

## Distribution Strategy

### Owned: A Tale of Two Americas

Impact by Anika Hussen and Roza Chervinsky

#### **What is your impact distribution strategy for the film? How might the film's traditional distribution and impact distribution overlap and/or differ?**

Our main impact goal is initially to spread awareness and educate Americans about the racialized housing economies. Starting from the neighborhoods with known historical socioeconomic disparities and then expanding nationally. However, since we are focused on the impact aimed at our target communities (ie. Baltimore, Levittown) over quantitative outreach, we would like to focus on non-theatrical distribution. Some of the screening locations include Levittown Public Library, Baltimore Carroll Park, Baltimore Alexander Hamilton Elementary, and John Jay College in New York City. Although we believe that it is important to screen *Owned: A Tale of Two Cities* on established platforms like through film festivals like DOCNYC, IDA in Los Angeles, we wanted to make sure that our initial core outreach would not exclude any community from being part of a screening. The public settings will remove any boundaries, especially for lower-income communities from joining, watching and even having conversations with other community members.

For our social media outreach and content distribution, we would like to post videos on YouTube, starting off with the *Owned* trailer, making it more accessible to the public, rather than its current sole presence on the *Owned* website. Even Instagram stories and posts would be extremely helpful in keeping the vibrant connection between the audience and the ongoing impact/everyday progress of the campaign. Continuing with the distribution of the film, we

should incorporate a key component of our primary impact goal: educating communities about the history in which America is built on. The essential distribution outlets would be broadcast channels like PBS with its wide platform of education, impact-driven and awareness stimulating content. Submissions to air on PBS can be done through the partnership of *Independent Lens* film festival and preparation funding can come from the ITVS Open Call program or just through the proposal process. We can also plan to distribute the film to school officials, libraries and local committees all packaged with educational guides and film brochures. We will work to have a hybrid distribution among our distributors/distribution outlets. With YouTube, we can hold the majority of the rights and control the plans of what we do with that specific content. PBS may hold the majority of the TV rights when airing *Owned*. Ultimately after the duration of the film campaign, we would like to negotiate with Netflix to have *Owned* on their platform. Like proposed by the other *Owned* group in our class, we think that it would be a great idea to separate the film in four parts (Promises, Lines, Values and Legacies), airing each part week-by-week until the documentary ends. (This is a similar structure to the fairly successful Netflix food documentary *Salt, Fat, Acid, Heat*. It may even help the audience digest all the information better.

This impact distribution strategy may differ from the traditional distribution in that the impact distribution focuses on specific communities, rather than a whole nationwide perspective. Also, the director, Giorgio Angelini, has mainly focused on larger film festivals and organizations like DOCNYC and will soon be screening at the Full Frame Documentary Festival at Durham, North Carolina. New York City and Durham are predominantly developing tech and art infused cities, which great for a wide number of people to see. Angelini's main goal was for

as many people to see his documentary as possible and question the current establishments.

Other than the subjects in the film, there has not been much discussion about bringing the documentary back to the communities Angelini is documenting. Although this may not seem to be targeting the problem head-on, the traditional distribution can actually work to garner wider support from outside communities—since the documentary's issues do apply nationally.