



STRATEGIC PLAN by Anika Hussen and Roza Chervinsky

NAME OF FILM: *Owned: A Tale of Two Americas* Directed by Giorgio Angelini

ART VISION: Create a funny emotionally destabilizing fever dream film

IMPACT VISION: Spreading awareness of the WW2 post-war racialized housing economy so that Americans can acknowledge it as the foundational component to today's relevant socioeconomic issues.

FILM'S MESSAGES That audiences take away from the film	IMPACT GOAL Concrete solution that your project could aim for	KEY AGENTS Who can make this happen?	IMPACT DYNAMIC •Changing minds •Changing behaviors •Building communities •Changing structures	IMPACT TASKS What needs to happen with your film/campaign to make the agent deliver
The historical racialized housing economy in America and the resulting present-day implications are not widely known issues.	Spread awareness and educate about America's racialized housing economy in US metropolitan areas with known socioeconomic disparity in order to motivate Americans to bring about wide-reaching acknowledgement and conversation of racial history.	<ul style="list-style-type: none"> - Mass audiences from communities of economic disparities or known racialized housing economies in metropolitan areas (ie. Baltimore District 9, Levittown, Fort Greene Brooklyn) - Experts like Richard Rothstein (historian, expertise in American Segregation), Martin Carnoy (labor economists/expert in 	Changing minds	<ul style="list-style-type: none"> -Hold 8-12 local community screenings where there have been racialized housing economies/structures along with talk-back panels, which should be at least 25 minutes long, opening up for a Q&A 15 minutes in -The panel should include the director, 1 or 2 subjects and if available, an expert like Richard Rothstein, giving his primary insight on racial policy and its evolution, making the panel more credible. -Locations of the screenings can include the Levittown Public Library, outdoor screenings like Baltimore Carol Park, public schools like Baltimore Alexander

		<p>cultural imperialism), and Sean F. Reardon (educational segregation expert)</p> <ul style="list-style-type: none"> - Media outlets like the <i>Baltimore Sun</i>, <i>Levittown Tribune</i>, <i>Brooklyn Daily</i>, and even <i>New York Times</i> as it is a metropolitan area in close proximity to Levittown -Small (highly-aligned) NGOs like Solid Ground and CLASP -Companies like Freddie Mac -Advocates about NESRI, HERA 	<p>Hamilton Elementary, and John Jay College in New York.</p> <ul style="list-style-type: none"> -The filmmaking team should meet with experts in the various key fields associated with the American racialized housing economy, which include labor, education and racial policy, so that the team can provide the audience with in depth answers when asked about the film's starring issue. -Meet with Richard Rothstein to avoid misinforming the audience about the history of racial segregation. Some of the production/research team should read the expert's research papers on education and labor to provide valuable and accurate information -Create and handout pamphlets that illustrate the trajectory and pivotal statistics of the neighborhood makeup from research done by University of North Carolina's Community Advantage Program (CAP), since they have solidified research and comparisons of U.S. communities on a macro level, but also on the micro-level of understanding what protected classes make up these communities. -Hire a publicist that has close connections or can access members of local media/newspaper outlets like the <i>Baltimore Sun</i> and <i>Levittown Tribune</i>, so that we can set up interviews between the director and one or two film subjects to capture the nuances of racialized housing economies around the US (if subjects are not available, the director can talk about his experience working with them). -Collect email information from attendees as they sign in, so that they can opt into receiving more information, especially
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				<p>about resources from NGO partners like <i>Solid Ground</i> and <i>CLASP</i>.</p> <p>-Mention a thank you at the beginning of the panel and have the logos printed out during post credits or remain on the still screen with the film's own branding material.</p>
<p>There exists a hostility between black and white communities based on systematic division constructed by the disparate economic conditions of neighborhoods.</p>	<p>Build and promote community events for open intersectional collaboration/communication</p>	<p>-Members of racialized housing economy/red-lining communities</p> <p>-Advocates like NESRI</p> <p>-Press/Broadcasting like NPR, MSNBC</p> <p>-Small NGOs like Solid Ground</p> <p>-Campaigners like Public Interest with digital content/PSA</p> <p>-Celebrities like Michelle Obama (advocate for #BlackLivesMatter, Affordable Housing, upgrading community conditions), Brad Pitt, advocate for build good quality and affordable housing</p> <p>-Advocates like Angela Hanks and her organization, CLASP</p> <p>-Educational experts like Sean F. Reardon</p> <p>-John T. Bullock, District 9 Baltimore City Councilman and Peggy Marengi, President of the Levittown Public School Board of Education</p>	<p>Building communities</p>	<p>-After the local screening (described above), have a panel that represents both/multiple sides affected by the red-lining.</p> <p>-Have the director, along with at least two other voices (ie. Greg Butler and Jimmy Silvestri) speak on an MSNBC or NPR podcast to cater to a wider audience.</p> <p>-Partner with <i>Solid Ground</i> to plan a "Building Community Luncheon" and have the director, Angelini, as the keynote speaker, after showing a 15-minute edited cut of <i>Owned</i>.</p> <p>-Collect email information to send. Email newsletter to attendees with. All the resources gathered on the campaign. HERA donation link NESRI Get Involved with marches and campaigns</p> <p>-Partner with Public Interest to help design a Public Service Announcement that integrates the stark statistics of racialized housing inequality. Using their digital advertisement tools and storytelling teams, create a "story-arched" compelling story that lays out the harsh journey racialized housing economies/red-lining has brought upon communities (ie. poorly-funded schools, no jobs, the loss of the "American Dream"). Finish the video with a strong call to action. The story should not</p>

				<p>overload the audience with too much information.</p> <p>-Hire a publicist with celebrity/public figure connections, so that the <i>Owned</i> team can explain our impact vision, our current progress and what we want from the celebrities. Since Michelle Obama and Brad Pitt have already supported racial and housing equality movements, we will target them first. Collaborating together, we can come with an agreed upon hashtag like #StandforFairHousing, which our celebrity advocates will begin to use on Twitter. With Pitt's and Obama's publicists, we can also help curate a post.</p> <p>-CLASP can attend the screening to hand out informational flyers as the attendees enter</p> <p>-Based on the data received from the film campaign, work to develop specific educational and career-orientated programs to house at the CLASP's Center for Postsecondary and Economic Success for the underrepresented low-income population. Provide a planned-out screening and talk-back for a specific time-slot in the educational program.</p> <p>-The panel after the CLASP screening should be geared towards the education. Policies effected by the racialized housing economy.</p> <p>-Dr. Sean F. Reardon can speak at this panel with his expertise in the development of segregated education in US history.</p> <p>-Partner with JPMorgan Chase & Co (http://www.EnterpriseCommunity.org), to be eligible for neighborhood development grants. Although this partnership and</p>
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				neighborhood development grants may be catered towards non-profits, the <i>Owned</i> Impact Campaign team can give in the Impact Strategy/Plan, film portfolio, and impact measurements, jointly with established non-profit partners like <i>CLASP</i> , continuing to work with them to create a larger impact.
Government and bank postwar housing policies (ie. NHA, realtor agreements) made house ownership and growing wealth racially exclusive that still affect the makeup of today's neighborhoods	Put forth new or revised policies/programs that can overtly protect the right to equal ownership and wealth producing.	<p>-7th Congressional District Maryland Representative, Elijah Cummings and 43rd Congressional District California Maxine Waters</p> <p>-Companies like Freddie Mac</p> <p>-Agencies like the Consumer Financial Protection Bureau</p> <p>-Advocacies like HERA (Housing and Economic Rights Advocacy) and ERASE Racism</p> <p>-Corporation/Companies like J.P. Morgan and Chase and Wells Fargo</p> <p>-Philanthropists like The Ford Foundation</p>	Changing structures	<p>-Prior to meeting with policy makers like District Representative Elijah Cummings and District Maxine Waters, prepare a guide of open-ended questions, along with research on the policies each Representative focus on, especially surrounding housing issues. After a thorough discussion, ask if they would be able to be in contact or meet again before suggesting any new ideas or policies. Prepare a detailed proposal of the altering attributes or new policies we would like them to consider. Present your detailed ideas in a shorter and clear synopsis and ask about their thoughts. Negotiate about the relevant terms we think will help move towards less racially exclusive communities. Leave them with contact information and follow up with thank you.</p> <p>-Specifically, with Representative Cummings, we will focus on the advancement of the Baltimore HOME Act through educational guides promoting beneficial resource like Housing Choice Vouchers, preventing the discrimination of low-income renting (destigmatizing the use of HCVs). In turn, low income families can move to more economically stable communities where there is a correlation of</p>

				<p>better educational sources. HCVs are also protected in Washington D.C. and New Jersey. (In the guide, emphasize the roots of Fair Housing (Fair Housing Act), where discrimination against the protected classes was explicitly prohibited</p> <p>-Contact UNC's Community Advantage Study Program board (https://communitycapital.unc.edu/contact-us/), ask to be directed to the research team to set up an appointment to discuss recent statistical findings about the protected class/economically challenged communities and what resources they are specifically lacking. Their open source data can even help measure the impact of the film's impact campaign.</p> <p>-Contact the Consumer Financial Protection Bureau (CFPD) board that is organizing the <i>Prosperity Now</i> homeownership sub-division (hello@prosperitynow.org). Use the findings of current conditions of the historically racialized housing communities, the data collected from politician and Freddie Mac mortgage company to organize a suggestion proposal for their <i>Prosperity Now</i> curated homeownership educational toolkit. (A set of resources that make homeownership easier to understand and prevent dangerous negotiations). Work closely to understand the features that are available to make homeownership less risky and compare with findings. Work to coordinate a distribution method for the revised homeownership toolkit during community screenings, so that the audience can be better informed.</p>
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