to support an exciting effort to boost local civic engagement, especially given that Laredo is located in Texas's 28th District, home to a high stakes congressional race. The event served as the culmination of the MOVE Texas's week-long voter registration initiative, both rewarding volunteers and inviting new audiences to join the work. The evening included a screening of *Knock Down the House* and a civic engagement workshop, geared towards Latinx youth. The event workshop was modeled after the impact campaign's resource *Knock Down the Barriers* - attendees registered to vote, wrote to their elected officials, learned about and joined local grassroots groups, and made protest signs for an upcoming immigration justice protest. In addition, grassroots Congressional candidate Jessica Cisneros made a surprise appearance as an attendee and workshop participant. The event was received excitedly by the local community and promoted enthusiastically by local immigration justice and civic engagement groups.



Special event in Laredo, TX. Credit: MOVE Texas



Stills from MOVE Texas social media

PHASE 2

- **NEW YORK CITY, NY on DECEMBER 3**
BE HEARD and Peace is Loud joined forces for a second event featuring a screening of *Knock Down the House* followed by a conversation with Ilona Duverge (Co-founder and NYC Director of the Movement School) and Halimah DeOliveira (community organizer and author of *Not Without My Hijab*). The speakers presented powerful voices in community organizing, emphasizing the themes of the film and tying them back to the need for sustained civic engagement among women and underrepresented communities. Multiple attendees expressed that they were moved to become more involved and share their stories.



Special event with BE Heard in New York City. Credit: Peace is Loud



Invitation flyer for BE Heard partnership event

From Our Partners

"The opportunity to be able to facilitate a movie screening that is about perseverance and trailblazing women of color was something truly amazing for our community. When we are able to lift up voices, voices for a long time that have been silenced and marginalized, it gives hopes to empower young folks to not only lift up their own voices, but help those who cannot speak for themselves. Peace is Loud and MOVE Texas collaborating opened up the space for those who needed to see themselves represented. Thank you to Peace is Loud and everyone associated with *Knock Down the House* for giving us such a special gift for our community."

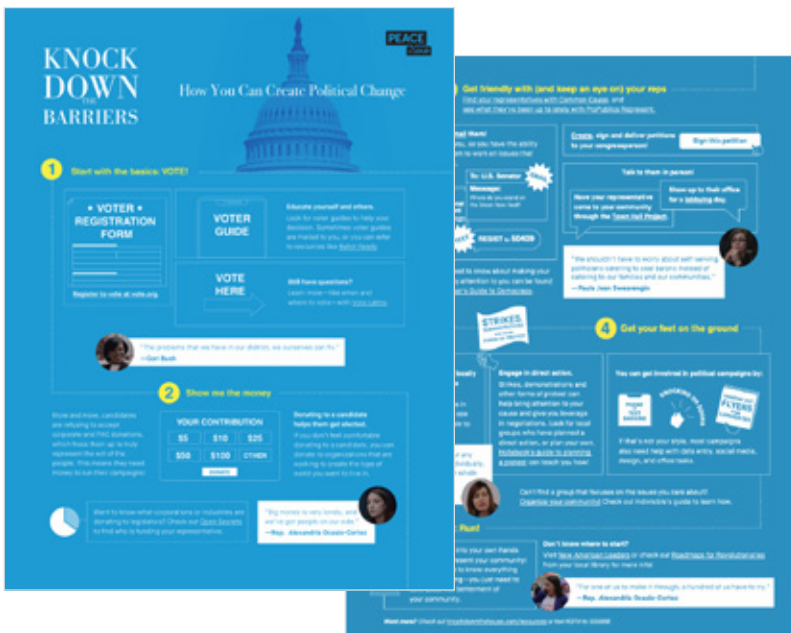
— MOVE Texas

PHASE 2

Resource Creation

The campaign sought the opportunity to generate resources that would amplify civic engagement and organizing, digitally and in person, across our audiences of film viewers, partners, and screening hosts and attendees. The campaign created:

- **Knock Down the Barriers** - a “Civic Engagement 101” educational resource in both English and Spanish, to educate target audiences and offer visibility to partner organizations. The resource was meant as an introduction to civic engagement beyond voting, with a goal of activating audiences into participants of all aspects of the political process and reframing civic engagement as an ongoing process. While the film lit the initial fire in audiences, the resource would keep the fire of organizing burning. The resource was designed with screening audiences in mind, but gained traction as well among the campaign’s partners.
- **Partner Social Media How-To Guide**
It became clear to the campaign that some of our partners who were smaller operations were in need of strategic and tactical social media support. With this in mind, the campaign produced a guide in both English and Spanish that included clear instructions on how to use social media platforms for their organizing purposes. The guide also offered go-to tips on content creation and ad buying, to help boost their digital engagement and grow their online presence and work.



Knock Down the Barriers educational resource

“Thank you for sending the discussion guide and civic engagement one-pager. The materials are fantastic and can become great resources for the American Muslim community.”
 – MPAC

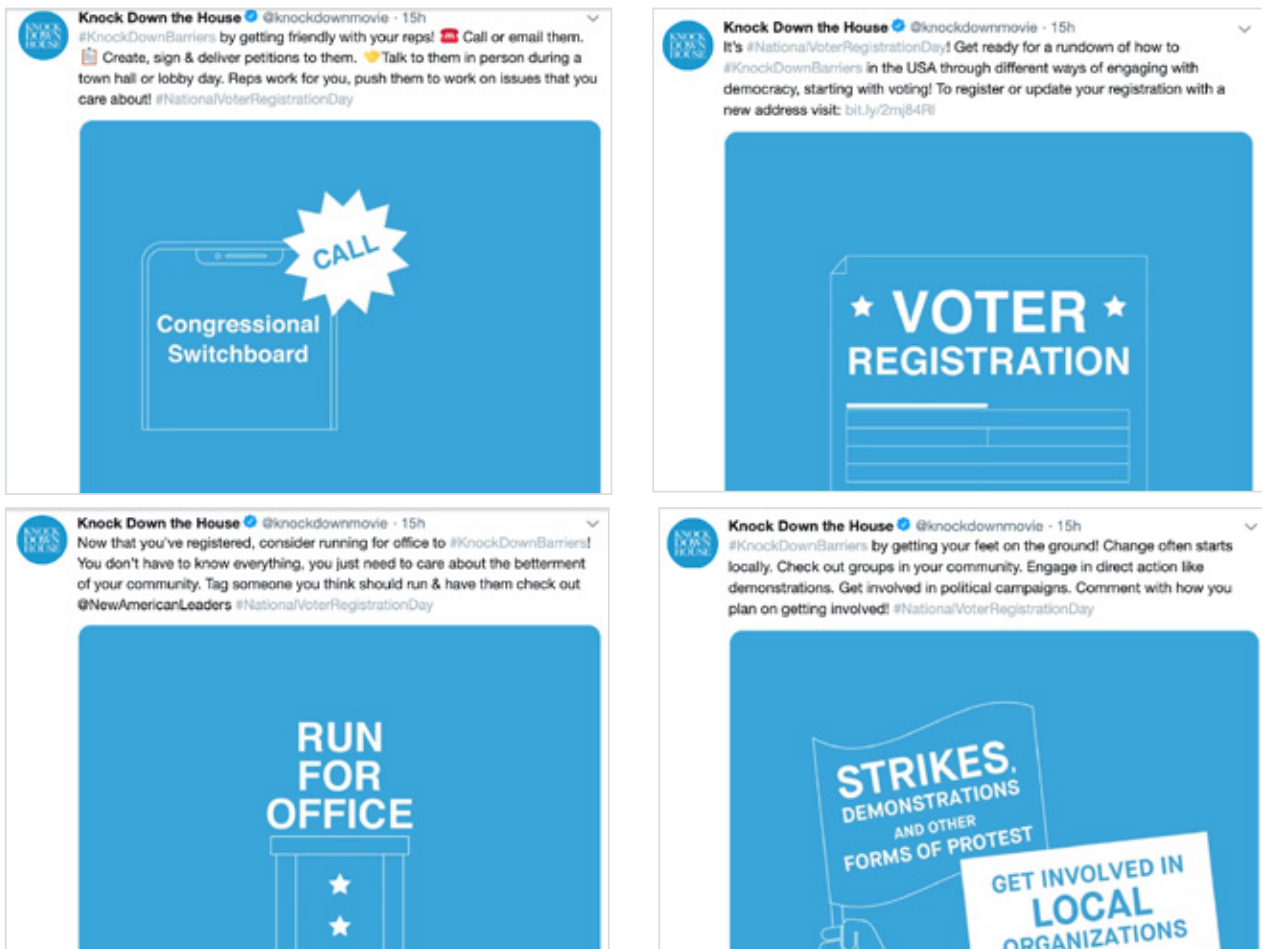
“We can and will make good use of them. Change is needed and the people have to carry it on their shoulders and in their vote.”
 – Angelic del Castillo, screening host

PHASE 2

Digital Engagement

The campaign team complemented all ground initiatives with a robust digital engagement plan:

- Knock Down the House Civic Engagement Toolkit**
 This social media toolkit amplified the campaign resource Knock Down the Barriers' reach and use. The toolkit included dynamic animated graphics, focusing on specific tactics for civic engagement, as well as easy-to-tailor sample posts. The toolkit was offered in both English and Spanish. In addition, two versions of the resource were created: one evergreen and one for National Voter Registration Day on September 24. All versions of the toolkits were widely distributed to the campaign's screening hosts and partners, as well as shared across Peace is Loud and *Knock Down the House's* social media platforms.

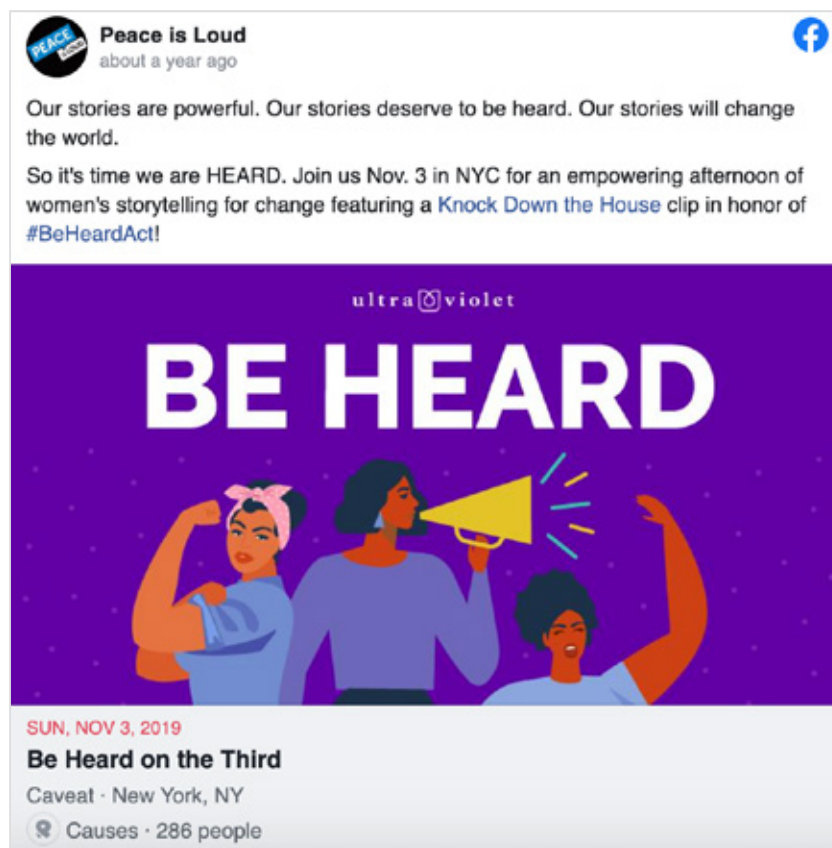


Tweets on the film's account featuring links to Knock Down the Barriers resource and toolkit GIFs

PHASE 2

- **Digital amplification of special events**

While Peace is Loud did not directly manage the official social media platforms for Knock Down the House, the campaign extended our special events' lifespans and impact across digital platforms. Peace is Loud promoted the #BeHeard in October and December to audiences interested in organizing and film, magnifying the coalition's efforts on the 3rd of each month, and taking a stance of solidarity on social media. Peace is Loud also boosted Move Texas's social media coverage of our October 4th event, and continued to promote their coverage outside of Texas.



Community Screenings

Peace is Loud continued its facilitation of community screenings throughout Phase 2. *Knock Down the House* continued to gain momentum, especially with Representative Ocasio-Cortez's rising popularity, and the campaign's traction reflected the growing hunger for a film that powerfully centered women leaders and grassroots organizing. During Phase 2, the campaign observed that many of the screening hosts integrated the film into their existing civic engagement work or trainings, rather than hosting traditional film screenings. Community screenings were collectively used as opportunities for voter registration, education, and grassroots political engagement. The campaign engaged hosts closely and ensured they had access to the many resources available to them, including the newly created Knock Down the Barriers.

Trends Observed

The conversion rate from interest to confirmed screening remained higher than the average of 50% we observe in most impact campaigns. The campaign owes this not only to the mounting momentum of the film after its release, but also to Peace is Loud's significant role in guiding screening hosts from first conversation to event execution.

Because the film was available for free on Netflix, it's likely that many of the potential hosts did indeed host an event, especially after we sent them all of the resources to do so, but just never confirmed this with the campaign.



Thank you for following up and providing those wonderful materials. The social media toolkit is especially helpful! We had a great event, and we look forward to keeping momentum up with GOTV efforts as 2020 approaches. ”

— Northwestern College Democrats

Quick Hits

343

Confirmed screenings for Phase 1 and 2

In contact with over an additional potential

470

hosts by the end of Phase 2

72%

Conversion rate

PHASE 2

Community screenings highlights include:

- [The Riveter](#), a women focused co-working space, screened the film at their Seattle location, with a panel with Seattle City Councilmember Lorena Gonzalez, Washington State Senator Mona Das, Washington State Senator Joe Nguyen (who hosted his own screening), and Lydia Lippold-Gelb, Community Organizer with VoteRunLead.
- [Housing Works Bookstore](#) in New York screened the film and hosted a conversation with young organizers for Representative Ocasio-Cortez's campaign.
- The youth-led environmental justice group **Sunrise Movement LA** hosted a screening in partnership with progressive candidate Loraine Ludquist's campaign for LA City Council.
- [Elizabeth Warren](#)'s campaign held 5 community screenings of the film during the presidential primary cycle. (Note: fundraising and campaigning were not permitted as part of impact campaign-adjacent events)
- The [Cine El Rey Theatre](#) in McAllen, TX screened the film and had a panel featuring a state organizer for Justice Democrats, a City Council Member, and a professor at Queens College who was an advisor to Representative Ocasio-Cortez's campaign.

“

We took a lot of courage and heart from the movie and put it into our work! ”

– Sarah Ulman,
One Vote at a Time



Dec 1, 2019 - Sep 15, 2020

Vision and Strategy

Recognizing *Knock Down the House's* wide reach and impact in Phase 1 and 2, Peace is Loud identified a unique opportunity to pilot a new campaign phase that sought to strengthen capacity for women of color organizers and help expand their community base. Through a deep collaboration with a single partner, Peace is Loud leveraged an array of strategic campaign and communication resources to support the partner's social impact work, translating the film's core message of meaningful civic engagement among systems-oppressed communities into sustainable action.

Peace is Loud enthusiastically confirmed Movement School as a strategic partner for several reasons. They were founded by former Alexandria Ocasio-Cortez campaign staffers and are the sister organization to *Knock Down the House's* protagonists, Justice Democrats. Movement School's values are directly connected and committed to the core messages in the film. The organization provides tools and resources to organize and advocate for justice, and galvanize grassroots political engagement—again directly aligned with the film and the goals of the impact campaign. Finally, while Movement School is ambitious and already has an impressive track record, they are a relatively new organization with a very small team, so Peace is Loud and *Knock Down the House's* partnership were able to provide meaningful and much-needed support for the sustainability of their work. In leveraging the comprehensive resources of the *Knock Down the House* campaign, Movement School would gain support in building their organizational capacity and overall impact.

““ Knock Down the House is helpful in providing context to why people should get up and fight, especially because they can see their own stories through the women in the movie. ””

— Movement School

PHASE 3

Peace is Loud envisioned and rolled out the third phase of the campaign as a six-month partnership with Movement School, beginning in December 2019 and presumably ending in May 2019:

1

Partner

[Movement School](#) - a project of Organize for Justice, a 501(c)(4) social welfare advocacy organization and the sister organization of [Justice Democrats](#). Movement School began as an organic initiative among volunteers on the Ocasio-Cortez campaign. Their mission is to cultivate leaders and organizers to fight on behalf of their working class communities by providing tools and resources to advocate for justice, achieve innovative, locally-driven solutions to key issues, and mobilize grassroots engagement in the democratic process. The organization's signature programs include: Reclaim NYCHA, Campaign Fellows Program, and Movement School Campus.

2

Goal

Build power among systems-oppressed communities—in particular, women of color—organizing for justice and building a more equitable future.

3

Strategy

Invest in deep collaboration with Movement School, utilizing storytelling to build their capacity and support their long-term sustainability and growth.

4

Tactics

Developed in close collaboration with Movement School, and originally set to include a community screenings initiative of *Knock Down the House*, a digital consultancy, participation in their Reclaim Alumni Series training program, and a large scale community event.

PHASE 3

Implementation

Peace is Loud and Movement School embarked on this exciting work, combining visions and expertise into a campaign in service of women of color movement builders. Peace is Loud prioritized compensating Movement School for their thought partnership work - a stipend for the intellectual and administrative labor of their leadership team was calculated into the campaign budget.

The partnership kicked off in 2020 with both organizations ready to dive into an array of tactics designed to support the work of Movement School's Reclaim Fellows, New York City Housing Authority, or NYCHA, public housing tenants. Activities were conceived through the lens of *Knock Down the House*, and would include roundtables with the NYCHA women organizers; a community screenings initiative tailored for NYCHA residents; a lively community event to build power and uplift the community of artists, organizers, and families in NYCHA; in-person trainings with Peace is Loud speakers and staff; and many more. The campaign was especially enthusiastic about the potential community screenings work, which would allow Movement School fellows to leverage the film to increase engagement with their own specific campaigns and focus of work.

Amidst a year already considered landmark, the COVID-19 pandemic took hold of the world in early March. Shortly after the campaign began, and only days after Peace is Loud hosted Reclaim fellows for a listening and brainstorming session, New York City came to a halt, soon to be followed by other cities and states around the country. After a state of emergency and lockdown were declared in New York, all non-essential businesses, transportation, and activities shut down. Peace is Loud paused as well, in order to best serve Movement School and its community of organizers, and respond, rather than react, to the moment.

“
The Peace is Loud team was extremely compassionate and focused on supporting me through complicated times and strategic decisions. They 1000% helped provide capacity in a time in need. We were able to train folks throughout a pandemic successfully when other orgs were struggling to adapt to the digital space.”

—Movement School



PHASE 3

Peace is Loud engaged Movement School leadership to learn about the wellness and organizing needs of the Reclaim Fellows, and from there quickly pivoted the tactics and activities to best serve the community in a safe manner. The campaign was subsequently extended to September 2020, to best accommodate and pace the work needed, including updated tactics:

1. RESOURCE CREATION

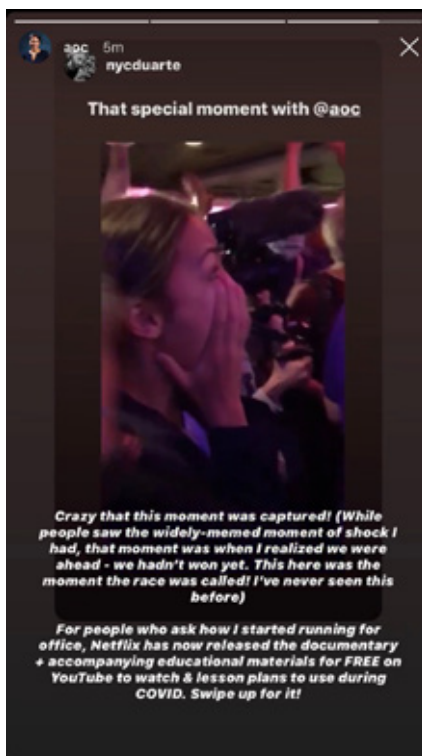
The toolkit introduced ways to share the film without gathering, so that the organizers could continue integrating the film's power into their work.

Peace is Loud created tailored resources for the Reclaim fellows and their communities:

- **COVID-19 NYC Resource List**
This first resource was created to directly support the fellows and their families during the crisis. Movement School informed our team that while the resource was imperative, their staff just did not have the bandwidth to produce it. The campaign offered a comprehensive list to access food distribution, remote education resources, unemployment filing instructions, know your rights information, and more - all tailored to the public housing community of NYC.
- **Community Screenings Outreach Toolkit**
While the original partnership plan had included a robust community screening initiative, Peace is Loud altered the campaign's screenings toolkit to instead emphasize the film's messaging and present the film as an accessible tool for NYCHA tenants, while still adhering to social distancing guidelines. The toolkit introduced ways to share the film without gathering, so that the organizers could continue integrating the film's power into their work. In addition, the toolkit included best practices for future in-person screenings events, making it an evergreen resource for after the pandemic crisis ends and in-person organizing can resume.
- **Digital Events Toolkit**
Understanding the digital organizing skills that the Reclaim Fellows needed, the campaign created a new toolkit for hosting digital screenings and events, which included details on different platforms to screen and watch *Knock Down the House*, as well as other content. The toolkit was created to ensure that the organizers' momentum wouldn't be lost during the shutdown, and provided innovative and creative ways for the fellows and their communities to gather online and use different platforms and streaming services as springboards for virtual engagements and organizing. The Digital Events Toolkit was created within two weeks of the shutdown, and ensured that the film remained

PHASE 3

By the time the campaign wrapped, these toolkits had been downloaded over 1,300 times.



Screenshot from Representative Ocasio-Cortez's social media

a productive tool for organizers. While screenings had mostly slowed down, the campaign did observe an increase in virtual screenings requests after the toolkit was made accessible on the film's website.

- **Digital Advocacy Toolkit**

As in-person community organizing came to a halt, all activities moved to the digital realm. This was a dramatic shift, given that organizing in NYCHA communities has traditionally depended on interactions in person. The toolkit was thus created to support NYCHA organizers in seamlessly translating their day-to-day actions and engagements to digital settings, leaning primarily on free tools, such as texting through platforms like WhatsApp, personal email accounts, and social media. Applying the use of familiar and free platforms to a digital organizing strategy allowed the campaign to create a guide that is accessible to people at various levels of digital literacy. The Digital Events Toolkit and Digital Advocacy Toolkit were also added to the *Knock Down the House* website, providing the film's audiences with resources to further flex their online organizing efforts. On April 30, Representative Ocasio-Cortez promoted the resources on her social media accounts, causing an immediate uptick in downloads - over 250 downloads of the organizing toolkits in just 24 hours, showing the hunger for resources of their kind across organizing communities. By the time the campaign wrapped, these toolkits had been downloaded over 1,300 times from the website, which does not even account for the many other ways they were shared across organizing spaces.

- **Digital Strategy for Movement School & Reclaim**

Similarly because of the shift to virtual work, the campaign collaborated with Movement School leadership on identifying core organizational goals that needed to be converted to the digital realm. This digital strategy focused on the goal of base-building, particularly for public housing residents around the country and others who are in solidarity with the movement for housing justice. As the Green New Deal for Public Housing is a core area of work for Movement School and Reclaim especially, the campaign used it as a contextual example to base build across movements and across the country.

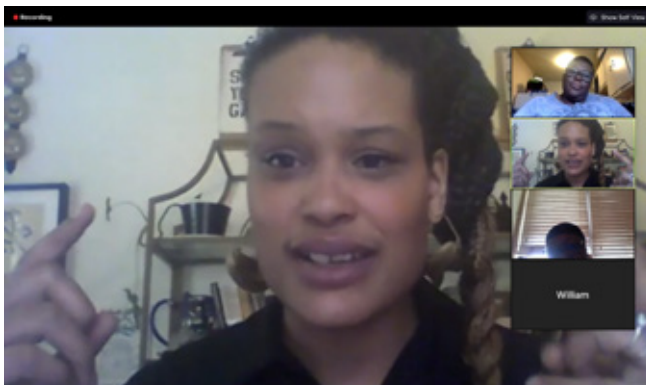
PHASE 3

2. RECLAIM VIRTUAL TRAININGS

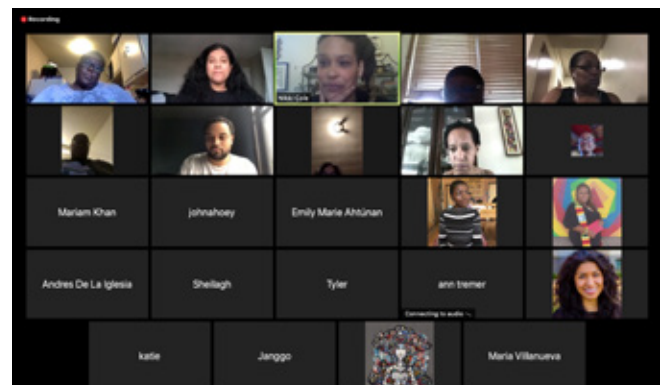
For safety reasons, Movement School made the decision to move all its programming and trainings online, including the Reclaim Alumni Training Series, which the campaign had committed to collaborate on and support. Because of the pandemic effects on scheduling and capacity for Movement School’s staff and trainers, we jointly decided to scale down the training program to two training events:

A. Organizing 101

- On Saturday May 9, Movement School and Peace is Loud collaborated on a training session called Organizing 101. The session featured [Nikki Cole](#), National Policy Campaign Director for One Fair Wage, alongside Reclaim Trainer LaKeesha Taylor. Peace is Loud secured Nikki’s participation due to her extensive organizing experience across civic engagement and labor organizing. The speakers presented the nuts and bolts of organizing to a virtual audience of 27 attendees. The recording of the event was subsequently shared with all Reclaim fellows and alumni.
- The training co-lead, LaKeesha Taylor, said that “It was wonderful to work with Peace is Loud! They were very professional and organized, and so supportive of all ideas and any help that was needed. They were open to learning and giving with their time, experience and support. I would jump at the opportunity to work with them again. Peace is Loud’s collaboration allows Movement School to reach more, teach more, and help more! This is the goal!”
- All participants who responded to our post-event survey said the training was very useful, and that they would be applying learnings to their future organizing.



Nikki Cole leading Organizing 101 training session



Screenshot from Organizing 101 training session

PHASE 3

PERSONAL NARRATIVE WORKSHOP

MOVE MENT SCHOOL RECLAIM **PEACE IS LOUD**

MAY 16TH, 2020
1PM VIA ZOOM
RSVP: [BIT.LY/RECLAIMFELLOWS](https://bit.ly/reclaimfellows)

The story of self is a powerful tool. Especially in current times, we must make our voices heard loud and clear. Join Reclaim Fellows and the Peace is Loud team, for a session on how to use your story to build power and solidarity with your community to win collective power.

LET'S RECLAIM NYCHA

Kia Thomas
Reclaim Fellow

Emily Del Carmen Ramirez
Peace is Loud

Marwa Eltahir
Peace is Loud

Kaitlyn Hamby
Peace is Loud

Personal Narrative Workshop invitation

“
Thank you so much
for such an amazing
webinar for organizers.
The panel was
awesome, Ilona
really understands
the audience attention
span, and the trainers
had the knowledge and
know how to make it
all come together.”

— Organizer for Our Wisconsin
Revolution

B. Personal Narrative Workshop

On Saturday May 16, Peace is Loud collaborated on the second training session, Telling Your Story. The training was presented by Reclaim Trainer Kia Thomas along with Peace is Loud team members Marwa Eltahir, Emily del Carmen Ramirez, and Kaitlyn Hamby. The training’s vision was to instill that everyone has a unique story that can be shared to create measurable impact, and to share how exactly they can put their stories to work. The training offered background on the power and role of storytelling in organizing, and incorporated a workshop component for participants to collaborate on strategy creation for their own stories. Over 99 people RSVP’d, and the training brought together 25 participants representing three countries and several states. While the audience was primarily Reclaim fellows, the session was also open to the entire Movement School ecosystem, so many grassroots organizers from around the country and world joined as well. The training brought together organizers across different issues, from organizations such as Sunrise Movement and Our Wisconsin Revolution, along with public housing advocates and faith organizers, showing how story-based strategic frameworks are powerful organizing tools across geographical and issue areas. The recording of the event was subsequently shared with all Reclaim fellows and alumni.

- An organizer for Our Wisconsin Revolution said, “Thank you so much for such an amazing webinar for organizers. The panel was awesome, Ilona really understands the audience attention span, and the trainers had the knowledge and know how to make it all come together.”

PHASE 3

3. THE COLOR OF MOVEMENT
SPECIAL EVENT

The Color of Movement event invitation flyer

Although the campaign had originally envisioned a large in-person community event to culminate the partnership work, due to COVID-19 restrictions, Peace is Loud and Movement School pivoted to hosting a dynamic and powerful virtual event instead.

- On September 3, the campaign hosted the virtual panel discussion, *The Color of Movement: Black & Brown Women and the Fight for Political Liberation*, featuring Tiffany Cabán, Angela Lang, and Sandy Nurse in a conversation moderated by Movement School Co-Founder Ilona Duverge. Peace is Loud was thrilled to help outreach to panelists and secure Sandy Nurse as one of the speakers. The event successfully positioned Tiffany, Sandy, and Angela as thought-leaders in the space, and Ilona as an expert in the field, able to draw intersections from each woman’s organizing experiences and visions for the future.
- The event integrated *Knock Down the House* as a framework for grassroots political organization, and encouraged attendees to view the film online as a springboard for the conversation to come.
- The event also featured the opportunity for attendees to subsequently participate in individual, virtual “mentorship hours” with the panelists, so as to enable direct and sustainable networking opportunities, particularly in a time of heightened isolation.
- The campaign paid honorariums to all panelists for their time and intellectual and emotional labor —especially given how often speakers are not compensated.
- The virtual event has since garnered over 1.2K views, and has been shared across organizing spaces.

 **Tiffany Cabán** @tiffany_caban · Sep 1
📌 THURS at 6PM 📌 Excited to be in conversation with these dope women. RSVP w @mvmtschoo below and I'll see you there!

 **Movement School** @mvmtschoo · Sep 1
Join our dynamic panel discussion with WoC organizers about the relations between:

- 🟫 grassroots and political organizing
- 🟫 the 2020 political landscape
- 🟫 the disproportionate effects of COVID-19 on WoC

✅ THURSDAY @ 6PM
✅ LINK: mvmt.school/colorofmvmt



PANEL DISCUSSION

THE COLOR OF MOVEMENT:
Black & Brown Women and the Fight for Political Liberation
COHOSTED BY MOVEMENT SCHOOL & PEACE IS LOUD

Livestream
THURSDAY
SEPTEMBER 3
6PM ET

MOVEMENT | PEACE IS LOUD

MODERATOR
ILONA DUVERGE
Co-founder & NYC Director, Movement School

PANELISTS

TIFFANY CABÁN
National Political Organizer, Working Families; Public Defender

ANGELA LANG
Executive Director, EUDC

SANDY NURSE
Organizer & Activist, BK ROT Found, Mayday Space Co-founder

Screenshot from Tiffany Cabán's social media

🔄 Tiffany Cabán Retweeted

 **Sandy for Council** @SandyforCouncil · Sep 1
Thursday! The conversation is gonna be good with @mvmtschoo. Join me and this all star panel for a conversation on women who fight for liberation. Excited to get into it with @ilonaduverge @tiffany_caban @Angela_Lang!



ON

THE COLOR OF MOVEMENT: | **Livestream**
THURSDAY

Screenshot from Sandy Nurse's social media

PHASE 3

4. DIRECT FINANCIAL SUPPORT

The final pivot in the campaign was for Peace is Loud to reallocate campaign funding to Movement School's operating budget. More than ever, it was crucial to center sustainability for the organization. Because of the strategic pivots Peace is Loud was forced to make and the subsequently canceled in-person activities, the campaign found itself unexpectedly \$5,000 under budget and successfully reallocated the funds as a stipend to Movement School, supporting their grassroots organizing efforts and particularly looking past the formal campaign to help ensure movement sustainability, amidst extraordinarily uncertain times.



“ I loved that the partnership was way more than just transactional. I felt supported emotionally, I felt like I had thought partners, and overall got to spend time with amazing women trying to change the world. ”

—Movement School

Survey and Feedback

As part of the campaign wrap, Peace is Loud asked Movement School leadership to fill out a survey about their experience. Movement School expressed that:

- The partnership's ideating and decision-making processes were very equitable
- The partnership's workload was very equitable
- They felt fairly compensated for their labor on the project
- All the resources and materials created for the partnership were added to a digital resource library and will be reused and reshared across future cohorts and programming
- The only missed opportunity was losing in-person events due to the COVID-19 crisis, an extraordinary circumstance outside of the campaign's control

Feedback:

- *"Knock Down the House is helpful in providing context to why people should get up and fight, especially because they can see their own stories through the women in the movie."*
- *"The partnership helped push along the Green New Deal for Public Housing work in many ways...we have a lot more momentum and that's because of the capacity support Peace is Loud provided us with."*
- With regards to the campaign's response to the COVID-19 crisis - *"The Peace is Loud team was extremely compassionate and focused on supporting me through complicated times and strategic decisions They 1000% helped provide capacity in a time in need. We were able to train folks throughout a pandemic successfully when other orgs were struggling to adapt to the digital space."*
- *"I loved that the partnership was way more than just transactional. I felt supported emotionally, I felt like I had thought partners, and overall got to spend time with amazing women trying to change the world."*

WHAT'S NEXT

Lessons Learned

Knock Down the House was a most-welcomed tool for a progressive civic engagement movement advancing leadership representation and centering the power of the grassroots.

While the film was overall met with enthusiasm and the campaign successfully positioned it as an organizing and capacity-building tool, our team also found or confirmed important learnings.

Our observations include:

- Peace is Loud's partnership outreach and work was most successful in engaging groups serving and/or representing Black, African American, Latinx, and youth communities. We attribute this to the film's direct representation of these communities.
- The campaign received warm reception from groups working with Muslim communities, despite the lack of direct representation in the film. Peace is Loud was able to cultivate deeper relationships and engagements with MPAC and Malukah, for example, who expressed deep gratitude for the film and let us know how important and relevant the film was for their leadership development work with Muslim youth and women. The themes of building power within communities, which are highlighted in the film, seemed most resonant to them.
- The campaign was not as successful in reaching organizations and groups serving and/or representing LGBTQIA+ and Indigineous communities. We speculate that this is due to the film not offering direct representation of these communities on screen. While the emphasis on government and leadership representation was relevant to the groups contacted, the film could not offer the explicit link needed for their programming.
- Since the impact campaign was confirmed just one month prior to the film's release, we had limited time to create a more robust community screenings outreach strategy. While the film had many more screenings than a typical campaign,

we believe, with adequate lead time, we could have propelled the film to even more audiences. Moving forward, we hope to always be able to budget more time to build this sort of strategy, especially for a film carrying as much press and visibility momentum.

- Expanding access was key to increasing the film's impact. Grassroots groups that normally wouldn't have access to the film, the original resources, and the Peace is Loud overall support were able to grow their work and reach. Accessibility was manifested by offering the film online, making sure to also have DVDs for those without internet, cultivating genuine relationships, and ensuring all resources created were readily available online. Moving forward, Peace is Loud will continue to use these tactics to help our campaign communities expand their impact.

Knock Down the House centered the stories of four aspiring political candidates who had both shared and distinct identities. While the candidates differed in their racial identities, they shared gender (female) and class (working class) identities, as well as progressive ideology. The film reinforces the way forms of oppression like capitalism and sexism span disparate communities, creating opportunities for those communities to fight oppression collectively. Further, the film uses an intersectional feminist lens to show the disproportionate effect of oppression on women of color, who experience racism in addition to the overlapping oppressions of gender and class.

When potential partners declined to integrate the film into their programming because their members' racial identity wasn't directly reflected in one of the four candidates, we understood because we believe in the necessity of representation, especially in a time of such flagrant systemic racism. Further, people of color experience intersections of oppression in a compounding way that white women do not. However, we also felt this was a missed opportunity, and underscores the need for more films with the framework that *Knock Down the House* employed.

Knock Down the House reinforced the message that only by acknowledging all sources of structural oppressions and forming a multi-racial, class-based coalition fighting for racial, economic, and gender justice can power be redistributed in a more equitable manner. Peace is Loud looks forward to discovering films and designing campaigns that continue strengthening these frameworks, in an effort to advance this crucial work.

Capacity-Building for Movement Sustainability

While Peace is Loud has always advocated for films' utility as organizing tools and has successfully integrated documentaries into existing organizations' programmatic and advocacy work, *Knock Down the House* presented an opportunity to further redefine how films can support larger movement-building work, through the lens of civic engagement.

American election cycles have long reflected the pendulum's swing between deep civic engagement and political apathy. A party's and candidate's capacity to retain, and grow, voter engagement relies on their commitment to base-building.

As with much of Peace is Loud's other work across different organizing spaces, the movement for engaged and sustained political engagement has had to recognize the limitations of simply relying on one primary action—in this case, voting. The movement and its many players of organizers and leaders must find viable ways to cultivate and build communities beyond just voter engagement. As an intermediary organization aligned with these movements, Peace is Loud is continuously learning how to best support organizations in efficient ways that balance the urgency of the moment with the organizations' capacities.

In the case of the *Knock Down the House* campaign, we focused on three lenses for the work, that we believe are transferable to other areas of civic engagement as well as other film impact campaigns:



- **Accessibility and viability:**

Peace is Loud prioritized the wellness and permanence of every screening host and partner of the campaign. The campaign identified the opportunities and limitations of working with a film accessible only through a streaming platform. We worked closely with Netflix to be able to provide discounted or trial memberships to those who could not afford the service, and to provide DVDs to those who did not have access to stable internet services. Furthermore, our outreach made sure to include a variety of resources to alleviate the labor that could accompany the usage of the

film, from offering screening toolkits, discussion guides, or virtual event toolkits, at all times we prioritized the wellness of our partners and the efficiency of our engagement.

- **Response in place of reaction:** Impact campaigns should never be prescriptive and make assumptions on the needs of a movement or the utility of a film. By practicing active listening and prolonged relationship cultivation, Peace is Loud has learned to be in tune to the calls of organizations, as well as their visions and goals. Particularly with groups working to advance civic engagement, Peace is Loud acknowledged the immense pressure the organizations were working on given the election cycle, and remained intentional in removing a reactionary stance, creating space for our partners and screening hosts to share with us as much as they wished to before we responded. By prioritizing responsiveness, particularly through a time of crisis such as the COVID-19 pandemic, Peace is Loud successfully delivered much needed tools and resources to our campaign partners and hosts.
- **Financial support and compensation:** A systemic problem to social movements is that they are overworked yet under resourced. While Peace is Loud strongly believes in the power of films as organizing and capacity-building tools for grassroots and nonprofit organizations, we also recognize that funding is a fundamental need for these groups. From the onset of Phase 3, we approached our collaborative partnership with the Movement School with an equity lens—we made sure that the campaign budget could support compensating the intellectual and emotional labor of the organization's leaders, Ilona Duverge and Gabe Tobias. Further, amidst the COVID-19 crisis, *Knock Down the House* presented a unique opportunity to reallocate campaign funding originally earmarked for in-person activities to general operating for the Movement School. While Peace is Loud acknowledges the extraordinary circumstances that allowed this, we see power in exploring this model further across film campaigns as a core component to capacity-building work.

Peace is Loud looks forward to growing and creatively implementing equity frameworks in our future work, particularly partnerships, and further envisioning how films can build capacity for the social movements most in need and most crucial in the fight for justice.

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Knock Down The Barriers – English



KNOCK DOWN THE BARRIERS

How You Can Create Political Change

1 Start with the basics: VOTE!

★ VOTER ★
REGISTRATION
FORM




Register to vote at [vote.org](https://www.vote.org).

VOTER
GUIDE

Educate yourself and others.
Look for voter guides to help your decision. Sometimes voter guides are mailed to you, or you can refer to resources like [Ballot Ready](#).

VOTE
HERE



Still have questions?
Learn more—like when and where to vote—with [Voto Latino](#).



"The problems that we have in our district, we ourselves can fix."
—Cori Bush

2 Show me the money

More and more, candidates are refusing to accept corporate and PAC donations, which frees them up to truly represent the will of the people. This means they need money to run their campaigns!

YOUR CONTRIBUTION

\$5	\$10	\$25
\$50	\$100	OTHER

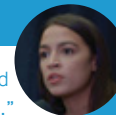
DONATE

Donating to a candidate helps them get elected.

If you don't feel comfortable donating to a candidate, you can donate to organizations that are working to create the type of world you want to live in.



Want to know what corporations or industries are donating to legislators? Check out [Open Secrets](#) to find who is funding your representative.



"Big money is very lonely, and we've got people on our side."

—Rep. Alexandria Ocasio-Cortez

Knock Down The Barriers – English

3 Get friendly with (and keep an eye on) your reps

Find your representatives with [Common Cause](#), and see what they've been up to lately with [ProPublica Represent](#).

Call, text, or email them!
They work for you, so you have the ability to pressure them to work on issues that you care about.

CALL
Congressional Switchboard
(202) 224-3121

EMAIL
To: U.S. Senator
Message:
Where do you stand on the Green New Deal?

TEXT
RESIST to 50409

Everything you need to know about making your representative pay attention to you can be found in [ProPublica's User's Guide to Democracy](#).

Create, sign and deliver petitions to your congressperson!

Sign this petition

Talk to them in person!

Have your representative come to your community through the [Town Hall Project](#).

Show up to their office for a [lobbying day](#).

"We shouldn't have to worry about self-serving politicians catering to coal barons instead of catering to our families and our communities."

—Paula Jean Swearengin



GET INVOLVED IN LOCAL ORGANIZATIONS

STRIKES, DEMONSTRATIONS AND OTHER FORMS OF PROTEST

4 Get your feet on the ground

Change often starts locally before it grows into a larger movement.
Check out the groups in your community and see how you might be able to join the cause.

"It's not about any one of us, individually. It's about the whole movement."

—Amy Vilela



Engage in direct action.
Strikes, demonstrations and other forms of protest can help bring attention to your cause and give you leverage in negotiations. Look for local groups who have planned a direct action, or plan your own. [Hollaback's guide to planning a protest](#) can teach you how!

You can get involved in political campaigns by:

PHONE OR TEXT BANKING

KNOCKING ON DOORS

HANDING OUT FLYERS FOR CANDIDATES

If that's not your style, most campaigns also need help with data entry, social media, design, and office tasks.

Can't find a group that focuses on the issues you care about? [Organize your community!](#) Check out [Indivisible's guide](#) to learn how.

5 Don't walk: Run!

Take the reins into your own hands and run to represent your community! You don't have to know everything about everything—you just need to care about the betterment of your community.

Don't know where to start?

Visit [New American Leaders](#) or check out [Roadmaps for Revolutionaries](#) from your local library for more info!



"For one of us to make it through, a hundred of us have to try."

—Rep. Alexandria Ocasio-Cortez

Want more? Check out knockdownthehouse.com/resources or text KDTH to 555888

Knock Down The Barriers – Spanish



ROMPIENDO BARRERAS

Cómo tú puedes crear un cambio político

1 Empieza con lo básico: ¡VOTA!

★ **FORMULARIO DE REGISTRO DE VOTANTES** ★



Regístrate para votar con Unidos US becomeavoter.org/es/inicio

GUÍA PARA EL VOTANTE

Aprende e informa a los demás

Busca las guías de los votantes que te ayudarán en tu decisión. Muchas veces las guías llegan por correo o las puedes encontrar en línea en [Ballot Ready](#) (sitio en inglés).

VOTA AQUÍ



¿ Todavía tienes preguntas?

Aprende más sobre el proceso electoral, incluyendo dónde y cuándo votar, visitando a USA.gov.



“Los problemas que tenemos en nuestro distrito, nosotros mismos los podemos solucionar.”

—Cori Bush

2 Contribuye a la campaña

Cada vez más, los candidatos se rehúsan a aceptar donaciones de PACs o corporaciones, lo cual les da más libertad para representar los intereses de sus comunidades. Esto significa que los candidatos necesitan dinero para sus campañas electorales!

TU DONACIÓN

- \$5
- \$10
- \$25
- \$50
- \$100
- OTRO MONTO

DONA AQUÍ

Donarle dinero a un candidato lo ayuda a ser elegido.

Si no te sientes cómodo donando dinero a un candidato, le puedes donar a organizaciones que trabajan para crear el tipo de mundo en donde tú quieres vivir.



¿ Quieres saber qué corporaciones o industrias donan dinero a los miembros del Congreso? Visita [Open Secrets](#) para saber quién financia a tu diputado y senador. (El sitio está en inglés, pero puedes buscar el nombre de tus miembros de congreso.)



“El ‘gran dinero’ es muy solitario y nosotros tenemos al pueblo de nuestro lado.”

—Rep. Alexandria Ocasio-Cortez

Knock Down The Barriers – Spanish

3 Hazte amigo de (y vigila a) tu representante

Conoce a tus representantes a través de [Common Cause](#) y ve lo que han hecho últimamente con [ProPublica Represent](#).

¡Llama, envía mensaje de texto o correo electrónico!
Ellos trabajan para ti, así que tú puedes exigirles que trabajen en cuestiones que a ti te importan. Puedes aprender cómo comunicarte en [usa.gov/espanol/funcionarios-elegidos](#).

LLAMA



Congressional Switchboard
(202) 224-3121

A: U.S. Senator

Mensaje:
¿Cuál es su posición con respecto al Green New Deal?

EMAIL

MENSAJE DE TEXTO

RESIST a 50409

¡Crea, firma, y envía peticiones a tu representante!

Firma esta petición.

¡Háblales en persona!

Pídele a tu representante que visite tu comunidad a través del Town Hall Project (el sitio está en inglés, pero puedes buscar uno usando tu código postal).

Asiste a un cabildeo en su oficina.



"No deberíamos tener que preocuparnos por políticos que prefieren atender a los intereses de los 'barones del carbón' en lugar de servir a nuestras familias y comunidades."

—Paula Jean Swearengin

INVOLÚCRATE EN ORGANIZACIONES LOCALES

HUELGAS, DEMOSTRACIONES Y OTROS TIPOS DE PROTESTA

4 ¡A moverse!

Los cambios comienzan a menudo de manera local antes de que se conviertan en movimientos nacionales.
Busca grupos en tu comunidad para ver cómo puedes ayudar a la causa.

Participa en acción directa.
Huelgas, demostraciones y otros tipos de protesta pueden ayudar a llamar atención a tu causa y darte poder de negociación. Busca grupos locales que han organizado acciones de esta manera.

Puedes involucrarte en campañas electorales a través de diferentes maneras:

LLAMAR O MANDAR MENSAJES DE TEXTO

IR DE PUERTA A PUERTA



DISTRIBUIR VOLANTES PARA CANDIDATOS

Si esto no es tu estilo, la mayoría de las campañas también necesitan voluntarios que ayuden en la oficina, con redes sociales u otras tareas.

"No se trata sobre uno de nosotros individualmente, se trata sobre todo el movimiento"

—Amy Vilela



¡Si no encuentras una organización que se preocupe por tus intereses, tú mismo puedes organizar a tu comunidad!

5 ¡Postúlate para un cargo político!



Toma las riendas y postúlate para un cargo político para representar a tu comunidad! No tienes que saber todo sobre todos los temas - sólo debes preocuparte por el mejoramiento de tu comunidad.

¿No sabes por dónde empezar?

Visita [New American Leaders](#) o [Latino Victory](#) para obtener más información!



"Para que uno de nosotros lo logre, cien tenemos que intentarlo."

—Rep. Alexandria Ocasio-Cortez

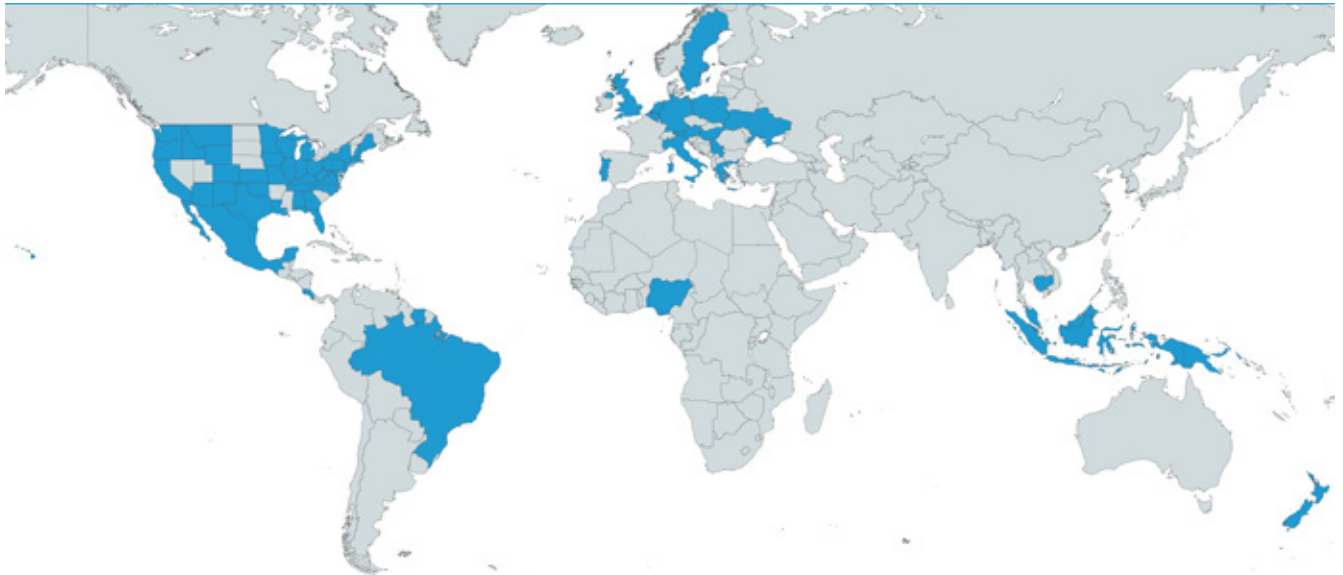
Campaign Overall Community Screenings Data

OVERALL CAMPAIGN SCREENINGS NUMBERS

512

Potential and confirmed

SCREENINGS



41 States

- | | | |
|-------------|----------------|---------------|
| Alabama | Louisiana | Ohio |
| Arizona | Main | Oklahoma |
| California | Maryland | Oregon |
| Colorado | Massachusetts | Pennsylvania |
| Connecticut | Michigan | Rhode Island |
| Florida | Minnesota | Tennessee |
| Georgia | Missouri | Texas |
| Hawaii | Montana | Virginia |
| Idaho | Nevada | Washington |
| Illinois | New Hampshire | Washington DC |
| Indiana | New Jersey | West Virginia |
| Iowa | New Mexico | Wisconsin |
| Kansas | New York | Wyoming |
| Kentucky | North Carolina | |

28 Countries

- | | | |
|------------|-------------|------------------|
| Austria | Germany | Nigeria |
| Belarus | Greece | Papua New Guinea |
| Belgium | Hungary | Poland |
| Brazil | Indonesia | Portugal |
| Cambodia | Italy | Serbia |
| Canada | Malaysia | Suriname |
| Colombia | Mexico | Sweden |
| Costa Rica | Netherlands | Ukraine |
| England | New Zealand | Wales |

Average screening audience size

87 Attendees

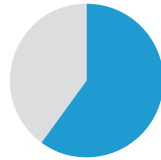
Estimated community screenings film viewership

32,000



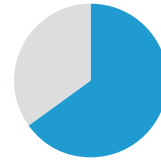
70%+

of screenings included a special introduction, Q&A, or discussion



60%+

of screenings centered grassroots political campaigns and political representation as their discussion topics



65%+

of screening hosts will consider integrating the film into their ongoing programs

SCREENING AUDIENCES



27%

Peace is Loud Community
(filmmakers, film organizations, and previous campaign screening hosts)



26%

Political Organizations & Candidates
(organizations supporting political leadership advancement)



21%

Grassroots & Movements
(focused on civic engagement)



15%

Academic

Community Screenings Survey Results

As part of our campaign evaluation process, Peace is Loud conducted extensive surveys of our community screening hosts.

QUANTITATIVE RESPONSES

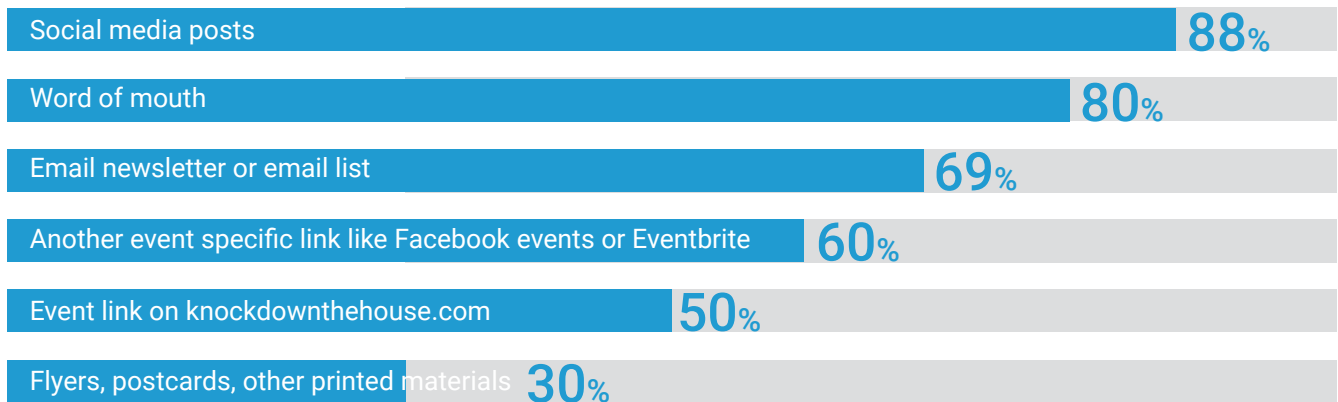
53 Respondents

Phase 1

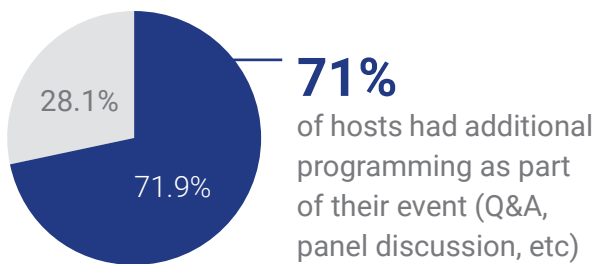
42 Respondents

Phase 2

MOST POPULAR EVENT PROMOTION METHODS (from most popular to least popular)

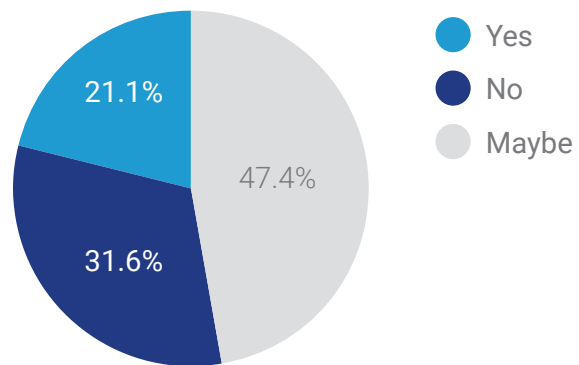


PROGRAMMING INCLUSION

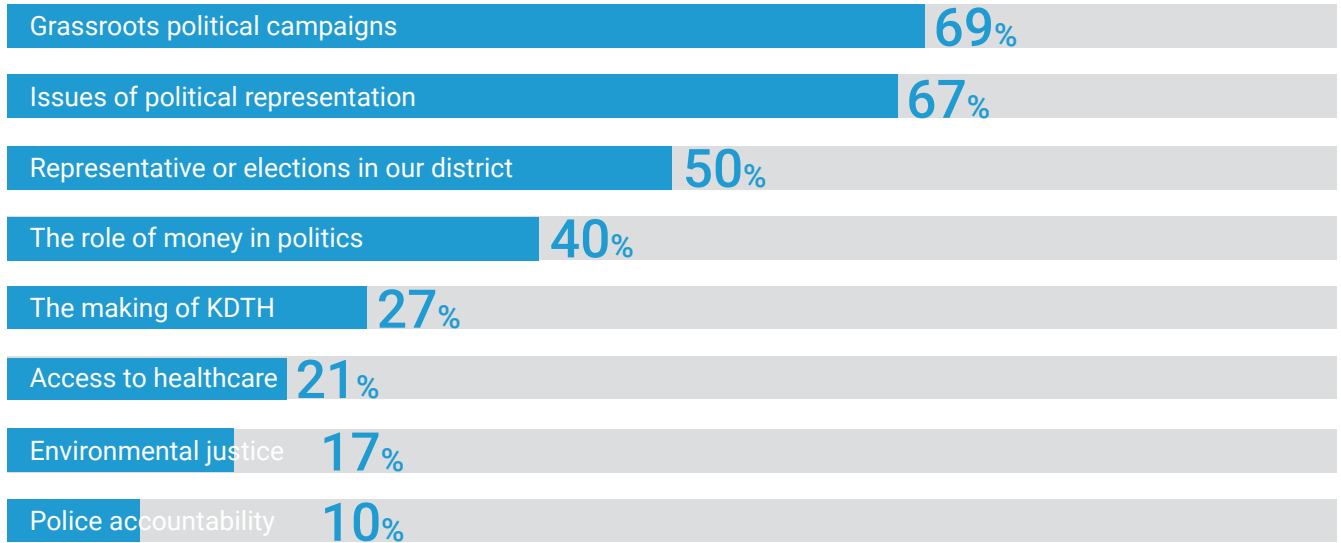


MOST HOSTS WILL CONSIDER KDTH AS A RESOURCE IN THEIR ONGOING WORK

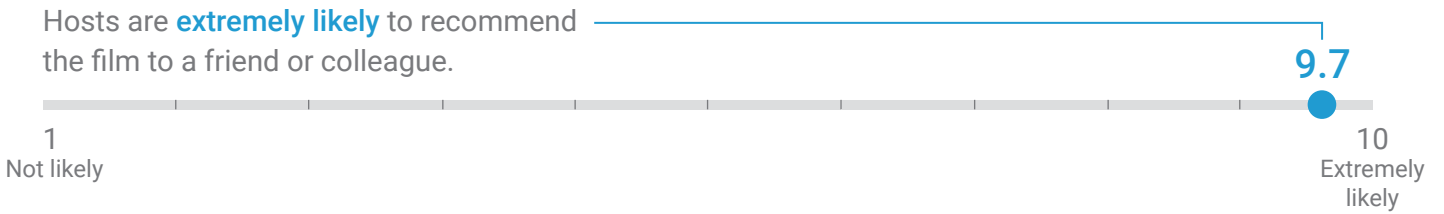
(19 Responses)



TOPICS OF DISCUSSION (from most popular to least popular)



Hosts are **extremely likely** to recommend the film to a friend or colleague.



QUALITATIVE RESPONSES

From our hosts and attendees:

“Phenomenal movie! This was a great way to do outreach in our community.”

— **Emily Nord, Indivisible San Francisco**

“We had a lovely Skype Q&A with Rachel Lears. It was quite moving and she was kind enough to answer questions for a good 30 minutes or so. Our community is grateful for all of your efforts. Athens, Georgia is a tiny blue dot in a sea of red and we are trying to stay positive and hopeful in this age of political misery.”

— **Dottie Alexander, Athens Ciné/Athens Film and Arts Institute**

“Can’t wait to show it again in the fall and further incorporate it into the curriculum.”

— **Melissa Castillo Planas, Lehman College**

“We connected with our local labour congress that ran a candidate course for women which was very on message and well received. I really appreciated how seamless our work with your tools was. Thanks for offering up a great set of tools.”

— **Kate Betts-Wilmott, MPP Ian Arthur for Kingston and the Islands**

“I have found this documentary extremely inspirational. I have never gotten interested in politics but the documentary has made me want to get more involved. I have always felt that my vote or opinion didn’t matter because of all of the bigger corporations and companies with power. Money always seems to win and it has seemed like something such as poverty and violence will never have a solution and we will never see a change. I wonder if I feel this way living so close to St. Louis. But the film has given me hope.”

— **Student, Southern Illinois University Edwardsville**

“We had an eclectic group gather at our home of differing ages, genders, colors, and creeds. Everyone had a good time and we’re equally moved after viewing *Knock Down the House*. Given all the negativity we see and hear all around us on a daily basis, it’s so important that we find renewed reason to learn from each other’s stories, forge new alliances, and work together on behalf of something bigger than any one of us. Thanks for giving us this opportunity to reach out to old friends and make new ones.”

— **Andrae Goodnight, watch party host**

“I would like to thank the smart people who decided to promote community screenings. I loved the opportunity to bring together my professional community to watch this amazing film and learn from the amazing women featured within it. Thank You.”

— **Paul de Gregorio**

PHOTOS



Credit: Andrae Goodnight, watch party host



Credit: Eric Pavony, screening host



Alex Horton - Representative Ocasio-Cortez campaign volunteer, screening host



Life A Rally UK screening. Credit: Paul de Gregorio

“We had a lovely Skype Q&A with Rachel Lears. It was quite moving, and our community is grateful for all of your efforts. Athens, Georgia is a tiny blue dot in a sea of red and we are trying to stay positive and hopeful in this age of political misery.”

—Dottie Alexander, Athens Ciné/Athens Film and Arts Institute

CREDITS

IMPACT CAMPAIGN CREDITS

Peace is Loud

Director of Audience
Development and
Digital Strategy
Stephanie Corleto

Executive Director
Jamie Dobie

Speakers Bureau Coordinator
Marwa Eltahir

Director of Finance
Samantha Garland

Film Campaign Coordinator
Kaitlyn Hamby

Speakers Bureau Director
Johna Hoey

Director of Film Campaigns
Stephanie Palumbo

Digital Engagement Coordinator
Emily del Carmen Ramirez

Senior Film
Campaigns Manager
Florencia Varela

KNOCK DOWN THE HOUSE FILM CREDITS

Writer/Producer/
Cinematographer/Director
Rachel Lears

Writer/Producer/Editor
Robin Blotnick

Producer
Sarah Olson

Consulting Editor
David Teague

Original Music
Ryan Blotnick

Executive Producer
Regina K. Scully

Executive Producers
Stephanie Soechtig
Kristin Lazure

Co-Executive Producers
Chicago Media Project
Wavelength Productions

Co-Producer
Cherry Graziosi

Co-Producer/Additional
Cinematography
Hermon Farahi

Additional Cinematography
David Sampliner

Sound Recordists
Doug Anderson
Rachel Falcone
Aisha Hallgren
Rodrigo Salvatierra
Andy Ramirez

Title Sequence Design &
In-Film Graphics
Ben Radatz

Digital Intermediate Colorist
Charlie Rokosny

Supervising Sound Editor/
Dialogue Editor/
Re-recording Mixer
Mike Frank

KNOCK
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THE
HOUSE