

“I Wanted To Be A Man With A Gun”

A film by William Farley

DISTRIBUTION AND OUTREACH PLAN

Goals & Audience

“I Wanted To Be A Man With A Gun” is a feature length documentary film constructed from the stories of three WWII veterans fighting on the European front. As they recount their experiences through the prism of their 90-year old selves, they reveal the shocking reality of combat that still weighs heavy in their lives.

It is quite common to hear the children of veterans say, “he would never talk about the war.” What these three men left on the battlefield was much more profound than their innocence – to mentally survive the horror of combat they were forced to deeply suppress their emotions and develop a mask of stoicism – and only in their 90’s were they able to share the trauma of war they had buried for decades. Prior to this film they had never shared their experiences. We believe the film has the capacity to awaken veterans to an understanding that they are NOT alone with how the war impacted their lives, and in turn the lives of their families and communities they live in.

Developing a distribution and outreach strategy for this film starts with a strong understanding of our audience and goals. The most critical target audience for this film are those that have served in war, especially in hand-to-hand combat. War causes trauma in all that fight in them. According to the Department of Veteran Affairs, it is estimated 10% to 20% of veterans suffer from PTSD, depending on where and how they served. With this in mind, we anticipate strong interest in the film from the government agencies and non-profits tasked with serving veterans. Taken as a whole, this represents 15 to 20 million potential audience members in the U.S. alone. Successfully reaching our potential viewership through various distribution channels is the key to an audience engagement strategy to move viewers from awareness to action.

Our primary distribution goal is to use the film as a catalyst for discussion and education for those most effected by the trauma of war. We want to deliver impact through our visual storytelling to address many of the dynamics facing our veterans, their families, and the communities they live in as a result of the trauma of war. Our secondary goal is to reach sympathetic audiences to facilitate a better understanding of how combat in war can have a generational effect on the veterans along with many other frequently unrecognized impacts. Our third goal is to promote treatment opportunities veterans can utilize to address their trauma and PTSD.

Distribution Strategy

We start by developing partnerships with affinity organizations and government agencies that work with veterans. After identifying distribution options to reach target groups, we sequentially roll out distribution initiatives to maximize impact. We have already had multiple successful community screenings that were well attended with positive feedback. We will first focus on Veteran Affairs medical institutions and service organizations, plus libraries, churches, and other resource groups. From there we move to broadcast, typically PBS or cable. Then we leverage educational and consumer web platforms such as Kanopy and Tubi.

We intend to employ a multi-platform distribution plan designed for maximum audience reach and community impact. We have already started developing strategic partnerships with affinity non-profits and government organizations, including VA Hospitals, VA centers and veteran groups. In addition, we will tap into our own network, which includes a database of individuals at universities, non-profits, and other community organizations that are aware of the film and support it. This network will serve as the foundation for an outreach campaign, which we are confident will lead to raising awareness and generating citizen engagement to the challenges faced by veterans.

We intend to reach audiences through a targeted combination of email campaigns, social media, and press coverage to highlight ways to see the film on platforms of their choice - and then give viewers efficient access to more information to get involved with efforts designed to help veterans address their needs. Platform tools include a website, allowing for enhanced viewer engagement and inquiry, a community screening toolkit, and a targeted social media campaign to increase support for the project.

Distribution Channels

Film Festivals & Conferences

Since the film's premiere at the SF Public Library, we have screened the film at several venues with excellent feedback. We will now focus on Veteran film festivals, VA hospitals, veteran groups, and nonprofits serving veterans - with a focus on conferences addressing veteran PTSD and trauma. These screenings at festivals and conferences serve a critical role to build audience and galvanize viewers.

Community Screenings

As part of our commitment to grassroots change, a key component of our targeted distribution plan is partnering with community organizations to host special event screenings that double as forums for constructive, community dialogue. Our goal is to

motivate people in the shared viewing environment of a film followed by a panel discussion to address the trauma of war. We believe it is critical to scale this approach to a wider audience given the significant needs veterans have right now.

Education Outreach

We will identify and partner with an educational distributor, and reach out to libraries, VA hospitals, and even colleges and universities throughout the country with Veteran Affairs affiliations. Screenings in veteran organizations of all types can raise awareness of veteran needs. We will work out a Video on Demand strategy to make the film easily available via web platforms for those that want to see it. We are also developing an educators' guide for the film.

Broadcast

After we have leveraged our other channels, we will focus on broadcasting the film on PBS. We have a long history of broadcasting our films on PBS. With strategic outreach and publicity, it can have a strong impact in terms of raising public awareness. We intend to work closely with National Educational Television Association.

We have several options for PBS broadcast:

- Upload the film ourselves on NETA and contact PBS stations directly to air it. This is time-consuming but can be very effective with a limited budget.
- Partner with a PBS station and present the film to PBS national, where the stations do the outreach to the affiliates.
- Broadcast the film through a series such as *Independent Lens*. This gives the film a higher profile, but does not always guarantee long-term audience coverage.

As part of the PBS broadcast process we will attempt to secure an underwriter. Our initial plan is to approach well recognized companies in the medical and insurance sector. We will also approach veteran treatment organizations.

Consumer Video On-Demand

After broadcast, we will investigate possible consumer VoD sources. Currently we think our best digital partner will be Film Hub, which will likely take the film to place the film on other streaming platforms. These are important platforms to give viewers easy access at the consumer level, but should not be deployed until the other platforms have been initiated.

Evaluation – Assessing Goals and Impact

We will evaluate and assess our impact in reaching our goals through a variety of anecdotal and metric analysis. Anecdotal analysis will center on post-screening discussions to ensure that

project messages and goals are being identified and evaluated. We will also evaluate how many participants access our website to sponsor community screenings and seek information.

Analytic metrics will include:

- Number of screenings and size of audiences. Every community screening facilitator will be required to report back to us about size and discussion quality within the screenings.
- Web site traffic and click-throughs
- Number of views on educational and library media platforms
- Number of consumer DVD's sold
- Number of views on consumer media platforms
- Broadcast analytics including information regarding markets, market size, potential and actual viewers, demographics of viewers, and number of broadcasts

Taken as a whole, we can get a good idea of how many people have watched the film and then decided to take further action. Furthermore, this analysis process will provide an accurate picture both of successful impact initiatives and areas for improvement in terms of the project reaching audience and delivering results. Distribution is an iterative process, and we will be using our analytics to adjust real time strategies for impact. This impact analysis will be shared with our project funders and stakeholders in regular updates.

BUDGET

	Amount	Rate	Total Cost
MAN WITH A GUN			
DISTRIBUTION BUDGET			
*Producers' labor (months) part-time w/match	12	\$2,000.00	\$24,000.00
*Distribution Assistant (months) part-time w/match	6	\$1,000.00	\$6,000.00
Producers' travel estimate	1	\$7,500.00	\$7,500.00
*Festival submissions	15	\$75.00	\$1,125.00
*Web site design & build	1	\$1,500.00	\$1,500.00
*Community Screening/Press kit	1	\$1,500.00	\$1,500.00
*Designer	1	\$500.00	\$500.00
Archival Clearance for all rights in all media	1	\$5,000.00	\$5,000.00
DVD Authoring & Packaging	1	\$1,000.00	\$1,000.00
DVD duplication	1000	\$1.50	\$1,500.00
Broadcast Edit	1	\$3,000.00	\$3,000.00
Email lists	1	\$750.00	\$750.00
NETA fee	1	\$500.00	\$500.00
Legal	1	\$1,000.00	\$1,000.00
SUB-TOTAL			\$54,875.00
TOTAL			\$54,875.00
10% Administrative Fee (insurance, P&W)			\$5,487.50
GRAND TOTAL			\$60,362.50
* Match in place			
Funds raised as of 12/1/22			\$7,500.00
In-kind labor and facilities through 12/1/22			\$20,000.00
Total income as of 12/1/22			\$27,500.00
Balance for full funding			\$32,862.50
IMMEDIATE Distribution Launch Costs			
Assistant	4	\$1,000.00	\$4,000.00
Screening Kit	1	\$1,500.00	\$1,500.00
DVD production	1	\$2,500.00	\$2,500.00
Email lists	1	\$750.00	\$750.00
Total:			\$8,750.00
Screenings and Speaker anticipated income	1	\$20,000.00	\$20,000.00
Shortfall to raise assuming screening income			\$4,112.50