



THE HUNTING GROUND

IMPACT CAMPAIGN
PHASE 2

Overview

Beginning in October 2017, Peace is Loud designed and executed a 15-month impact campaign for The Hunting Ground (THG).

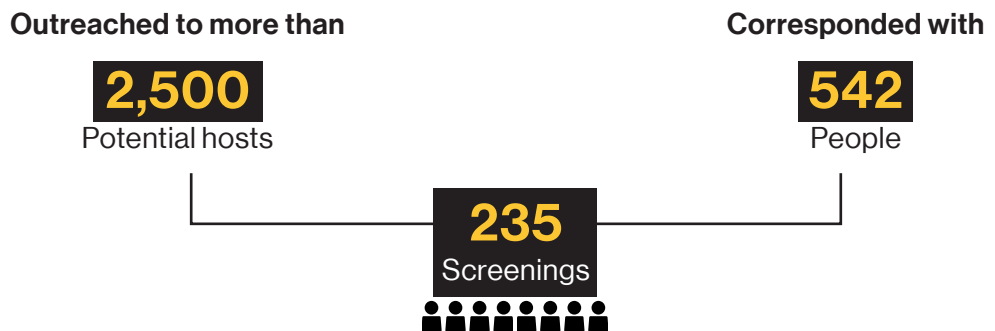
Two and a half years following the film's release in February 2015, Peace is Loud was brought on to extend the life of the film and fully maximize its potential social impact. During this "Phase 2" impact campaign, the primary goals were to give student audiences new tools to support campus reform, and to grow and energize the grassroots movement to defend Title IX against Betsy DeVos's attacks.

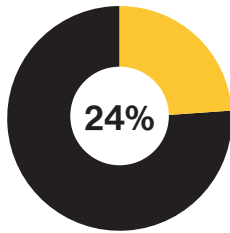
However, our campaign kicked off just days before the Harvey Weinstein news broke, and therefore our original goals shifted, as we seized the moment and provided the film as a tool to facilitate conversations around #MeToo and #TimesUp as well.

Peace is Loud established THG's role in the national conversation on sexual assault across industries and institutions by securing screenings and partnerships, consistently engaging our digital audience, and producing outcomes that support the safety of not only students but anyone threatened by sexual violence or harassment.

As our larger campaign comes to a close at the end of December 2018, we will continue to maintain THG's social media presence, building upon the engagement strategies we found most successful.

Highlights over the 15 months of our impact strategy, screenings, partnerships, and digital campaign include:





Confirmed that nearly one quarter (24%) of all screening hosts will use the film on an ongoing basis, integrating into training or yearly programming

- Student organizers held screenings at colleges with open Title IX cases and notable incidents of sexual assault—including Berklee School of Music, UC Berkeley, and MSU, after the Larry Nassar news broke—as a means of promoting dialogue, action, justice, and healing
- Students at Georgetown University led a national effort against Betsy DeVos’s proposed Title IX guidelines, resulting in a THG screening, Q&A with Kamilah Willingham, and comment-writing workshop in response to the guidelines
- Launched a campaign in support of two state-level campus sexual assault bills. Campaign successes include:



90,000

Signatures

Utilized THG’s reach and influencer relationships to garner nearly 90,000 signatures on a petition created by student organizers

- Screened THG at colleges across the state as a recruitment tool for student organizers
- Ran digital ads to support the student organizers’ Lobby Day / campaign rally, resulting in nearly 200 RSVPs
- Secured gratis press support for the Lobby Day, resulting in the first major media coverage received by the students outside of their school papers
- Secured digital support for the campaign, including original content shared with their social media audience of 1.7 million followers
- One bill passed the state House unanimously—a hurdle that had seemed impossible, as it had never been released from committee in previous years—but ultimately the state Senate passed an amended version that the House didn’t reconcile
- The student organizers plan to continue the fight in the next session, building on this unprecedented progress and momentum

- Reached a potential 10.6 million people on Facebook and Twitter between October 2017 and November 2018
- Grew Facebook followers by nearly 10,000 and Twitter by nearly 5,000 people
- Reach a monthly average of 333,000 people on Facebook and 485,000 people on Twitter
 - Saw highest monthly reach of 1.1 million on Twitter in September 2018 during the Kavanaugh hearings
 - Saw highest monthly reach of 617,000 on Facebook in October 2017 when the Harvey Weinstein news broke
- Our average Facebook engagement rate is 6%, which is more than 74,000 times higher than the average media account
- Our average Twitter engagement rate is 1.84%, which is 14,000 times higher than the average media account
- Communicated with 54 individuals or organizations to explore potential for in-depth partnerships, including:
 - Equal Rights Advocates will use the film to train pro-bono lawyers responding to Title IX cases
 - Kori Cioca (from The Invisible War) participated in the invitation-only Time's Up New York Day of Witness
 - A coalition of advocacy partners included information about THG in resources disseminated in advance of their national vigil for survivors of campus sexual assault

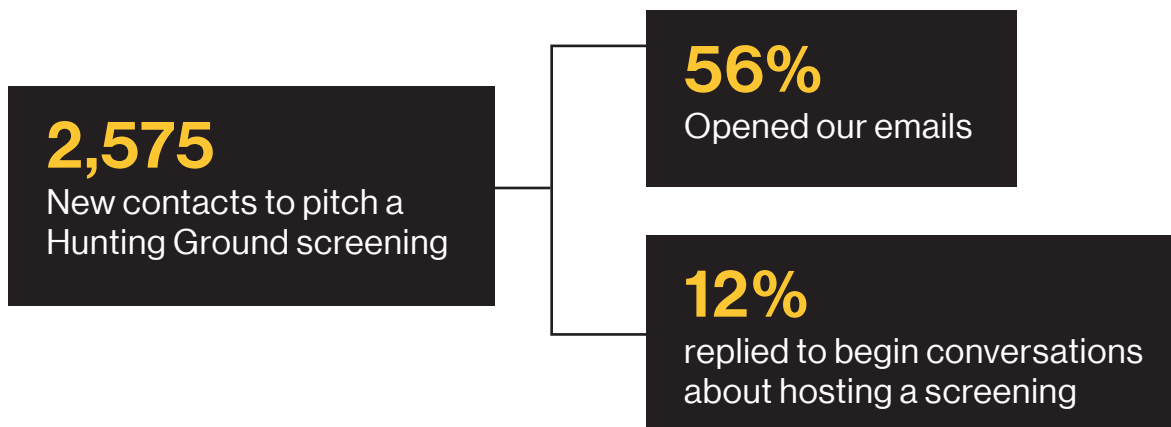


Diving Deeper

Screenings

Outreach

- We outreached to 2,575 new contacts to pitch a Hunting Ground screening
 - Note that this does not include personal emails to student activists or other partners—this only represents our “cold call”-style pitching
- Of those contacts, 56% opened our emails—this is double the average open rate for marketing emails that people have opted into—and 12% replied to begin conversations about hosting a screening
- We also sent personalized emails (not included in these numbers) to student activists highlighted in the news and other potential partners for screening opportunities
- We upheld our original goal of increasing screenings on college campuses, particularly those that integrated into annual programming
- But we also stayed responsive to breaking news, refining our target audiences to determine where our screenings would be most effective given school scandals and framing our pitches around how campuses were responding to #MeToo
- When we noticed an uptick in requests from Unitarian churches, we conducted successful outreach to this audience over the summer, when school wasn't in session
- Our audiences for this mass outreach included:



Colleges

- New contacts at all schools that screened THG in Phase 1 of the campaign, since we were unable to access the original contacts
- Schools that did not yet host a THG screening in phase 1
- We outreached to every school in every state from Alabama through Missouri (in alphabetical order)
- Every school with pending Title IX cases
- Every school featured in the film
- All schools in five states (CA, GA, NE, NJ, MA) with pending legislation around campus assault
- Schools in West Virginia, pitched with a potential appearance by Miss West Virginia to accompany the film
- For this group, we primarily reached out to orientation leaders, professors, Title IX officers, administrators, film departments, student activist groups, Greek life, student activities offices, and women's centers

High Schools

- Teachers and guidance counselors nationwide
- Both individual schools and conferences

Faith Communities

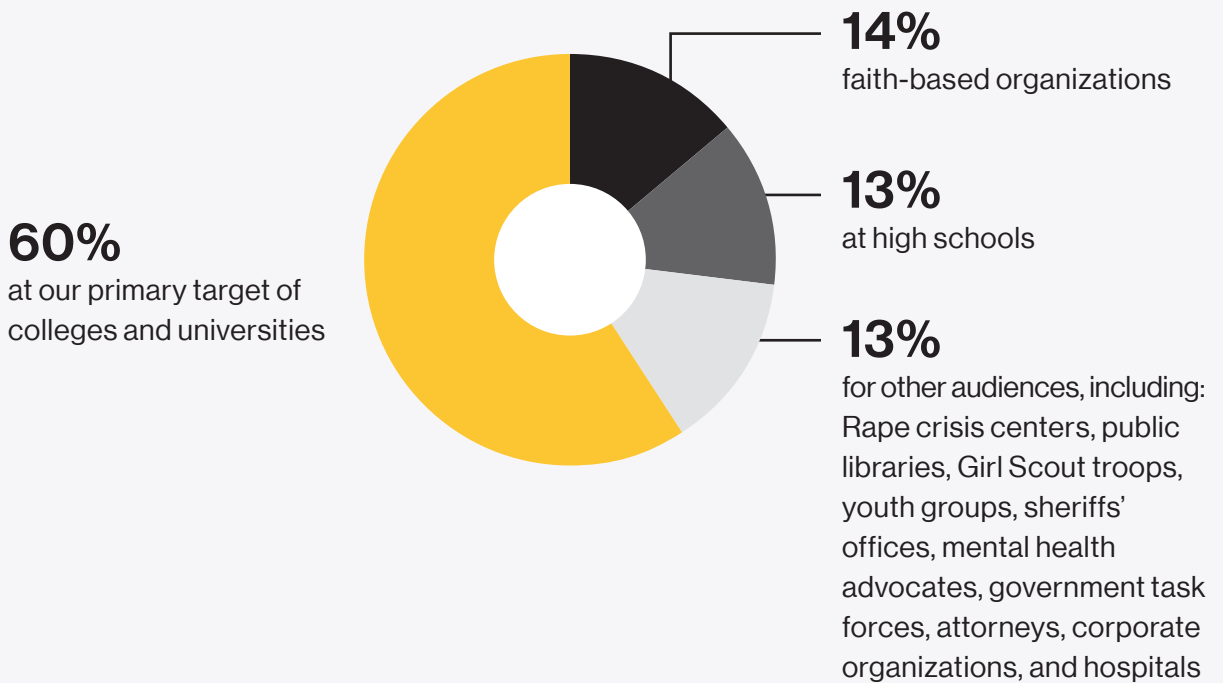
- Every Unitarian church in the country

Previous Peace is Loud Screening Hosts

- For other films about sexual assault or domestic issues

Confirmed Screenings

After working with 542 potential hosts, we successfully confirmed 235 screenings:



Nearly one-quarter (24%) of screening hosts, plus 90% of hosts who completed our survey, committed to hosting multiple screenings or integrating the film into their trainings, orientations, or long-term work.



Notable screenings

Some of our most notable screenings included:

- Schools in the news for sexual assault scandals, including UC Berkeley, Berklee School of Music, and Michigan State University
 - We worked with a student activist at MSU when the Larry Nassar scandal broke, and after the school canceled a previously scheduled THG screening, she hosted her own screening and used it to facilitate dialogue
 - We also introduced her to partner organizations like Know Your IX and It's On Us for additional on-the-ground support
- The Women's March Conference hosted a screening and panel discussion
- Criminal justice audiences like Fayette County, KY prosecutors; Hennepin County, MN probation officers; and the Orange County, FL Sheriff's Office Major Sex Crimes Squad used the film as training to better understand how to communicate with survivors during investigations and properly prosecute cases
- Amazon Consumer Legal screened the film and hosted a dialogue at their Diversity and Inclusion initiative
- We reached target audiences of Greek life and student athletes at screenings for groups including the University of West Alabama; Wo/Men's Resource and Rape Assistance Program; Coahoma Community College; Northeastern University

Screening Outcomes

All screening audiences were given tools to join the fight to end campus sexual assault

- Screening hosts shared a number—and also handed out postcards with the information—for people to text and receive links to take immediate action
 - These actions were state-specific in five states we focused on with pending campus assault legislation
 - The remaining states received a universal link
- We created a supplemental THG screening guide to help hosts organize successful events, which included information on how to pitch media
 - Many of our screenings resulted in local press coverage
 - For example, this [press hit](#) about a Kentucky screening features a film clip we sent to the reporter and aired on the evening news
- We outreached to Georgetown students who had organized a campaign against Betsy DeVos rescinding the Obama-era Title IX guidelines and built an event including a screening, Q&A with Kamilah Willingham, and comment-writing workshop to attempt to prevent DeVos's new guidelines from becoming law

- After we facilitated a screening for a Girl Scout troop in California, the troop was inspired to begin a community service project to raise awareness about campus assault
- Inspired by a THG screening, high school seniors in Michigan organized a school-wide event around sexual harassment and assault
- We worked with the University of San Diego to integrate the film into their psychology internship training program, so all future graduates will watch THG as part of their school's curriculum
- UC Santa Barbara's screening inspired students to [successfully petition their school administration](#) to improve its plan for combating campus assault
- The administrator of a program that brings high schoolers on college visits said the screening "opened our eyes" to the issue, and that she now brings the film's message with her and asks questions about campus safety on these tours.
- Our outreach led us to a Massachusetts pastor who had to resign after giving a sermon on the #MeToo movement. She screened the film for a group of women congregants, who are now planning a screening for the full church, where they will use resources we sent to help parishioners put financial pressure on their alma maters to improve their practices.
- A student group at Northeastern University hosted a screening and Q&A with Hannah Schiller, who is featured in the film, for sorority members who are new to student activism, specifically focused on action items they could take to support campus safety.
- After a sociology class at Southeastern Louisiana University screened THG, they were inspired to table in their student union, pictured below. One student produced a Powerpoint presentation on rape culture and publicly disclosed her own assault for the first time. One student wrote in a reflection, "We need to be the voices that step up and make changes for future generations of college students."



Legislative Campaign

Overview

- Launched a campaign in support of state-level two campus sexual assault bills
- Our primary work supported and amplified student-led organizers who wrote one of the bill drafts in 2014 and have been fighting for its passage since
- Strategically used the film as a tool to bolster student organizers' work, and utilized our platform and relationships to help them fight for change in their state

Screenings

- We collaborated with students to use THG screenings as recruitment opportunities
- We outreached to every school in the state to inform them about the bills and pitch screenings
- Our outreach resulted in ten screenings across the state to raise awareness among students and encourage them to join the students' work via text, by signing a petition, or attending an upcoming rally in person
- We also found that some schools' violence prevention officers were unaware of this legislation, and subsequently shared the information with their staff and on social media

Petition

- We supported a petition created by student organizers in support of the bills
- Each signature generated an email to the signer's state representative, the Ways & Means Committee chairperson, and every college president in the state
- Utilized THG's digital platform and relationships to garner 87,966 signatures to date
 - Ran digital ads targeting state residents and students, and sent it in an e-blast to our mailing list
 - Secured social media shares from partner organizations, colleges, and influencers, including Ashley Judd, Jessica Chastain, Alyssa Milano, Debra Messing, Brie Larson, Patricia Arquette, Amber Tamblyn, Ellen Barkin, Mira Sorvino, SurvJustice, Equal Rights Advocates, Raliance
 - One of our tweets promoting the petition reached 160,000 people

87,966

Signatures to date

160,000

People reached through a tweet promotion the petition

Digital campaign

Secured digital support for the campaign, including:

- The dedication of an entire week's social media content to campus sexual assault on a prominent petition site's platforms, reaching their audience of 1.7 million Facebook followers and 53,000 Twitter followers
- The production of two original videos featuring students, one of which received 50,000+ views
- A Facebook Live Q&A with student organizers
- A Twitterstorm that generated tweets from 3,000+ people

1.7 million

Facebook followers

53,000

Twitter followers

Lobby Day and rally / Press support

- Supported the students' Lobby Day and rally by running digital ads to nearby students likely to care about this issue
 - Ads directly resulted in nearly 200 RSVPs and reached over 6,000 people
- Hundreds of students attended, thanks in part to our ads, organic social media promotion, and recruitment opportunities at THG screenings
- Secured gratis press support for the campaign and rally, resulting in the first major media coverage received by the students outside of their school papers

200

RSVPs

6,000+

Reached



Outcomes

- After the Lobby Day and rally, more than 80 legislators signed on to the official joint letter of support, and the bill drafted by students was brought to a vote
 - This was a hurdle that had seemed impossible, as the Ways & Means Committee had refused to move it out of committee in previous years
- When the bill was heard on the House floor, a representative recognized the rally, petition, and student organizers:

80+

Legislators signed and official joint letter of support



This bill... really came from the students themselves. From the time that we first held hearings, we had individuals from 17 campuses testify. People from 21 campuses came and rallied. Over 10,000 signatures... were sought and received in support of this legislation. Because students and their families and institution personnel recognize this is a problem that needs to be solved and addressed.

- The bill passed the state House unanimously
- Ultimately, the state Senate passed an amended version that stripped away key provisions, and the House didn't vote to reconcile the bills
- Despite the defeat, student organizers plan to continue the fight in the next session, building on this unprecedented progress and momentum

Digital Communications

**We integrate digital strategies into every component of our work, but here we'll highlight analytics and outcomes not already reported on.*

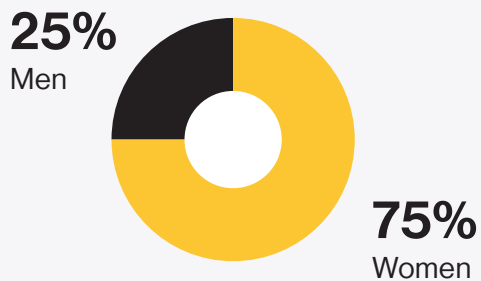
Overview

Reached a potential **10.6 million people** on Facebook and Twitter between October 2017 and November 2018

Grew Facebook followers by nearly 10,000 people and Twitter by nearly 5,000, to a combined 95,000+ followers

Audience

Facebook

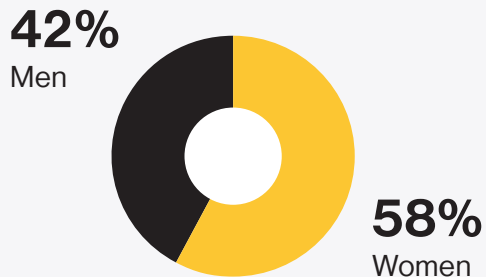


62% of audience is between 18-34

Top Four Cities

New York City
São Paulo
Chicago
Washington, DC

Twitter



Top Four Cities

California
New York
England
Texas
Florida

Reach

Facebook

Montly Average Reach

333,000

Highest Reach: In October 2017 when the Weinstein news broke

617,000

[Widest reaching Facebook post](#) criticized the LA Times' coverage of Brock Turner

76,926 organically

8.7% engagement rate

Twitter

Montly Average Reach

485,000

Highest Reach: In September 2018 during the Kavanaugh hearings

1.1 million

[Widest reaching tweet](#) promoted watching THG on Netflix

202,000

Combined total reach of **818,000** people each month.

Engagement

Facebook

6%

Average Engagement Rate
(which is more than 7,400 times higher than the average media account)

7.1%

Highest monthly engagement rate in September 2018 during the Kavanaugh hearings

Twitter

1.84%

Average Engagement Rate
(which is 14,000 times higher than the average media account)

2.2%

Highest monthly engagement rate in October 2017 around the Weinstein news and the announcement of Chain Camera's forthcoming Hollywood assault documentary

- We produced above-average engagement by sharing breaking news and quality content filtered through THG's voice, securing influencer retweets and engagement, and moderating a community where survivors are believed and supported
- Our livetweets of the Oscars, Grammys, Golden Globes, and Kavanaugh hearings also generated high visibility and engagement
- We created the #MyCampusToo hashtag to link campus assault survivors with the #MeToo movement, and it is now used regularly by advocacy groups, students, activists, and others
- [This tweet](#) in response to an article we shared, appreciating the content and saying THG changed their perspective, is an example of the type of engagement our posts and tweets regularly generated



- We also fielded incoming Facebook messages from individuals looking for direct support and connected them with partner organizations like EROC, Know Your IX, SurvJustice, and RAINN, as appropriate

Content

- The themes our social media content covered include:
 - Campus assault and student activism, including success stories
 - Betsy DeVos and threats to Title IX
 - Updates on relevant state legislation
 - #MeToo and #TimesUp movements
 - Ways to support survivors or practice self-care
- We always sought to amplify the voices of survivors, and in particular, marginalized groups (eg, LGBTQ+ survivors, people of color, people with disabilities, immigrants in detention, incarcerated populations), in the content we shared
- Now that Betsy DeVos has proposed new Title IX guidelines, we're working with the Hands Off IX coalition to amplify their call to action for comment period submissions, and encouraging our followers to host screenings as an organizing tool

Influencer engagement

- In select instances, we asked influencers supportive of THG to share our on content social media, but we've also garnered their engagement and retweets organically
- Influencers who engaged with our content include:
 - Musicians, actors, directors: Ashley Judd, Alyssa Milano, Ava DuVernay, Jessica Chastain, Patricia Arquette, Neko Case, Brie Larson, Amber Tamblyn, Frances Fisher, Ellen Barkin, Mira Sorvino, Debra Messing, Trace Lysette, Cameron Esposito, Beth Behrs, Abigail Breslin, Asia Argento, TLC, Anthony Rapp, Mariska Hargitay, Joel Edgerton, Olivia Munn, Evan Rachel Wood, Constance Wu, Alysia Reiner
 - Athletes: Martina Navratilova, Billie Jean King, Diana Nyad
 - Media outlets and journalists: Glamour, Vulture, Harper's Bazaar, Ronan Farrow, Psychology Today
 - Activists: Tarana Burke, Ai-Jen Poo, Fight for \$15

Advertising

- We ran digital ads to promote hosting a screening, advocacy actions, and original content
- Our highest performing ad on both [Twitter](#) and [Facebook](#) thematically linked THG to the Kavanaugh hearings and promoted watching the film on Netflix, reaching a combined 105,435 people

Press coverage

- Our THG tweets were reproduced and published in articles from [Teen Vogue](#), [Daily Dot](#), [Pop Culture.tv](#), [Carbonated.tv](#), and even a [French news site](#)
- We also worked with Kori Cioca on an op-ed drawing parallels between military and campus assault and secured placement on Ms. Magazine's blog, published with a call to action to submit a comment on the new Title IX guidelines

Additional digital work

- Upon reigniting the campaign, we worked with Chain Camera to repurchase the domain SeeActStop.org and redirect it to THG's website, since that link is prevalent in outreach materials but the domain had expired
- We ran a Google AdWords campaign advertising the THG screening request form to people searching keywords like "Title IX" or "campus sexual assault," leading to an increase in screening requests
- We reactivated THG's email list, sending monthly updates and action items to tens of thousands of supporters, and successfully mobilized members to sign up for Know Your IX's initiative to protect Title IX

Partnerships

- We explored 54 potential partnerships, creating the following ladder of engagement for partners:
 - We introduce each other to new potential partners
 - We amplify each other's messages on social media
 - They share our resources with their audience and/or review our materials
 - We collaborate more closely on an initiative
- We sent personalized outreach to:
 - Campus safety organizations including Know Your IX and It's On Us
 - Feminist groups including Equal Rights Advocates and Feminist Majority Foundation
 - Educational groups including the PTA
 - Greek life organizations including the National Multicultural Greek Council
 - Athletic groups and individuals including American Football Coaches Wives Association, Wade Davis, Bridie Farrell, and Don McPherson
 - Politicians like New Jersey's First Lady Tammy Murphy and Nebraska state Senator Sara Howard

- We collaborated most closely with:
 - Equal Rights Advocates: Committed to screening THG as a first step in their training for a cadre of pro-bono lawyers who will take on Title IX cases. They're still building their cohort, but plans are in place for this work in 2019
 - American Association of University Women: Created state-specific actions for our screening audiences to participate in via SMS; screened the film for chapters; plan to screen it at an upcoming convention in April 2019
 - Time's Up: While the group does not currently focus on campus assault, we still worked closely with them to secure an invitation for Kori Cioca from The Invisible War to participate in their New York Day of Witness, which brought together women from across industries to share experiences, build relationships, and learn from one another.



- The following partners shared our resources with their audiences:
 - Stop Sexual Assault in Schools / #MeTooK12 included a link to request a THG screening in their online resources and recommended the film to high school parents
 - A coalition of partners including Know Your IX and SurvJustice included a screening request link in their campus assault survivor national vigil resources
 - It's On Us handed out THG DVDs at a Joe Biden speaking event at Rutgers
 - Feminist Majority Foundation encouraged their campus and high school chapters to screen the film
 - We sent the Winnipeg Blue Bombers, a Canadian football team, film clips to use in their upcoming Break the Silence bystander intervention trainings
 - We also sent Miss West Virginia film clips to share at her speaking events as appropriate, after she spoke on a panel at a THG screening

- We continually supported Michael Dauber’s Recall Persky campaign to our digital audiences, and when it was successful, she tweeted and thanked THG for being an amplifier, as well as thanked Amy and Kirby for their filmmaking and activism. We followed up by interviewing her about the campaign and sending it as an e-blast to our mailing list.
- We shared information about the following groups on social media, and most posted about THG as well:
 - EROC, Know Your IX, It’s On Us, SurvJustice, I Survived It, SafeBae, Stop Sexual Assault in Schools / #MeTooK12, Men Can Stop Rape, Modern Alliance, Callisto, Rise, Ciera Blehm, Breakthrough, National Center for Transgender Equality, RAINN, National Women’s Law Center, National Sexual Violence Resource Center
 - The National Sexual Violence Resource Center also reviewed our materials and offered feedback as appropriate while transitioning onto the campaign
- We made the following introductions:
 - We tweeted in support of a Nebraska state Senator who sponsored a bill for safer campuses, and she tweeted back that her bill was inspired by THG. We connected offline and recommended student groups who could testify in support of the bill at hearings.
 - After a UC Berkeley employee wrote an op-ed about the school’s policies (and recommended THG in the piece) and was retaliated against, we connected her to Equal Rights Advocates to explore legal options. She said watching THG was the “a-ha moment” that spurred her to action.
 - When someone reached out to us on Facebook regarding abuses in a Texas school district, we asked one of the film’s producers for recommendations of journalists who might want to investigate and connected them for further exploration
 - We introduced Kater Cuervo, who founded Modern Alliance, to Equal Rights Advocates, Breakthrough, and the actress Mia Kirshner
 - A man who was inspired by a THG screening wanted to organize fellow men at his campus, so we introduced him to Men Can Stop Rape
 - We connected Kamilah Willingham with Equal Rights Advocates, and we brought student activists at Tufts together with Professor Kimberly Theidon