



EVALUATION 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.

IMPACT GOAL Concrete solution that your project could aim for	IMPACT INDICATOR Evidence you have been successful	TOOL/TECHNIQUE For capturing the evidence	BASE LINE Any relevant data from before release you can measure against	DATE 1/2/3/4 Evidence collected over time to reveal patterns of change
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.	-Gather demographic information about audience engaged (whether or not they are from the communities with socioeconomic disparities) This can also indicate if it is time to expand further or even hone into some areas -Calculate the amount of likes/shares/engagement	-Through qualitative surveys that ask demographic questions including what neighborhoods the audience grew up in and where they live now (this survey can be distributed right after the screening, with a SurveyMonkey hyperlink displayed on the screen and then the link can be emphasized in the email newsletter) In order to collect emails, volunteers can have forms (on tablets) ready to collect emails, social media and name upon entry	- <i>Owned's</i> director, Giorgio Angelini, was interviewed on MSNBC's podcast Why Is This Happening? with host Chris Hayes; on the KALW radio show, Crosscurrents Today; and radio show KPFA, Upfront. Also, articles on <i>Owned</i> can be found on websites such as NBC news (https://www.nbcnews.com/think/opinion/documenting-our-real-estate-obsession-giorgio-angelini-podcast-transcript-ncna893991), AFRO The Black Media Authority	-Caught the attention of Full Frame Documentary Film Festival, setting a screening at the 22 nd Annual FFD Film Festival in Durham, North Carolina (along with Q&A) -High Moderate engagement during the screening (no standing ovation; not much emphasis on call to action) -Audience was predominantly older in age and white.

	<p>nt on our celebrity/social media campaign posts (increase); any new public figure/celebrity involvement</p> <p>-Track the mentions of racialized housing issue in media/publications (tone)</p> <p>-Check the rates in which the email newsletters are opened and amount of times the users are clicking the links</p>	<p>-Collect observations before and after each screening (how was the audience's energy walking into the theatre? Was there a standing ovation afterwards? What were the quotes and questions that came up during the screening?)</p> <p>-Use Facebook Insight to track the levels (increase/decrease) of engagement on the Instagram and Facebook. See specifically what posts are doing well and what are not. Check to see how effective the SEO of our website is and where does it rank on the Google searching engine (through Google Analytics)</p> <p>-Monitor views on YouTube clips, (ie. the <i>Owned</i> trailer, which will be the first posted content on the internet during the campaign) through YouTube channel metrics</p> <p>-Email distributing services like MailChimp will allow us to count how many times the email newsletters are being open, along with how many times the links are being clicked using platforms like ClickMeter</p> <p>-Track hashtags through the HashTracking platform (see the use of campaign created hashtags (ie. #RemovetheRedline) and user generated content through Rankspeed</p> <p>-For attitude and sentiment analysis use Trackur (search for</p>	<p>(https://www.afro.com/housing-crisis-documentary-centers-on-baltimore/), Cinema Guild (http://store.cinemaguild.com/nontheatrical/product/2585.html), The Weekly Standard (https://www.weeklystandard.com/irwin-m-stelzer/a-tale-of-two-americas), a review on NPR (https://www.npr.org/2017/09/06/547560042/fiery-and-nuanced-ales-of-two-americas-sheds-light-on-economic-inequality), and endless others.</p> <p>-When searched on google, it has 19,400,000, all pages I went down were pertaining to the film. Fair probably deep into the search, all 19,400,000 results are not related to the film, but it is definitely being spoken about and referenced frequently.</p> <p>Bullet III The documentary doesn't have a great social media presence. Their Instagram only has 51 followers, follows only one person (NASA, for whatever reason) and provides no description or hashtags under their posts. There is a little blurb under their username, @owned_documentary, explaining the film with a link to the website. The only images shown are aesthetically pleasing images of some of the houses shown in the film. This could be</p>	<p>-Ability to request screening on <i>Owned website</i> (TBD)</p>
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		<p>the widely used terms (assess positive or negative tone)</p>	<p>improved by adding hashtags, descriptions under the photos, following more people, information on screenings and updates on how the film is progressing. The Facebook and twitter presence are much better but still has room for improvement. On Facebook, there are 439 followers and Twitter has 329 followers and 733 likes.</p> <p>-On the Facebook account, the postings give information on screenings and talks that the film team is holding, provides the trailer, relevant photos, and shows celebrity activity going on with the film. On the twitter account, they also have the same stuff as Facebook + relevant retweets that inform followers on the issue. These two could be improved by using more hashtags and give Facebook “priority payments” to put their content in higher relevance by their viewers.</p> <p>-News articles (including political updates surrounding the housing market topic), statistics, academic research can be seen retweeted and reposted throughout the profiles. This is a great effort being done on the film crew’s part to keeping up with the evolving issue and has</p>	
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			definitely led to the progress of their followers and trend status.	
Build and promote community events for open intersectional collaboration/communication	<ul style="list-style-type: none"> -Track if there is an increase in the attendees to our partner, CLASP's events/workshops -Monitor the rise of meetings or leaders creating new organizations/groups to combat the community disconnect (ie. Levittown Community Barbeque) ---Look out for cross-sectional collaboration between groups like between the larger Levittown Community Council and Long Island Center to hone into community housing -Evidence of strong shift in community or organizational beliefs in the focused areas, even to the point where the groups/group leaders are seeking conversation with their local governments 	<ul style="list-style-type: none"> -Contact CLASP/HERA's analysis/phone surveys team to get a sense of engagement in their events/workshops (same? Increase? Decrease?) (Resources: CLASP: https://www.clasp.org/tanf-education-and-training-resources HERA CA: http://www.heraca.org/workshops/) -collective social media gathering and hashtag community usage -Check the listings of community groups and events in our target communities (ie. the updated "Levittown Community Organizations and Services Directory") -Using the events information, individually follow the organizations on social media and Facebook attendee count. Check the frequency, length and engagement for each event, specifically after watching the film. Use IssueCrawler to keep track of the network of organizations the film has banded together -Keep contact with the advertised organizations and initiatives during our screenings to gather 	<ul style="list-style-type: none"> -CLASP <i>Spotlight</i> communication platform has grown an email list of 23,000 (after events) -Engaged with 30 policymakers, media funders and other relevant figures through <i>Spotlight</i> interviews -Articles in the Long Island bi-weekly: <i>The Point of View</i> on black affairs create conversation about the "white mark" on the Island and the history that has left 97.37% of the population white -CLASP now only has 949 Twitter followers and an average of 7 retweets, along with little Facebook engagement compared to their frequent activity -The most recent listing of Levittown community organizations includes the Wantagh Seaford Homeowners Association working to foster activities and programs to emphasize the preservation, rather than the non-discriminatory housing. -There is not much intersectional collaboration between equal housing advocates and the preservation of infrastructure in Levittown. 	<ul style="list-style-type: none"> -There has been contact between Habitat for Humanity and the director, which can result in more event outreaching event production. (TBD)

		<p>reports on engagement in their event after the screening</p> <ul style="list-style-type: none"> -Keep track of formal agreements or contracts made between organizations to create new relations (ie. Levittown Community Council and Long Island Housing Center)*Information can come Fair Housing & Equal Opportunity -Track the organizations of new collaborative events like a Levittown Community Barbeque (perhaps, even attend to analyze the demographics of the event) -Keep track of local news to see if there is new engagement between community groups/advocates for housing equality and the local officials 	<ul style="list-style-type: none"> -HERA CA holds a numerous amount of workshops to better the conditions of discriminatory housing/economy like the Estate Planning Workshop and Annual Gala, which had an increase of participants do to the 6 language addition to their financial assistance website (http://www.heraca.org/documents/brochures/HERA_Brochure_060718.pdf) -Although they have a donation form setup on JustGiving.com, they currently do not have any donation from that source. - Fair Housing Accessibility FIRST and Housing and Urban Development have entered into a contract to provide information, materials, and technical assistance. 	
Put forth new or revised policies/programs that can overtly protect the right to equal ownership and wealth producing.	<ul style="list-style-type: none"> -Invitation or use of the film <i>Owned</i> by campaigners, lobbyists and elected officials -Keep track of the oversight and legislative hearings to see if there are progress conversations on the racialized housing issues (if possible, attend a hearing/session) -Keep track of political social media and news outlets for related 	<ul style="list-style-type: none"> -Create a detailed record of all the attendees to the official events, keeping track of names, political affiliations, if they spoke, and issues that they are committed to (see if the film will trigger some officials to focus on racialized housing) -After screenings, keep track of the specific local officials' (attendee) activities through press releases and local news. -Follow the politicians on Twitter and other social media platforms to see if they are speaking publicly and if other 	<ul style="list-style-type: none"> -There has been sessions (NYS (catering to socio-economically divided communities)) recently on the State Budget towards housing structures supportive programs (\$2.5 billion capital plan allocated to supportive housing programs, multifamily new construction etc. This includes Assembly Speaker Carl Heastie (first African-American to serve as leader of the Chamber's 150 and previously a prime sponsor of Wage Theft Prevention Act) 	<ul style="list-style-type: none"> -Have not yet reached out to legislation; although there has been mentions of the HOME Act and the Fair Housing Act in the film. (TBD)

	<p>legislation passing (ie. what sub-issues are being resolved and to what specific degree)</p> <p>-The use of the film/subject quotes/data in debates towards the cause of facing the racialized housing economy</p> <p>-Progressive change in the housing/ownership marketing campaigns in racialized areas (ex. emphasis on the non-discriminatory housing policies during the buying process)</p>	<p>politicians/lawmakers are commenting/liking and sharing</p> <p>-Review public record and govtrack.org to see the mentions of the film (quotes) during sessions</p> <p>-Check to see if the film is cited in the creation of policies enforcing the non-discriminatory housing policies and its correlation to the demographic in the homeownership community (ie. FreddieMac, our potential partner, collects annual data on thee homeownership/community demographic makeup)</p>	<p>-Levittown's history of house racial bias legislation has been published in prevalent publications like <i>The New York Times</i>: https://www.nytimes.com/1997/12/28/nyregion/at-50-levittown-contends-with-its-legacy-of-bias.html</p> <p>-There currently hearing about the Housing Choice Voucher Mobility Demonstration Act (2018) that is prevalent in all our target communities with the prognosis of 37% (Republican)- Passed the House, upcoming evaluation by the senate</p> <p>-According to FreddieMac (2017 Report) homeownership by low-Income ranges from 5.72% and \$23.19%, while their benchmark was not far off (6%-24%). Only 4.2% of single-family owners in 2017 were African American.</p> <p>-There has not been non-discrimination emphasis in rental agreements outside of advocacy groups. It may be difficult to banks/house brokers to include more of concrete reference into their structures.</p>	
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