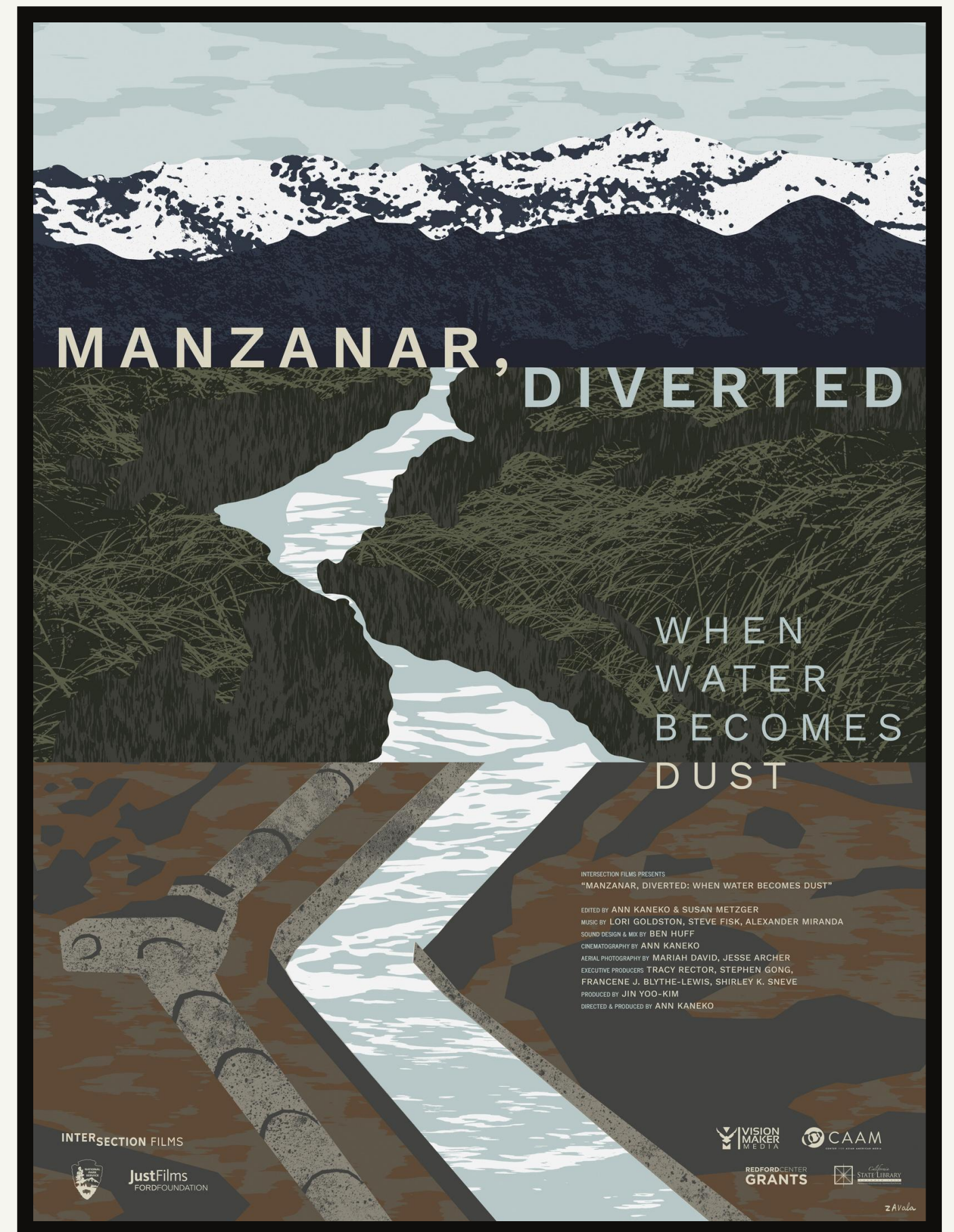


JULY 2022

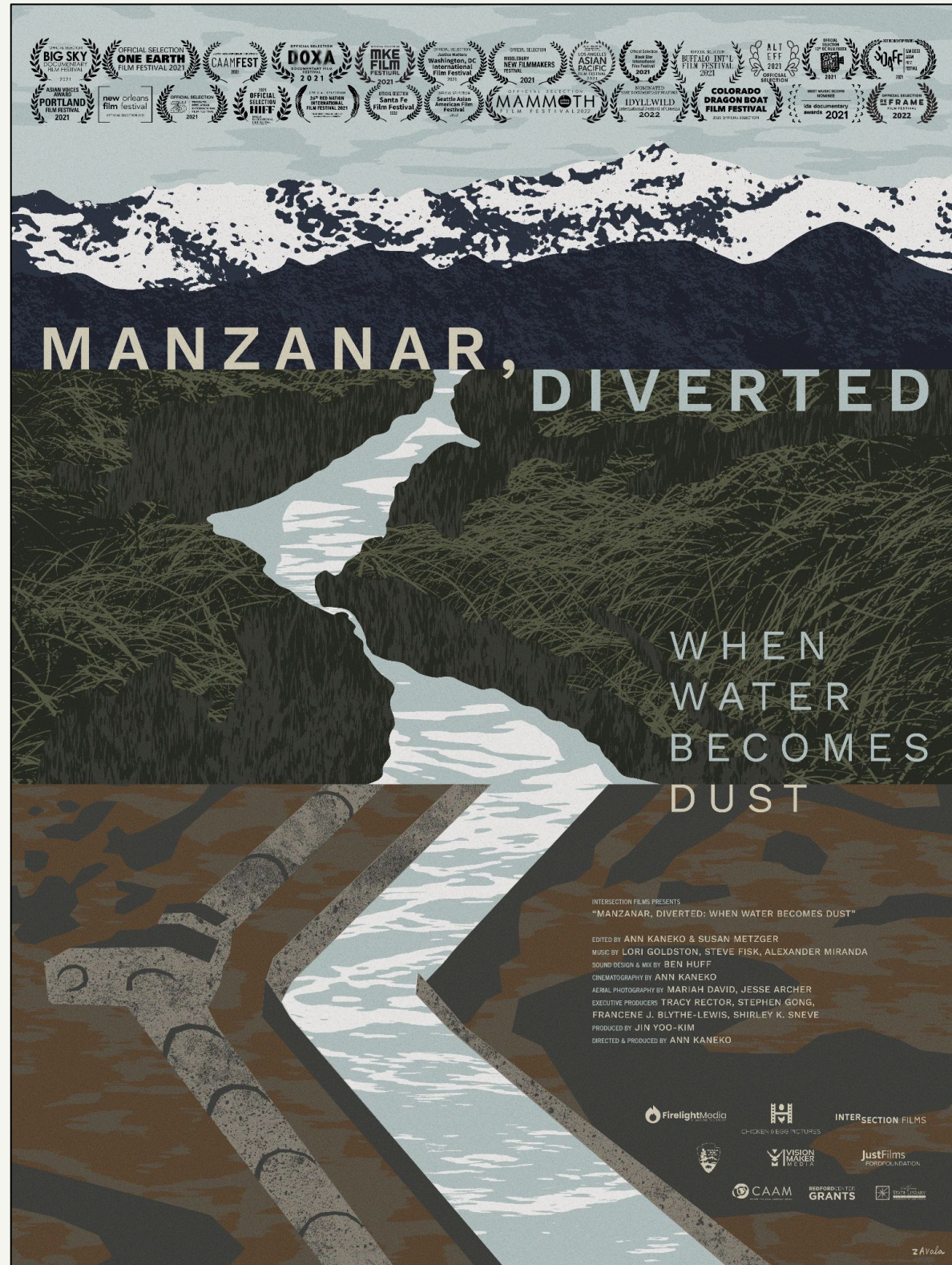
MANZANAR, DIVERTED: When Water Becomes Dust

IMPACT PLAN

DOC SOCIETY



THE IMPACT CAMPAIGN PLAN – I. Story Synopsis



Directed & Produced by Ann Kaneko
Produced & Impact Produced by Jin Yoo-Kim
TRT: 52:10 mins. and 84 mins. versions
Country: USA Language: English

“An enlightening documentary about the Owens Valley’s sad legacy of colonization, racism and environmental assault”
— Cynthia Lee, UCLA Newsroom

“A wake-up call for Los Angeles”
— Dora Segall, Washington City Paper

“An inspired and poetic portrait of a place and its people”
— The Rafu Shimpo

FILM LOGLINE: At the foot of the majestic snow-capped Sierras, Manzanar, the WWII concentration camp, becomes the confluence for memories of Payahuunadü, the now-parched “land of flowing water.” Intergenerational women from Native American, Japanese American and rancher communities form an unexpected alliance to defend their land and water from Los Angeles.

Key Issues - Social and Political Context

1.

Inequity in water availability within the Los Angeles region

The film shows the importance of why urban areas need to seek more sustainable sources of water that do not rely on water imports. LA residents must pressure city officials to prioritize conservation over profit.

2.

Lack of intersectional approach to environmental issues

The film spotlights an unexpected alliance that fights off the establishment of a solar ranch across from the Manzanar National Historic Site. This coalition persuaded the Los Angeles Department of Water and Power to put this project on an indefinite hold. This example of coalition building can help encourage organizers across the country.

3.

History is told from one perspective

The film elevates the expertise of those in the film because historically, there have been oppositional forces who seek to discredit or dismiss this work. This signifies how necessary this work is, incentivizing us to create counter-narratives and uplift living testimonies.

4.

Lack of education around water issues and histories of different communities

Our campaign seeks to raise awareness about active forced removals, especially due to climate change, by educating people about these often state-sponsored displacements happening now.

Impact Vision: At a Glance

We aim to change minds, change behaviors, and build communities:

1 **Change Minds:** Nation-wide audiences will understand how forced removals of communities are motivated by racism and colonialist desires to control land and resources.

2 **Change Behavior:** Empower audiences with tools to generate self discovery in relation to forced removal, encourage participation in environmental justice, social justice and Indigenous groups.

3 **Build Community:** build an inclusive and diverse global environmental justice community.

THE IMPACT CAMPAIGN PLAN - II. Impact Vision



Long Term Goal:

Use the film to **expose** the motivations for forced removals as a means to control and extract resources and the resistance that rose from it; **build** an inclusive and diverse global environmental justice community; and **deepen** understanding of the value of water and land management especially as the world continues to suffer from climate change and man-worsening climate disasters.



Impact Activities:

Through an **interactive website**, **day of action** and **community screenings**, we aim to intersectionally raise Angelenos' awareness of environmental justice and the forced removal of BIPOC communities. Through Payahuunadü's story, we specifically highlight issues of water availability and the importance of coalition building in climate justice, which will resonate globally as we address environmental sustainability.

We have a three-pronged campaign to achieve these goals



THE IMPACT CAMPAIGN PLAN – II. Impact Vision

We have a three-pronged campaign to achieve these goals:

changing minds

EDUCATION

Nation-wide audiences will understand how forced removals of communities are motivated by racism and colonialist desires to control land and resources

1. Partner with community groups to hold virtual and pop up community screenings, panels, and events
2. Create educational curriculum and discussion guides.
3. Hold a live-stream “Day of Action” video relay to share local actions highlighting resource extraction, incarceration, and environmental justice.
4. Create an interactive website to serve as a resource and source material for people’s continued education.

changing behaviors

EMPOWERMENT

Empower audiences with tools to generate discovery of their own histories in relation to forced removal, facilitate partnerships between environmental justice, social justice and indigenous groups.

1. Spotlight local community organizations (especially groups composed of those affected by forced removal) with our social media campaign and community screenings.
2. Support engagement with audiences through self discovery prompts, oral histories, and watch parties.
3. Map forced removal nationwide through a user generated interactive website. (Inspo: native-land.ca; use GIS template).

building communities

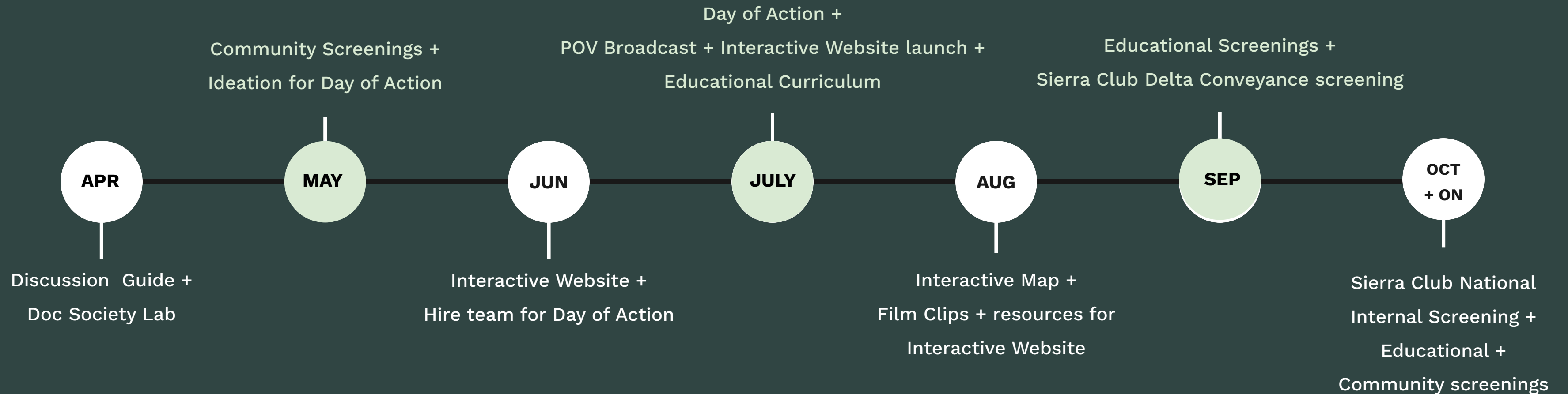
HEALING

Create a healing space through art for dealing with intergenerational trauma from the effects of forced removal and build an inclusive and diverse global environmental justice community.

1. Pre- and Post-screening healing space using art, music, poetry and ceremony to help heal generational trauma.
2. Augmented Reality Visual Sound Bath Meditation experience including views of the land, music, and ambient sounds to draw emotional connection to land.
3. Site Specific Musical performance at Manzanar concentration camp.
4. Encourage coalition building between different organizations to share resources and safe spaces to grow an inclusive and diverse EJ community.

THE IMPACT CAMPAIGN PLAN - III. Production and Impact Campaign Timeline

IMPACT CAMPAIGN TIMELINE BIG GOALS - JULY DAY OF ACTION + BROADCAST



THE IMPACT CAMPAIGN PLAN - III. Production and Impact Campaign Timeline

DETAILED VIEW

April 2022

- Writing and design of discussion guide
- Community screenings - (UC Santa Barbara Arts & Lectures - Live, Utah Film Center- virtual, Portland JACL - Live, Redford Conservancy, Claremont - Live, Ventura County JACL)
- Week long Doc Society Climate Story Fund Grantee Impact Lab
- Develop vision and logistics for Day of Action 7/17

May 2022

- Launch discussion guide
- Interactive Website - hire zumwinkle.com to develop site
- Film Festivals & Community Screenings
- Continued planning of Day of Action—reaching out to community partners

June 2022

- Interactive Website - continue with integrating resource materials and migrating content
- Develop interactive map with PBS SoCal—writing and research
- Hire assistants to help organize and plan 10+ organizations, conversations, pre-recorded materials for 7/17 Day of Action
- Outline curriculum development with POV (list of books and classroom curriculum)
- Hollywood Climate Summit “Start at the Intersections” workshop

July 2022 - POV broadcast

- Launch Interactive Website (phase 1)
- Educational Curriculum development with POV
- July 17 - 2.5 hour virtual Day of Action around forced removal
- July 18 - national POV Broadcast
- Launch of educational distribution with Good Docs
- Finalize Sierra Club screenings (internal, national, bay area)
- Organize fall Community Screenings
- Launch of PBS SoCal map

August 2022

- Community Screenings
- Continued promotion of the PBS broadcast until Aug 18

September 2022

- Community Screenings - Sierra Club Bay Area Delta Conveyance screening
- Educational Screenings with Good Docs

October 2022 onwards

- Community Screenings: Sierra Club National internal screening
- Educational screenings: 2 day screening + teach in at Wellesley College (Nov)

THE IMPACT CAMPAIGN PLAN – IV.

Distribution Plan At A Glance

Manzanar, Diverted: When Water Becomes Dust was made accessible to as many viewers as possible through film festivals, community screenings, educational screenings, and a public television broadcast.

Film Festivals

The world premiere was at the Big Sky Documentary Film Festival in 2021. Since then, we screened at 28 Festivals, winning 3 awards. We were nominated for Best Music Score for the IDA Documentary Awards.

Awards:

Special Jury Award For Editing (LAAPFF)
Asian Voices Award (Portland FF)
Best Doc (SDAFF)

Community Screenings

We had a 4-stop community screening series in Payahuunadü followed by a 3-stop community screening series in Los Angeles.

We continue to hold community screenings with nationwide organizations from AARP, Sierra Club, and many grassroots organizations.

Educational Screenings

We have screened at various colleges and universities and created curriculum and discussion guides as aides.

Our educational rollout will be handled by GoodDocs.

Public TV Broadcast

Our POV broadcast was on July 18th, 2022 and will livestream until August 18th, 2022.

We are currently looking at international sales partners and may attend a European film market in the fall of 2022.

Impact Strategy Overview



Interactive Website
will provide participatory
opportunities & serve as
digital archive



Building Partnerships
around the world



Community Screenings
(Virtual and IRL) from
local to national orgs



POV Broadcast
and educational roll out



Day of Action
(Virtual) with
organizational partners



**Healing/Community
events** to build
communities



Target Audiences

1.

Native Americans, Japanese Americans, Asian Americans, environmentalists, Muslim Americans and Californians.

2.

Teachers, students of American history, Native Studies, Ethnic Studies, geography, incarceration, the environment, ecology, urban studies, civil and human rights.

3.

Young movement builders (gen z, millennials)

4.

Elders, teachers, activists looking to pass down the torch (boomers, gen x)

THE IMPACT CAMPAIGN PLAN - V.

Impact Strategy, Goals,
and Activities

SCREENINGS OVERVIEW - Film Festivals, Community & Educational Screenings, POV Broadcast

Screenings:

**Film Festivals
2021-2022**
(full list on next slide)

Community Screenings
*(non profit screenings,
community screening series,
national org screenings)*

Educational Screenings
*(colleges & universities,
high schools, teach ins)*

POV Broadcast
*(Premiere Broadcast on July 18,
2022. Livestream until August 18,
2022)*

Partners:

**Asian American
Organizations**
*(local JACL chapters,
Nikkei Progressives, etc.)*

Environmental Groups
*(Sierra Club, Tree People, Our
Water LA Coalition, Heal the
Bay, Pacoima Beautiful, etc.)*

**Civic Engagement &
Mobilization**
*(18MillionRising, Tsuru for
Solidarity)*

Indigenous Communities
*(Lone Pine Paiute-Shoshone
Tribe, Bishop Paiute Tribe, etc)*

Events:

**4-stop Payahuunadü
Community Screenings**

**3-stop Our Water LA
Community Screenings**

Organization Screenings
*(OACC, AARP, Twin Cities
JACL, etc.)*

**Manzanar, Diverted:
Converging Conversations**
(Virtual Day of Action Livestream)

Future Events:

**Twitter Chat w/ EJ,
NA, JA influencers**
August 9, 2022

**Augmented Reality Visual
Sound Bath Meditation
experience**

**Interactive Website
teach in (virtual +
workshops)**

**Site Specific Musical
performance at Manzanar
concentration camp**

FILM FESTIVAL OUTPUT INDICATOR

Project Reach - 28 festivals, 3 awards

1.

2021 Film Festival Screenings

- Big Sky Documentary Film Festival (World Premiere)
- One Earth Film Festival (Midwest Premiere)
- Milwaukee Film Festival (Wisconsin Premiere) - *Honorable Mention*
- DOXA Film Festival (Canada Premiere)
- CAAMFEST (West Coast Premiere, Centerpiece Film) - *Honorable Mention*
- DC International Film Festival (East Coast Premiere)
- Middlebury New Filmmakers Festival (Vermont Premiere)
- Black Star International Film Festival (African Premiere)
- LA Asian Pacific Film Festival (LA Premiere and Opening Night Film) - *Special Jury Award for Editing*
- OC Film Fiesta, Portland Film Festival (Oregon Premiere) - *Asian Voices Award*
- All Living Things Environmental Film Festival (Asian Premiere)
- Buffalo International Film Festival (New York State Premiere)
- Red Nation Film Festival
- Hawaii International Film Festival
- Toronto Reel Asian Film Festival
- New Orleans Film Festival
- Portland Film Festival
- San Diego Asian Film Festival - *Best Documentary*

2.

2022 Film Festival Screenings

- ReFrame Film Festival
- Santa Fe Film Festival
- Mammoth Film Festival
- Gifts for the River Film Festival
- Idyllwild International Festival of Cinema
- Colorado Dragon Boat Film Festival
- Seattle Asian American Film Festival
- Harlem International Film Festival
- The Martha's Vineyard Film Festival

3.

Awards:

- *Special Jury Award For Editing (LAAPFF)
- *Asian Voices Award (Portland FF)
- *Best Doc (SDAFF)

Nominated for Best Musical Score (IDA Documentary Awards)
Honorable Mentions (Milwaukee Film Festival, CAAMFEST)

Community Screenings

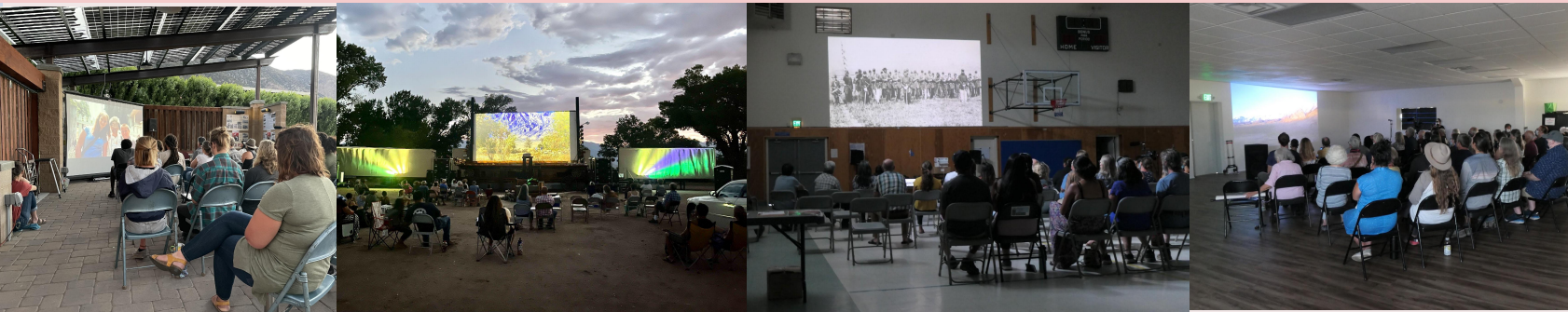
Summer 2021 - Present



THE IMPACT CAMPAIGN PLAN - V.

Impact Strategy, Goals, and Activities

4-Stop Paya Tour - [Payahuunadü community screening report](#)



3-Stop Our Stories, Our Water, Our Future - [LA Community screening report](#)




Paya Tour - Payahuunadu

- Mono Lake Kutzadika Tribe
- Bishop Paiute Tribe
- Lone Pine Paiute Shoshone Tribe
- Big Pine Paiute Tribe
- Mono Lake Committee
- DeChambeau Creek Foundation

TreePeople



Downtown LA - LA State Historic Park

- TreePeople
- Our Water LA Coalition
- Heal the Bay (Tabled)
- Nature For All (Tabled)
- Nikkei Progressives (Tabled)
- Sierra Club (Tabled)



SELF HELP GRAPHICS & ART



Boyle Heights - Self Help Graphics

- Self Help Graphics
- Nikkei Progressives



TreePeople



Panorama City - Centro del Valle

- San Fernando Valley Japanese American Community Center
- Pacoima Beautiful
- Echo Park Film Center
- TreePeople
- Our Water LA Coalition

COMMUNITY SCREENING OUTPUT INDICATOR

Project Reach - 22 screenings

1.

Community Screenings

- 4-stop Paya Tour Community Screening Series
- 3-stop Our Water LA Community Screening Series
 - AARP Members only virtual screening
 - Tadaina Org. Virtual Film Festival
 - OACC Virtual Screening
 - Portland JACL In-person
 - Pilgrims Place In-person
 - Twin Cities JACL In-person

2.

Educational Screenings

- UCI
- Cal Tech
- UCSB Arts & Lectures + UCSB Class
- CSULB
- Pitzer - Redford Conservancy
- UCSC
- University of Washington (fall 2022)
- Wellesley College (fall 2022)
- Humanities Action Lab (spring 2023)

Community Screening Survey Highlights

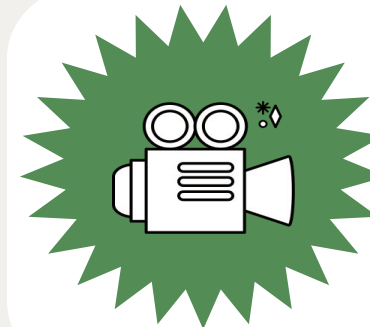
1.



Increase knowledge

100% of respondents stated the intersectional angle of the film expanded their knowledge

2.



Spread the message

95% of respondents stated they were very likely to recommend the film to others

3.



Get involved

81% of respondents stated they were very likely to become involved in water initiatives after watching the film



What are people saying about *Manzanar, Diverted: When Water Becomes Dust?*

"Essential viewing for everyone in LA and beyond! Thank you for making this illuminating and powerful film!"

"Information like this needs to be included in CA public schools' curriculum!"

"Amazing, powerful film...will be a lasting seminal film! Definitely makes me more conscious about water and more committed to local sustainability. Thank you for an amazing piece of artistry and history!"

"This is an important model of solidarity movements of bringing indigenous and other oppressed communities to gain agency."

"I love the centering of Native & Japanese voices in the film. Thank you for your work and this masterpiece!"

Some quotes from academics



"Manzanar, Diverted is a moving presentation of the complexities and inspiring possibilities of the intertwined struggles for racial and environmental justice. Ann Kaneko is a master filmmaker and storyteller with a rare skill for illustrating what intersectionality, collaboration and allyship can look like in the lives of everyday people...so that we may chart a more just, equitable and sustainable future."

– David Pellow, Pellow, Dehlsen Chair of Environmental Studies, UCSB, and author of *What is Critical Environmental Justice?*

"Ann shares my conviction that the legacy of our parents' World War II experience speaks urgently to institutional and structural racism, past and present...The film brings together a broad range of communities, whose stories of forced removal and colonization link them together in a historical struggle for water and land....I know of no other film that takes on this ambitious task, tying together these varied strands of history into a single, commanding narrative...."

– Renee Tajima-Peña, Filmmaker and Professor of Asian American Studies, UCLA

"Manzanar, Diverted tells California's origin story of water and power from its liquid substrate enous dispossession, Japanese-American incarceration and environmental depredation. And yet people and communities abide and organize, and watersheds and mountain peaks declare themselves through Kaneko's gimlet-eyed cinematography."

– Janet Walker, Dept. of Film and Media Studies, UC Santa Barbara

Distribution Plan

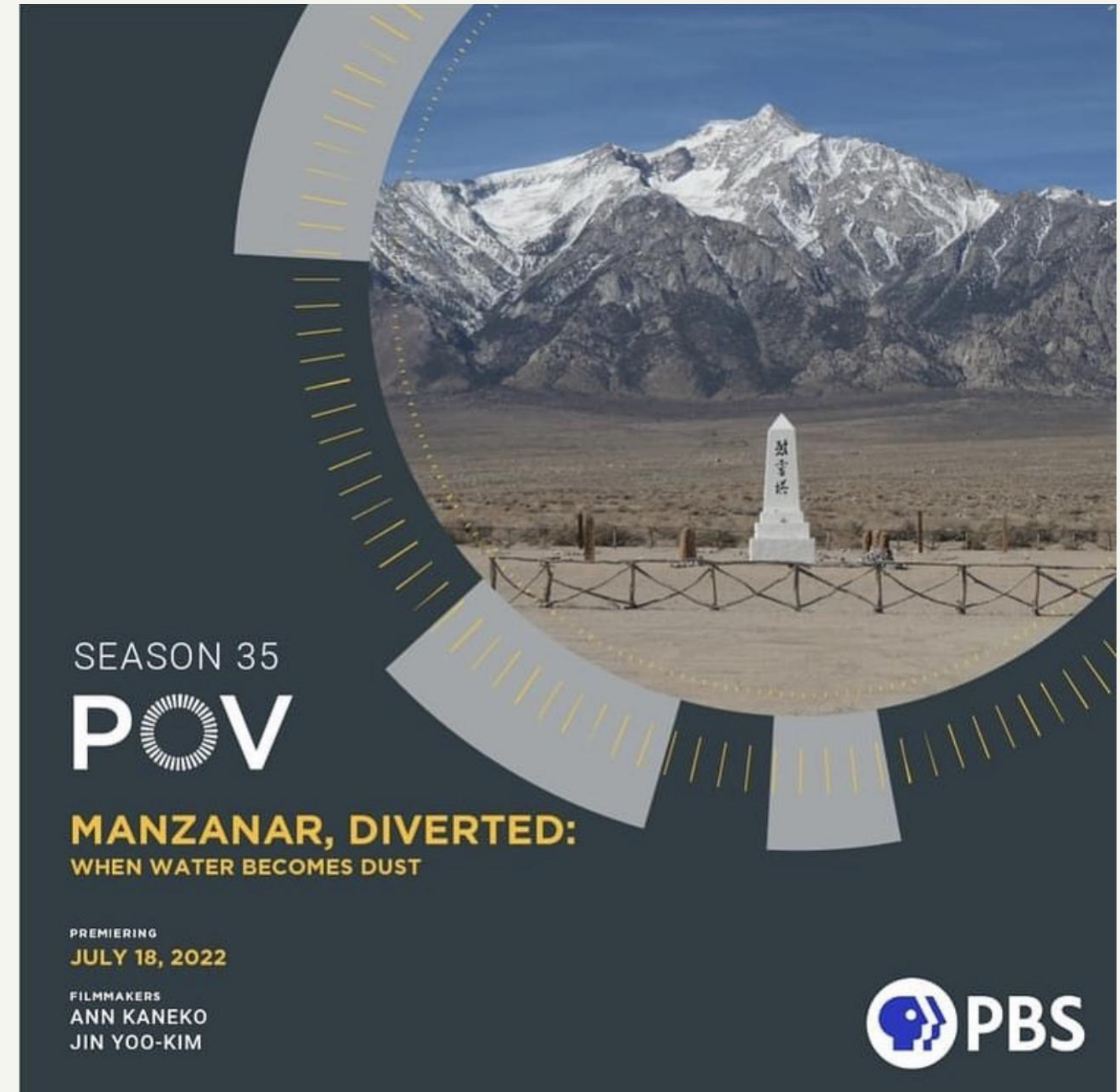
Our distribution plan aligns with the stated impact goals because it is a multi-pronged educational approach. We chose POV to be our public television distributor because as a series broadcast on the national PBS schedule, POV is seen by over 97% of the American viewing public, with a cumulative audience average of **2.5 million per program**.

In addition, POV works with thousands of educators and community groups, directly reaching over 15,000 people with a focus on impact.

GOOD DOCS

Educational Sales

Our educational distributor, Good Docs, will be taking the documentary into classrooms. Along with various formats for educational screening, we are creating DVDs that can be used for archiving and options to watch both versions of the film.

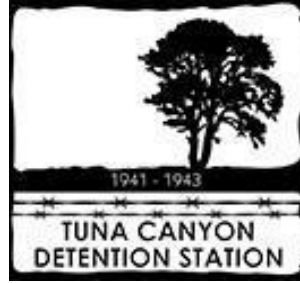


Output Indicators

Project Engagement - Our Partners



Owens Valley Indian Water Commission



Tuna Canyon Detention Coalition



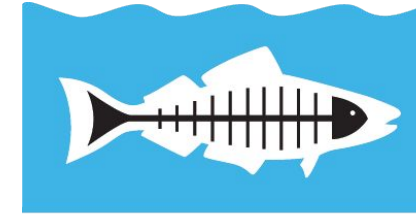
18 Million Rising



San Fernando Valley Japanese American Community Center



Nikkei Progressives (Tabled)



Heal the Bay (Tabled)



Tsuru for Solidarity



Sierra Club



Mono Lake Committee



Lone Pine Paiute-Shoshone Tribe



Bishop Paiute Tribe



Big Pine Paiute Tribe



Twin Cities JACL



Mono Lake Kutzadika Tribe



Oyate Hotanin



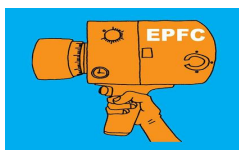
Nature For All (Tabled)



Minidoka Pilgrimage Planning Committee



Self Help Graphics



Echo Park Film Center



Great Lakes Ecoregion Network



Our Water LA Coalition



Nia Tero



Pacoima Beautiful



TreePeople



YEA Impact



Hollywood Climate Summit

DAY OF ACTION

July 17, 2022

Manzanar, Diverted: Converging Conversations

THE IMPACT CAMPAIGN PLAN - V. DAY OF ACTION



MANZANAR, DIVERTED
WHEN
WATER
BECOMES
DUST

**CONVERGING
CONVERSATIONS**
DAY OF ACTION

SUNDAY, JULY 17, 2022
10am PT
(12pm CT / 1pm ET)
LIVE STREAM BEGINS

REGISTER AT
tinyurl.com/ManzanarDiv

MANZANAR, DIVERTED: CONVERGING CONVERSATIONS

Impact Goal: Remembering Forced Removals;

Uplifting Water and Land Protectors

Sunday, July 17, 2022 - 10 am - 12:30 pm PT

Summary: In anticipation of the broadcast, We held a 2.5 hour virtual live-stream Day of Action on July 17th, 2022. Manzanar, Diverted: Converting Conversations aimed to *Remember Forced Removals and Uplift Water and Land Protectors*. We spotlighted themes behind how people lost their lands to outsiders in the name of environmental racism.

The Day of Action commemorated the Forced March from Payahuunadü to Ft. Tejon. It tied together land and water issues and focused on BIPOC communities who were forced to relocate due to contamination, resource extraction and development. The Day of Action connected national / local efforts which aligned with the film's themes, encouraging viewers to get involved. [Link to event](#) replay.

Themes:

Detention and Incarceration

Native American Stories

Fresh Water Stories

Native American-Japanese American-Environmental Intersections

THE IMPACT CAMPAIGN PLAN - V.

Day of Action -
Manzanar, Diverted:
Converging Conversations

MANZANAR, DIVERTED: CONVERGING CONVERSATIONS

Impact Goal: Remembering Forced Removals;

Uplifting Water and Land Protectors

Sunday, July 17, 2022 - 10 am - 12:30 pm PT



Ann Kaneko and **Jin Yoo-Kim** introduce the film and the Day of Action.

Funders (Doc Society, POV); interactive website; broadcast

Present film Trailer.



Tina Calderon, Tongva culture bearer does the land acknowledgment.

Ann intros, “**Detention and Incarceration.**” Tina talks about Tongva lands



Pre-recorded video of Ann at Griffith Park with **June Aochi Berk**, Tuna Canyon Detention Station Coalition, on Griffith Park Detention Site



Turner Willman, 18 Million Rising, on Vision Act with **Lam Le**.

Tsuru for Solidarity video of **Satsuki Ina** and **Lam Le** on incarceration.

Turner and Lam discuss.



Ann intros “**Native American Stories.**”

Kathy Jefferson Bancroft, Lone Pine Paiute-Shoshone Tribe on the Commemorative Run and Patsiata Historic Site Nomination

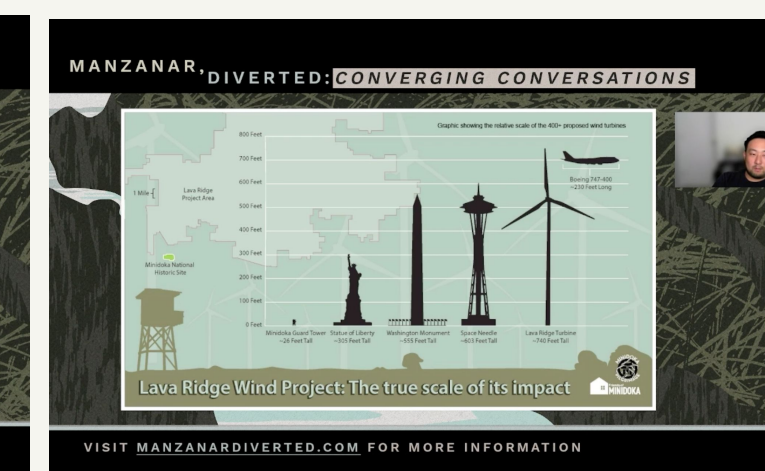
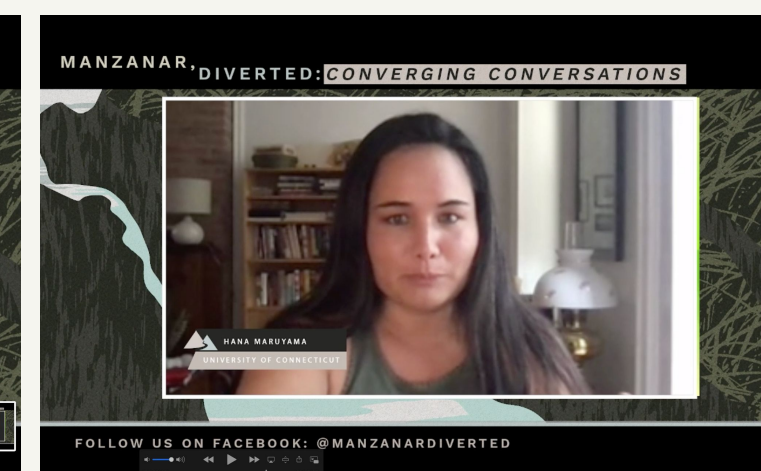


Pre-recorded video of the **Forced March Run 2022** in Payahuunadü.

Pre-recorded **Big Pine / Sacred Mountain** screening plug

THE IMPACT CAMPAIGN PLAN - V.

Day of Action -
Manzanar, Diverted:
Converging Conversations



Tracy Rector, Nia Tero, on reciprocity.

Announcement of **Oyate Hotanin Flower Power** event in Twin Cities.

Ann intros **“Fresh Water Stories.”**

Margaret Wooster, Great Lakes Ecoregion Network, on green space.

Pre-recorded **Sierra Club presentation on the Delta Conveyance.**

Rose Nelson, Mono Lake Committee, on stream diversion and drought.

Manzanar, Diverted bonus video with **Andy Lipkis**, TreePeople, on water conservation in Los Angeles.

Ann intros **“NA-JA-Environmental Intersections”** theme. Mentions PBS SoCal map.

Hana Maruyama, University of Connecticut, on research presented in article to accompany map.

Manzanar, Diverted clip on solar ranch fight.

Stephen Kitajo, Minidoka Pilgrimage Planning Committee, on preserving Minidoka from wind development.

Ann and Jin plug **JANM BeHere 1942 AR** project by Masaki Fujihata.

Closing thanks and reminder of broadcast and to fill out [survey!](#)

DAY OF ACTION OUTPUT INDICATOR

Project Reach - 48-60 Live Participants throughout event

1.

Recording Reach

Facebook Stream: 249 reached, 180 viewed
Twitter Stream: 143 Viewers

2.

Social Media Footprint (July 2022 - DOA + POV Broadcast)

IG - 1,704 accounts reached (370% more than
previous month)
FB - 6,574 reach in July 2022
Twitter - 758 impressions for DOA post



Get involved

~89% of DOA respondents say
they are motivated to engage
with issues in their communities
following the event

~44% of DOA respondents say
they are motivated to engage
with water conservation/rights
issues in their communities

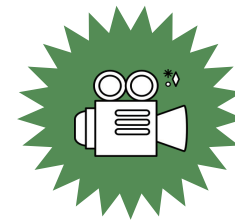


Spreading Knowledge

~78% of DOA participants
mention not knowing about
issues mentioned during the
day of action prior to the event

~55% of DOA participants
mention themes of
intersection in their biggest
takeaway from the event

~55% of DOA participants
found the presentations in
surrounding water
conservation/rights most
interesting



Broadcast Audience

~80% of DOA participants
say they will be watching the
broadcast of **Manzanar,
Diverted: When Water
Becomes Dust** on POV

INTERACTIVE WEBSITE

Manzanar, Diverted: Converging Conversations

THE IMPACT CAMPAIGN PLAN - V. Interactive Website



GOALS

- Make the website more **visually engaging** and **enticing**
- Make space for **engagement** and **educational materials**
 - **PBS SoCal interactive map**
 - **Vision MakerMedia viewing guide in collab w/ Blue Shift**
 - **[PBS Learning Media curriculum](#)**
 - **Day of Action livestream video**
 - **Resources for community groups**
 - **Potential augmented reality video for healing**
- Include **bonus videos** from film outtakes (see next page)
We plan on staggering release of these different clips with the first round in Phase II of the website launch.
- **Migrate existing film information** from former site to new platform

THE IMPACT CAMPAIGN PLAN - V.

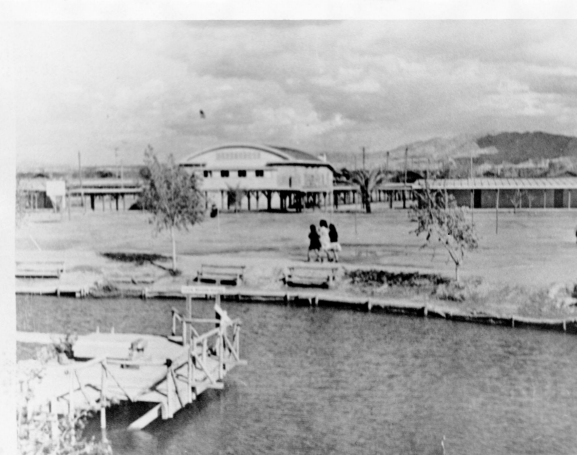
PBS SoCal Interactive Map -
*Mapping Convergence
and Dislocation*

Mapping Convergence and Dislocation

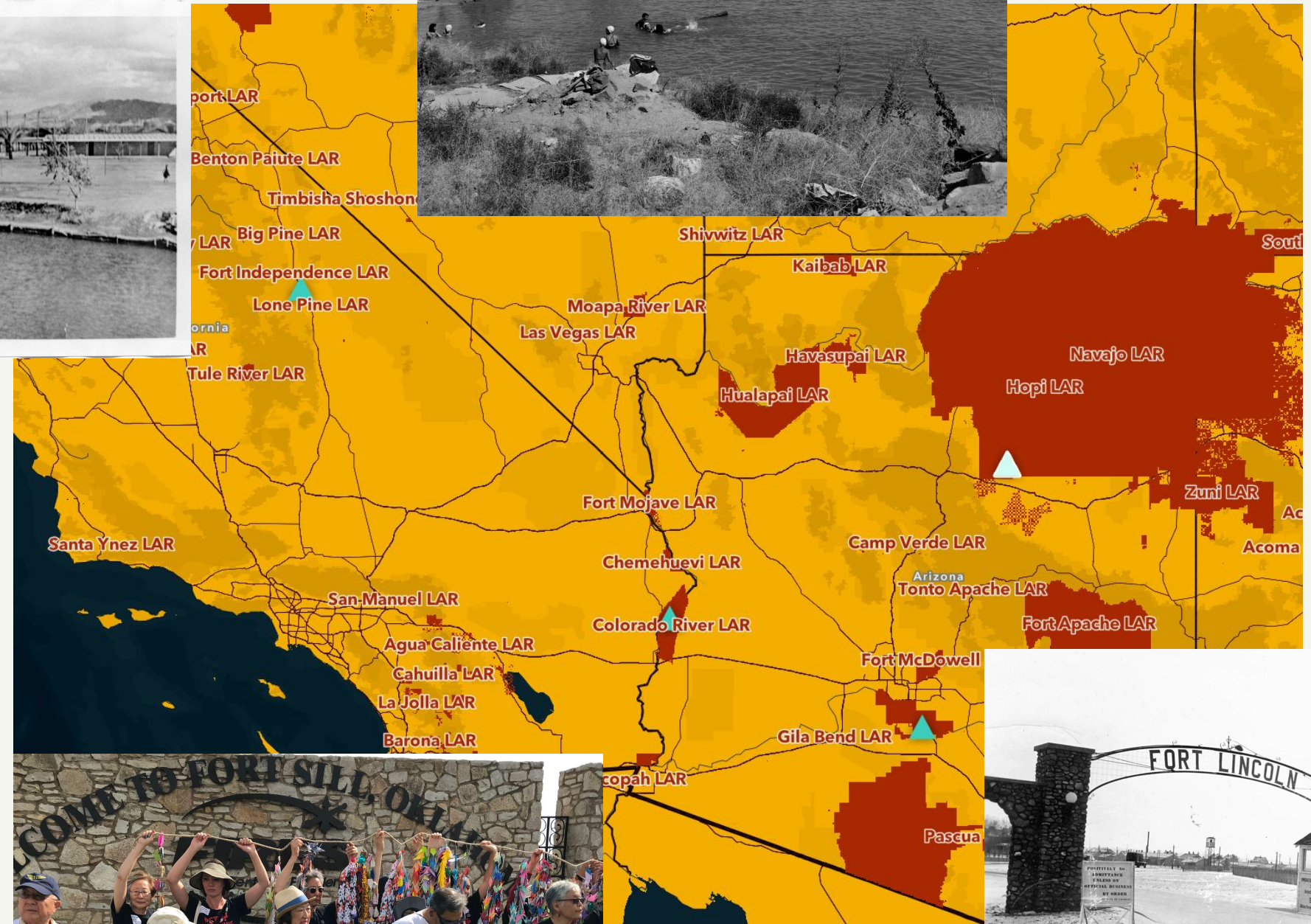
The U.S. landscape is layered with stories of settlement and forced removal. The dispossession of Indigenous peoples and the incarceration of Japanese Americans during World War II are shared legacies of white supremacy and settler colonialism. Across some of the same sites, their dislocations were enacted by the federal government, through agencies like the U.S. Army and the Bureau of Indian Affairs. This map visualizes convergences of Native American, Japanese American and environmental histories, cataloging a selection of confinement sites. It suggests patterns of dislocation where every site tells a story of stolen Indigenous lands.

In collaboration with PBS SoCal, this map with clickable sites of convergence will launch in mid-August at the end of the Manzanar Diverted PBS streaming window. It will be housed on their site as well as the Manzanar, Diverted website. Ann Kaneko researched and wrote up site descriptions. Hana Maruyama (University of Connecticut) contributed an article contextualizing this map.

Gila River
WRA Concentration Camp



Minidoka
WRA Concentration Camp



Fort Sill
U.S. Army Internment Camp



Fort Lincoln (Bismarck)
DOJ Internment Camp

Film Clips + Bonus Videos



Fishing near Manzanar,
featuring Earl E. Andreas
Jr., Lone Pine
Paiute-Shoshone Tribe



Keith Bright Ranch,
featuring Nancy Masters
and Mary Roper



***2022 Payahuunadü
Commemorative Forced March
Run,*** feat. Kathy Bancroft,
Lone Pine Paiute-Shoshone
Tribe and Sean Scruggs,
Ft. Independence Indian
Reservation

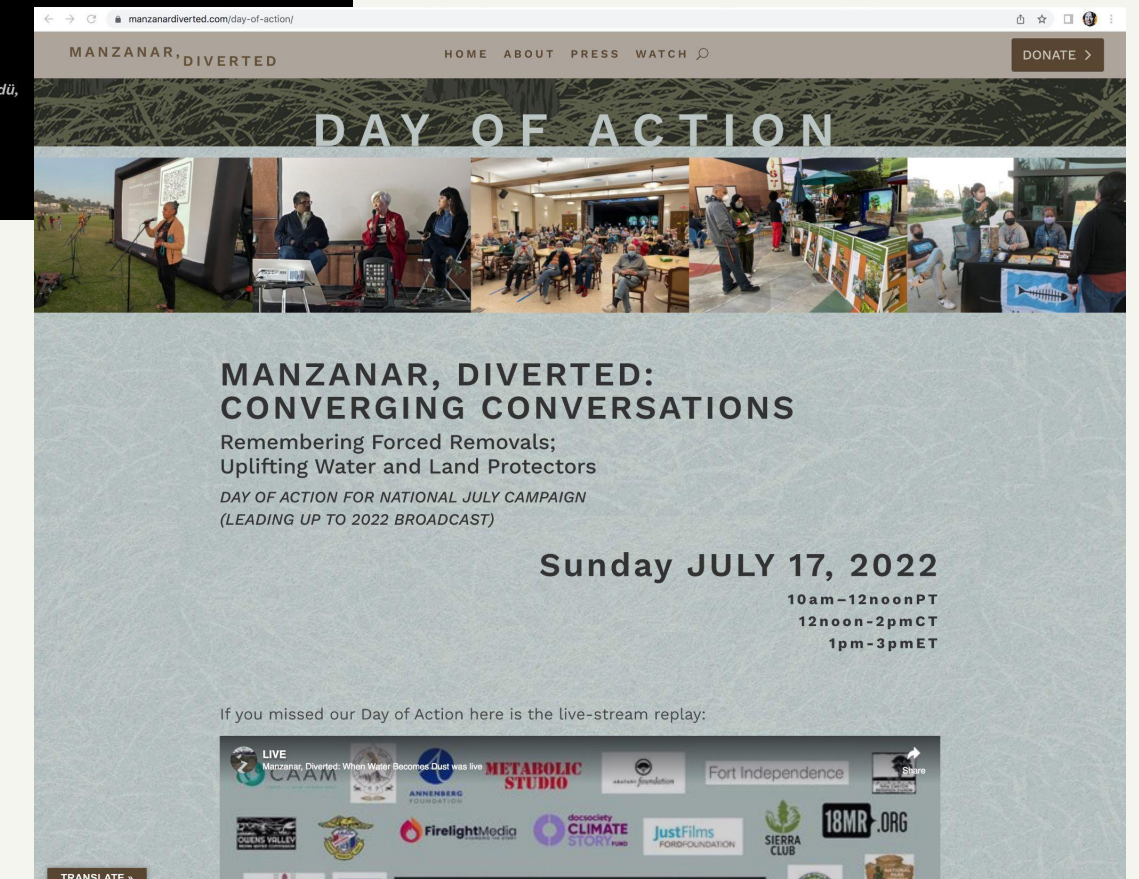
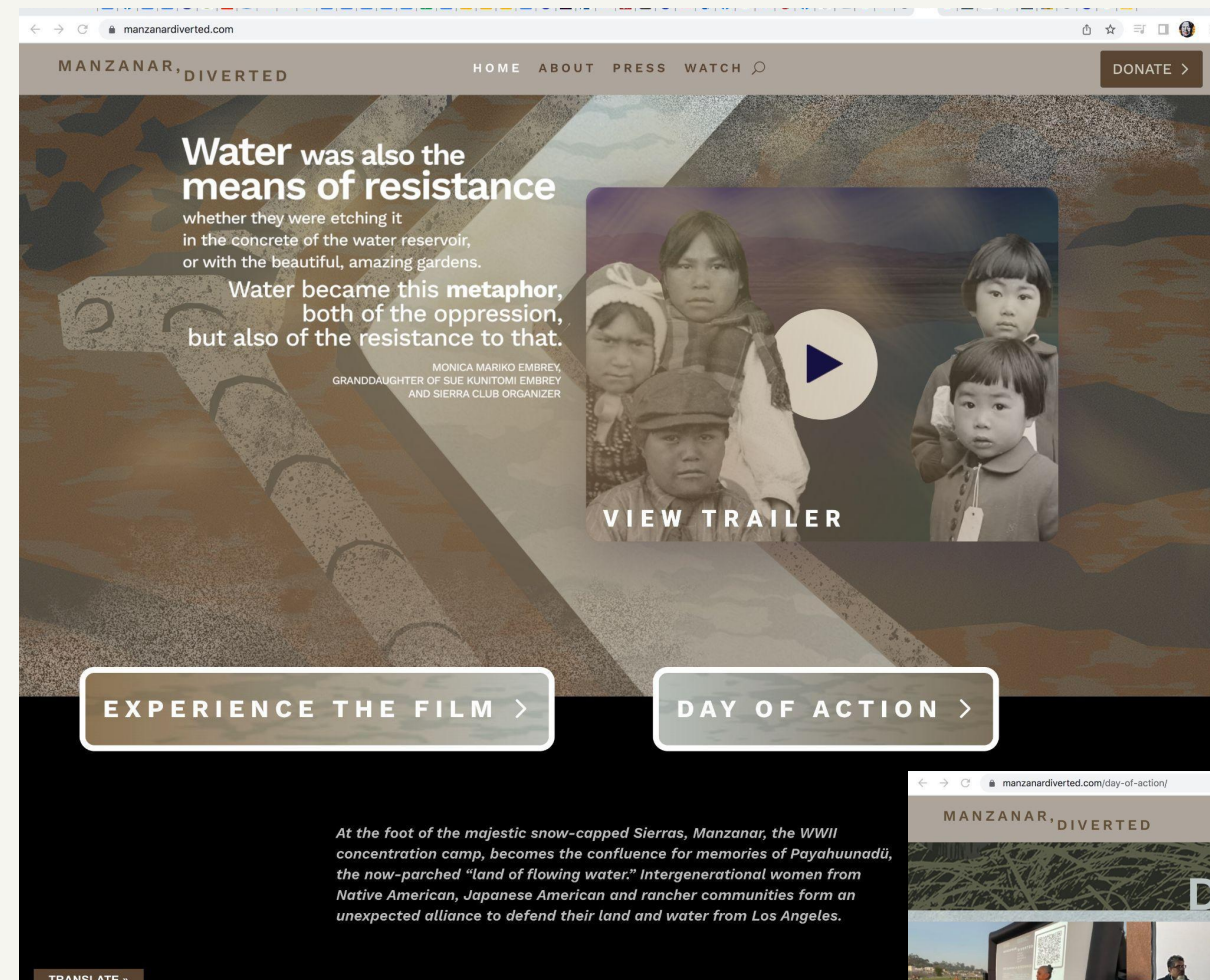
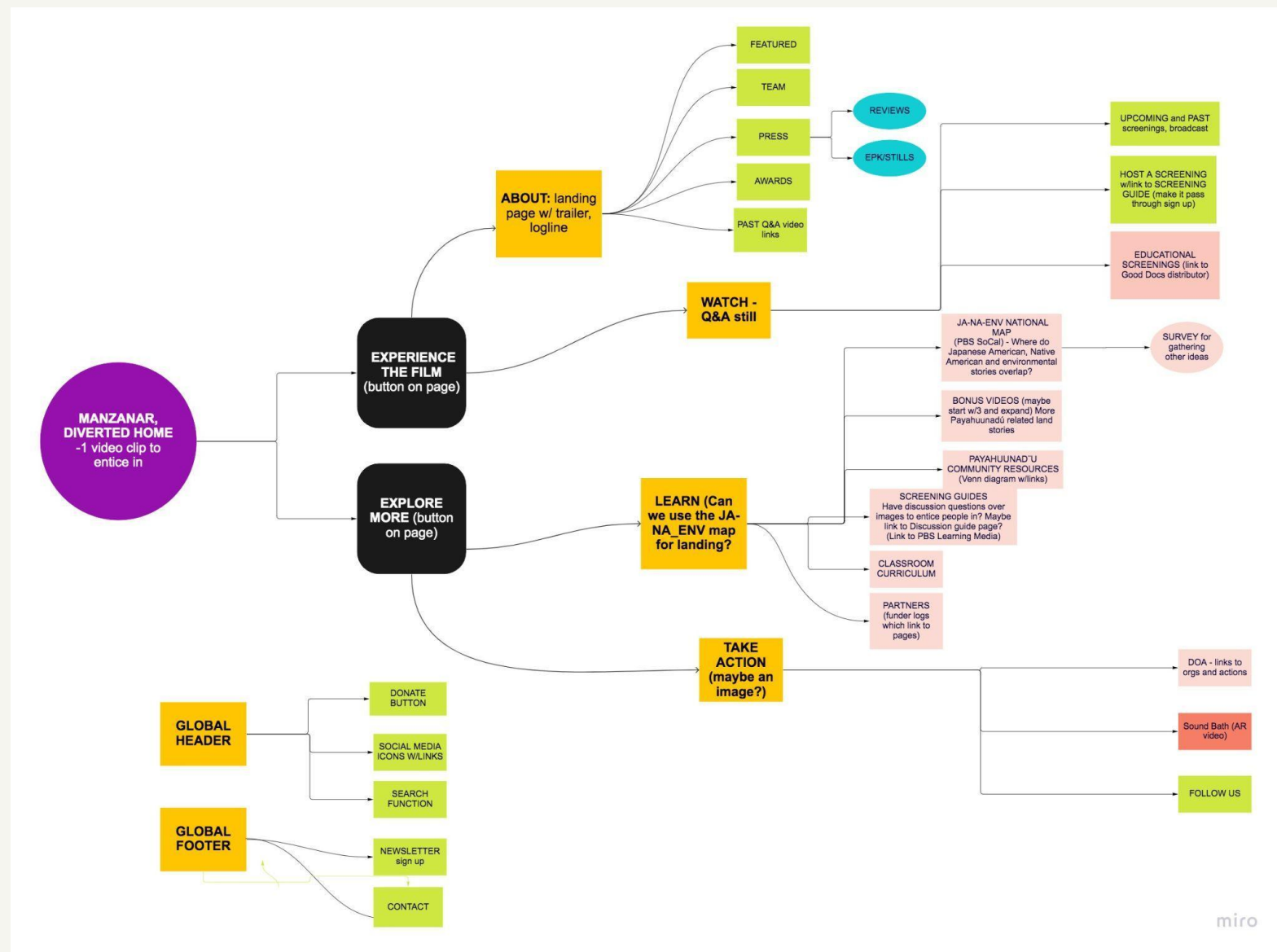


***Water Conservation in
Los Angeles,*** featuring
Andy Lipkis and Carlos
Moran, TreePeople



Manzanar Barracks,
featuring Rose Masters,
Manzanar Historic Site
and Tamara Cohn

THE IMPACT CAMPAIGN PLAN - V. Interactive Website



Preliminary structure design by Ann Kaneko and Jacob Neville

Website designer: Zumwinkle.com

Launch of MANZANAR, DIVERTED Interactive Website -

Phase I - July 14, 2022

Phase II - August 10, 2022

THE IMPACT CAMPAIGN PLAN - VI. Ethical and Collaborative Practices

As filmmakers, we believe in the inclusion of the input and voices of the communities whose stories we tell. We have a responsibility to these communities and want to be accountable to the participants in the film as well as to those in the larger communities.

We strive to form strong ties with all communities that we are representing by including Native American, Asian American and BIPOC crew members on our team. During production, we had frequent work-in-progress screenings where we invited key community members to give feedback on balance, accuracy and bias to create a transparent process for all parties involved.

Throughout production and impact stages, we have relied on our advisors Kathy Bancroft, Lone Pine Paiute-Shoshone Cultural Preservation Officer; Catherine Gudis, UCR Director of Public History Program; Andy Lipkis, Founder of TreePeople, among others, to help us get the story right and navigate community relationships.

Because this kind of accountability is ongoing, we created a series of free community screenings for Payahuunadü residents where film participants and community members were invited to be part of panels. We aspire to strike a balance between the communities represented and make sure that all are compensated for their time, even if it is small. If a festival or organization cannot pay panelists, we use impact funding or funds generated from the event to pay honorariums.

A safe environment is paramount to our work. We hired professional tech support for our Day of Action so when disruptions and online trolling occurred, they were immediately blocked from the event. During the filming and impact phase, we kept safety in mind especially so we didn't engage in extractive storytelling practices.

We hope to one day use the film for trauma-informed care and discussion for both Indigenous and Asian American intergenerational communities in order to create healing spaces to ultimately build communities.

THE IMPACT CAMPAIGN PLAN - VII. Learning and Insights

Engagement

- 26 organisations (NGOs, schools, etc.) partnering on the impact campaign
- 64 climate activists/influencers partnering on the impact campaign (20 Paya Tour, 9 LA tour, 20 from community screenings, 10 live participants from DOA, 5 twitter chat participants)
- Examples of communities/groups that were engaged in delivering the impact campaign - Fellowships: Redford Center, Firelight Media Impact Fund, Doc Society, Chicken & Eggs, Film independent, Sundance, CAAM, Ford Foundation, Metabolic Studios, Vision Maker Media

Please refer to each event's participants.

Reach - Screenings

59 total screenings (including but not limited to broadcasters, festivals, excluding streaming).

- 28 film festivals
- 22 community screenings
- 8 educational screenings (so far)
- 1 POV broadcast premiere
- 1 streaming for one month on pbs.org

Tracking Methods

We will use different types of tracking methods to measure changes and will generate an Impact Report at the end of the impact campaign. We have several outputs we are adding in this report and will continue to build off of it. We will be committing ourselves to tracking "new understanding, improved attitudes/behaviors, new relationships, and stronger community or network" since our impact campaign is around raising awareness and shifting people's minds, behaviors, and building communities. We will use pre and post

screening surveys for audiences at community screenings to see if their understanding has evolved as well as metrics generated from Festivals. At the one year mark of our impact campaign, we will use questionnaires and surveys for organizations to track longitudinal changes in advocacy efforts and to measure coalition building. We will interview activists to track changes in sign ups after having watched the film, and the demographics of the new members to track the inclusion/diversity of new membership.

POV BROADCAST OUTPUT INDICATOR

Project Reach & Demographics - 72 Press Articles ([complete list of press](#))

1.

Demographics

POV on PBS: More than 60% of viewers are between the ages of 18 and 34, evidence of a shift from the most viewers being young kids or adults over 50. Targeting young adult audience is key to inspiring people to take action

2.

Availability & Languages

Can be viewed in the USA

Available in English and Spanish

3.

Social Media

Instagram: 1,068

Twitter - 79

Facebook - 263

4.

Press

Eurasia Review

Chalkbeat

KALW

The Progressive Magazine

Rafu Shimpo

Indian Country Today

Channel Guide Magazine

Finger Lakes Times

WXXI

KPBS

WQED

Strictly Business

KCET

WXXI

Screen Daily

AARP

Pulse

KHQ

Missoula Current

VIMOOZ

KULR-8

WebWire

Realscreen

Variety

NPR

International Examiner

Pacific Citizen

Nichi Bei

The Knockturnal

Peterborough Currents

Deadline

Tulane Hullabaloo

IDA

Asian Movie

American Indian Airwaves -

KPDK

Voice of OC

KCRW

UCLA Newsroom

Missoulia

Big Sky Documentary Film Festival

The Hollywood Reporter

Ventura County Star/Indian

Country Today

What's Up With Docs

Visual Communications

Realscreen

Mammoth Times

Washington City Paper

Milwaukee Record

Asia Pacific Arts

OnMilwaukee

Nichi Bei

WUWM 89.7 Milwaukee's NPR

Stark Insider

D.C. Area Educators For Social Justice

Milwaukee Journal Sentinel

52nd Annual Manzanar

Pilgrimage Program

Daily Bruin

Sierra Sun Times

Realscreen

NATIVE NEWS ONLINE

LATF USA

THE IMPACT CAMPAIGN PLAN - VIII. Core Production and Impact Team Members

PRODUCTION TEAM



ANN KANEKO (director/producer) is known for her personal films that weave her intimate aesthetic with the complex intricacies of political reality. An Emmy winner, she is in development on a MTV Films/Smithsonian Channel food docuseries and *45/45* a personal doc. Her credits include *A Flicker in Eternity*; *Against the Grain: An Artist's Survival Guide to Perú*; *Overstay* and *100% Human Hair*. A Fulbright, Japan Foundation Artist and Film Independent Doc Lab fellow, she currently teaches Media Studies at Pitzer College.



JIN YOO-KIM (producer/impact producer) is a Korean Bolivian American filmmaker who directed for *Take Out with Lisa Ling* on HBO MAX and is in development for a food docuseries for MTV Films/Smithsonian Channel. She co-produced *A Woman's Work: the NFL's Cheerleader Problem*, and was an impact strategist for *try harder!* and *Waking Dreams*, a series by Independent Lens and PBS Digital Studios. She was a Sundance Creative Producers Fellow, a Firelight Media Impact Producing Fellow, and has an MFA in film production from USC's School of Cinematic Arts.



TRACY RECTOR (executive producer) is a mixed heritage filmmaker with a passion for amplifying and uplifting Indigenous and BIPOC voices. She holds three decades of experience as a community organizer, educator, filmmaker, film programmer and arts curator. For the last 20 years she has directed and produced over 400 films. Her work has been featured on Independent Lens, ImagineNative, PBS and National Geographic, as well as at international film festivals including Cannes and Toronto.



DAWN VALADEZ (consulting producer) produced/ co-directed *THE PUSHOUTS* (2018) and Producer/Directed *GOING ON 13* (2008). Her work is supported by the Ford Foundation, Sundance Doc Fund, CalHumanities, CPB, and LPB. She is a recipient of the See It, Be It Filmmaker Fellowship from the Geena Davis Bentonville Film Foundation. Dawn is the Director of Youth and Emerging Media Maker Programs at the Bay Area Video Coalition. She is in production on a number of projects.



SUSAN METZGER (editor) is an Atlanta native and her credits include *City Rising—The Informal Economy* and *Mother x Artist* for PBS SoCal, which won 2019 LA Press Club Journalism awards and were Emmy nominees. Other credits include *Magdalena + Michael*, *Right Footed*, *Jimmy Carter: Man from the Plains* and *Birth Story: Ina May Gaskin and the Farm Midwives*. Susan has an MFA in film production from USC's School of Cinematic Arts.



LORI GOLDSTON (composer) is an American cellist and composer. Accomplished in a wide variety of styles, including classical, world music, rock and free improvisation, she came to prominence as the touring cellist for Nirvana from 1993–1994 and appears on their live album *MTV Unplugged in New York*. She was a member of Earth, the Black Cat Orchestra and Spectratone International. She also performs solo and is known for her improvisational work, drawing on musical styles from around the world.



STEVE FISK (composer) is a composer and record producer from Long Beach. While he is widely regarded as one of the midwives of the Northwest 90's music scene, he has been writing and releasing his own music since 1979. He was a member of Pigeonhed, Pell Mell and The Halo Benders. In 2007 he and Ben Gibbard wrote the score for *About A Son*, winner of the Maysles Brothers award for best documentary at SFFF. He currently lives in Tacoma with his wife, outsider artist Anne Marie Grgich.



ALEXANDER MIRANDA (composer) is a contemporary Payómkawichum artist from Southern California. Miranda pushes the boundaries of Native American art through art and media with a focus on songwriting, music composition, photography, painting and poetry. His portfolio celebrates the power, resilience and beauty of Indigenous people, aligning his work with a world-wide Indigenous resurgence. He is a member of the band Underpass and has been commissioned by Julian Klincewicz, Virgil Abloh and others.

THE IMPACT CAMPAIGN PLAN – VIII. Core Production and Impact Team Members

IMPACT TEAM



ANN KANEKO (director/producer) is a third generation Los Angeles (Tongva lands) resident. She has worked on advocacy videos for many labor and community groups. She is also an Emmy-winner who has created media pieces for the Skirball Cultural Center, the Japanese American National Museum and the Getty Center. She currently teaches Media Studies at Pitzer College.



JIN YOO-KIM (producer/impact producer) is a Korean Bolivian American filmmaker, who has successfully executed three digital campaigns and has worked on four impact campaigns addressing immigration, identity, land and water rights, and racial politics in the U.S.

DANIELLE YOUNG (Assistant) - Community Screenings, Newsletters, research

SOHNI KAUR (Assistant) - Community Screenings, Social Media

JACOB NEVILLE - Interactive Web assistant

ELLEN HU - Day of Action, Admin

JOCELYN SONG - Social Media, Admin

ZUMWINKLE.COM - Interactive Web design team

ON POINT STUDIOS - Day of Action Tech

THE IMPACT CAMPAIGN PLAN – IX.

Core Funders, Impact Partners, and Agencies

PRODUCTIONS FUNDERS

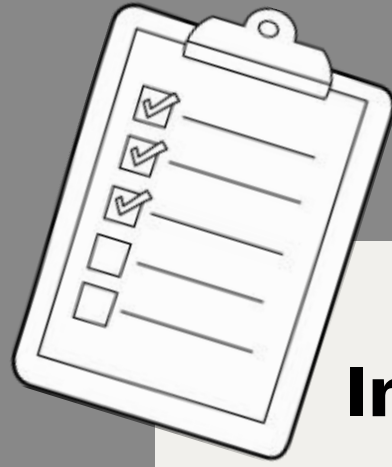
JustFilms/Ford Foundation, National Park Service, California State Library, VisionMaker Media, Center for Asian American Media, Metabolic Studio/Annenberg Foundation, JACL, University of California Humanities Research Institute, UCI Humanities, Aratani Foundation.



METABOLIC STUDIO



More in the works!



Interactive Website

Still completing **Phase II**

- Bonus Video Clips
- Interactive PBS Socal Map
- Viewing Guide for feature and broadcast versions
- Educational Curriculum
- Augmented Reality Soundbath

Visit Website at:

<https://manzanardiverted.com>

Educational Screenings

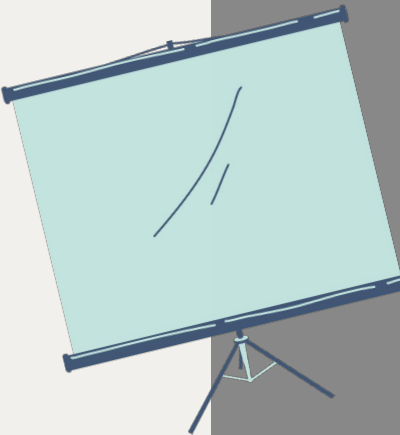
Through Good Docs:

- Film in classrooms
 - Previously shown at UCI, Cal Tech, University of Washington, UCSB Arts & Lectures + UCSB Class, CSULB, Pitzer-Redford Conservancy, UCSC.
- DVD Development for archive and distribution

Fore more view slide 19



Community Screening Partnership



Sierra Club

- Internal screening
- National screening
- Delta Conveyance Project Initiative in-person screening

And Others!