

**IMPACT IS A DESTINATION.
DISTRIBUTION IS THE MAP.**

Impact
Distribution
Lab



Participant Care Challenges and Strategies

SPEAKER

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Welcome + overview

**Section ① Introduction to impact
and participant care**

**Section ② Participant care
challenges**

**Section ③ Participant care
strategies**

Section ①

Introduction to impact and participant care

Impact

The influence of a film
for transformative social
change

Impact campaign

**A set of strategic activities
to maximize a film's potential
for social change**

SCREENINGS

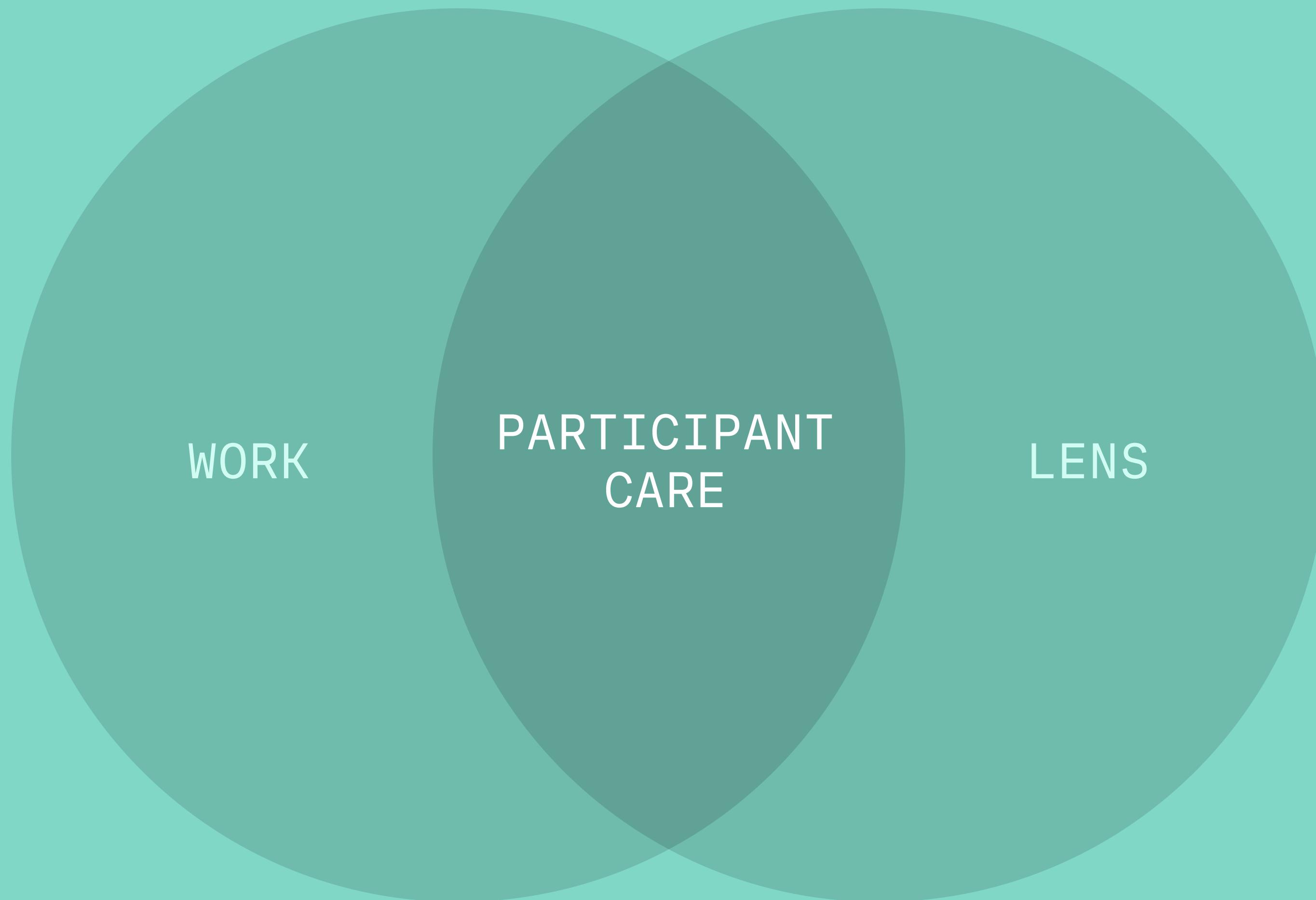
PARTNERSHIPS

DIGITAL CAMPAIGNS

SPECIAL EVENTS



Impact campaign



Impact campaign

How is the work with participants studied?

Participant care

Providing the conditions
that allow documentary
film participants to thrive

Film participants

①

Ordinary people
who share their life stories on screen

②

Organizers or activists
who might be in some degree
of vulnerability because of the story
that we're sharing

Participant care

Ethical

Strategic

Pragmatic

Section ②

Participant care challenges

Challenges

- ↗ Relationships and boundaries
- ↗ Consent and agency
- ↗ Health and safety
- ↗ Power and representation
- ↗ Money and compensation
- ↗ Release and distribution

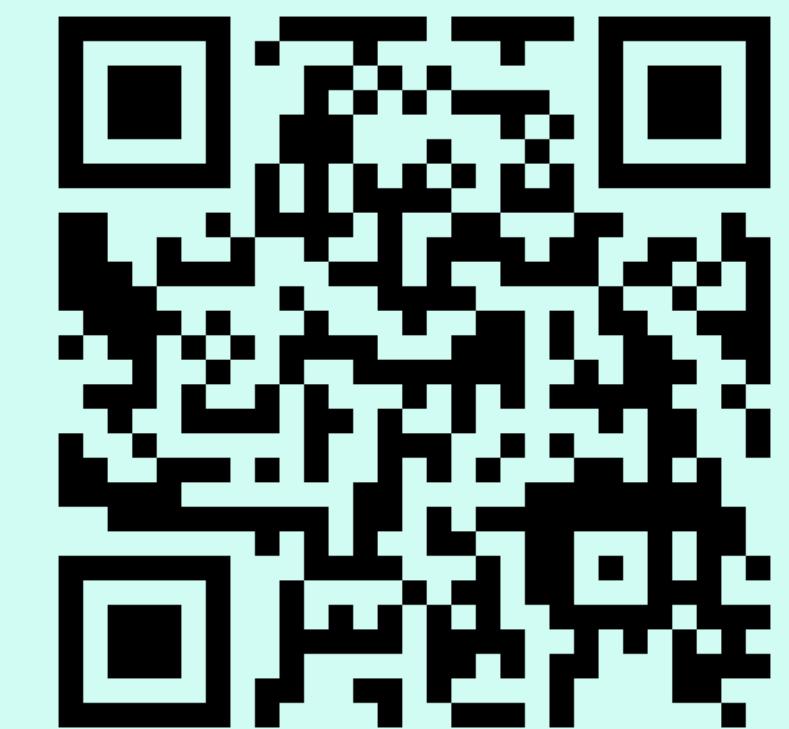
Section ③

Participant care strategies

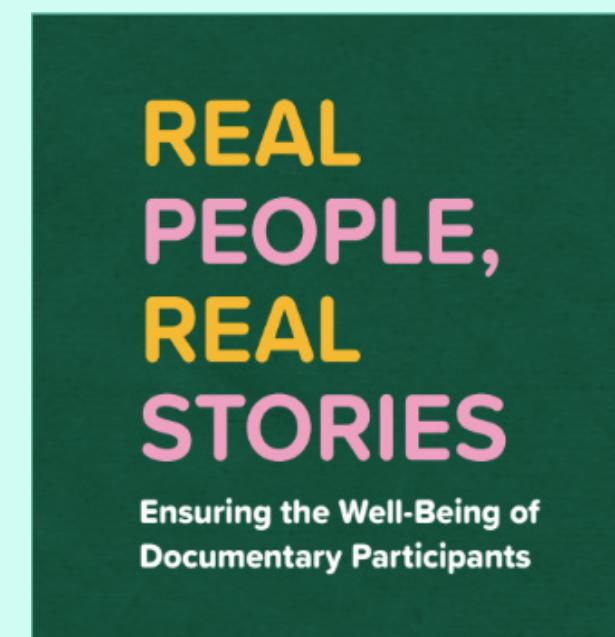
Co-created with
Jennifer Tiexiera



Co-created with
Margie Ratliff



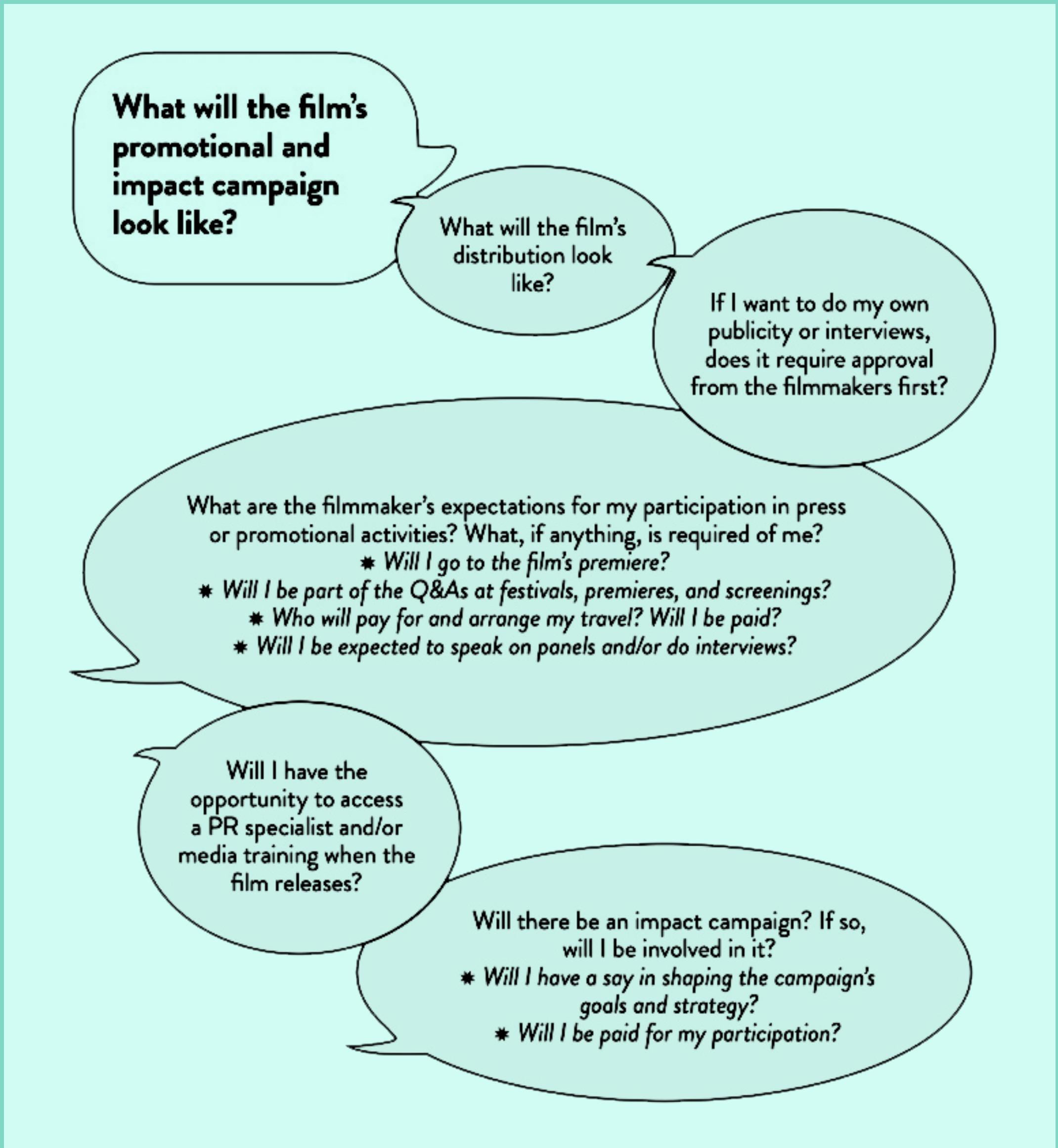
Co-created with
documentality



Strategies



Transparency



Blank Duty of Care Template

Title of Project: [REDACTED]

Participant's Name: [REDACTED]

Director's Name: [REDACTED]

Point of Contact's Name: [REDACTED]

Duty of Care Plan

- ✿ Introduction: [REDACTED]
- ✿ Consent: [REDACTED]
- ✿ Content & Logistics: [REDACTED]
- ✿ Compensation: [REDACTED]
- ✿ Participant Rights: [REDACTED]
- ✿ Creative Rights: [REDACTED]
- ✿ Health & Wellbeing: [REDACTED]
- ✿ Protection: [REDACTED]
- ✿ Distribution & Impact: [REDACTED]



Strategies

- ↗ Transparency
- ↗ Informed, ongoing consent

Who chose the dates?

These dates were determined by production and delivery schedules, including when editing began and when Jennifer would lose her power as director after delivering to the network.

When did she begin the consent calendar process?

Right away, in pre-production. It went hand in hand with discussing people's potential participation and the series' north star.

What methodology did she use to create the calendar?

Jennifer created her own internal Google Calendar, but since not everyone uses a digital calendar, she let the participants decide how they wanted to receive this information. She ultimately shared a Google doc listing all of the dates, then made phone call reminders to each person in advance of each date. They figured out how much lead time to give with each call depending on the nature of the event or milestone.



Strategies

- ↗ Transparency
- ↗ Informed, ongoing consent
- ↗ Safety and care
- ↗ Representation and collaboration
- ↗ Exploring compensation

Filming Movements/Communities:

- ◆ If making a film about a movement or a community, how do you choose which individuals get paid, and by extension, which don't?
- ◆ If you pay the people with the most screen time, are you arbitrarily rewarding them for having a compelling on-camera presence?
- ◆ Will that money create new power dynamics within the movement/community?
- ◆ What is the impact if you introduce money into a community that doesn't have a formal economy?

Practicalities

- ◆ How will you pay your participants, in literal terms? For instance, what form makes the most sense—cash, check, bank transfers? What currency do they use?
- ◆ How much will you pay them? How will you calculate this? Who decides?
- ◆ Are there opportunities to pay participants for additional contributions to the film (eg, location fees, archival licensing, impact campaign participation)?

Alternative Compensation

- ◆ Instead of paying individuals, how might you provide compensation that betters or benefits a community in a holistic way?
- ◆ Are there other types of opportunities you could offer, including skillshares or trainings?
- ◆ While many films don't make a profit, is profit-sharing an option?



Strategies

- ↗ Transparency
- ↗ Informed, ongoing consent
- ↗ Safety and care
- ↗ Representation and collaboration
- ↗ Exploring compensation
- ↗ Support for emotional well-being
- ↗ Prioritize accessibility
- ↗ Post-release support

“Fire Through Dry Grass”



FIRE THROUGH DRY GRASS (2023), CO-DIRECTED BY ANDRES "JAY" MOLINA AND ALEXIS NEOPHYTIDES
PHOTO CREDIT: ELIAS WILLIAMS

“Fire Through Dry Grass”

Three core principles ↪

①

Equity

②

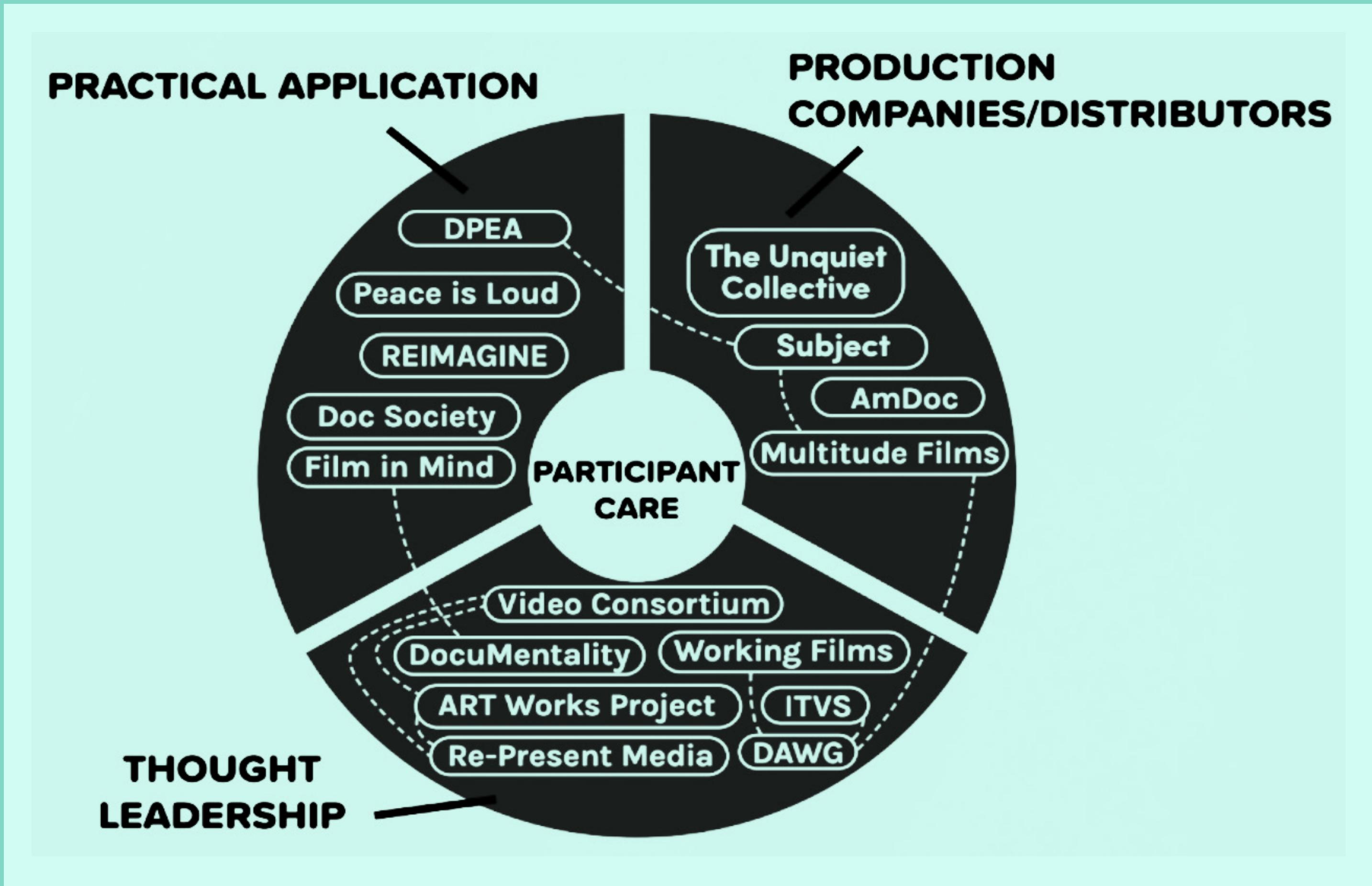
Safety

③

Representation

“Fire Through Dry Grass”

- ↗ Preferred working styles were discussed and agreed upon
- ↗ A disability justice advocate joined the team
- ↗ Compensation rates were set
- ↗ Mental health support was available
- ↗ Impact campaign goals and activities were outlined
- ↗ Partners were consulted
- ↗ A rapid response plan was created



Stay in touch!

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ACCESS OUR RESOURCES



www.peaceisloud.org

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