

THE GENIUS OF  
CARING



# INTRODUCTION

Welcome to the Impact Report for The Genius of Caring storyworld. In this report, we will review the various components of our storyworld and analyze the impact achieved through our outreach efforts and strategic partnerships.

## THE GENIUS OF CARING STORYWORLD

- The Genius of Marian - a feature documentary film
- A Marriage to Remember - short documentary feature for The New York Times' Op-Docs
- The Genius of Caring - an immersive, multi-platform web experience
- Outreach Campaign - a series of robust community engagement measures



# VISUAL TIMELINE



**2009**

**Summer of 2009**  
Pam Diagnosed with Alzheimer's

**Fall 2009**  
Production begins on The Genius of Marian



**2010**

**December 2010**  
First support (Catapult Film Fund)



**2011**

**Winter 2011**  
Tribeca Documentary Fund Award

**April 2011**  
Tribeca Industry meetings



**2012**

**May 2012**  
The GoodPitch, resulting in support from Fledgling Fund, Sundance Institute Documentary Film Program, Influence Film Foundation and POV

**June 2012**  
Sundance Edit Lab

**January 2013**  
Sound Mix at Skywalker Sound

**April 2013**  
The Genius of Caring (web interactive) selected for Sundance New Frontier Story Lab



**2013**

**April 2013**  
The Genius of Marian premieres at Tribeca Film Festival

**September 2013**  
Best Documentary Camden International Film Festival

**Autumn 2013**  
The Genius of Marian integrated into Columbia University Medical College neurology curriculum

**March 2014**  
Gilbert award, ASA Conference

**March 2014**  
feature article, Newsweek



**2014**

**August 2014**  
A Marriage to Remember released on New York Times OpDoc

**September 2014**  
The Genius of Caring website launched in tandem with The Genius of Marian broadcast on POV

**Autumn 2014**  
International Netflix release



**2015**

**February 2015**  
The Genius of Marian screened on Capitol Hill [geniusofcaring.com/posts/genius-marian-capitol-hill](http://geniusofcaring.com/posts/genius-marian-capitol-hill)

**March 2015**  
The Genius of Marian presented at American Association of Geriatric Psychiatry plenary session

**October 2015**  
The Genius of Marian released on iTunes, Amazon and Vudu



**2016**

**March 2016**  
The Genius of Marian released on Netflix International

# THE GENIUS OF MARIAN

*A feature documentary film*

The Genius of Marian premiered at the 2013 Tribeca Film Festival. It travelled the world and gathered numerous awards along the way. The film was broadcast on PBS's POV in September 2014, and secured international and educational distribution with ro\*co Films.

# THE GENIUS OF MARIAN ON PBS

The Genius of Marian had its national broadcast premiere on Monday, Sept. 8, 2014 at 10 p.m. on PBS's POV (Point of View) documentary series. Below is a summary of the overall views, community screenings and geographic reach related to this significant milestone.



# 1,118,000+

tuned in to the PBS broadcast\*

## 105,055+

online page views

## 17,455+

trailer starts

## 27

screenings

## 25

cities

## 14

states

## 1,344+

 estimated attendees

The estimated number of viewers that watched the show was 565,000. The number of households that tuned in to at least 6 minutes of the broadcast was 999,000.

\*1,118,000 refers to the estimated cumulative audience (# of viewers) for the broadcast premiere. The number of households that tuned in to at least 6 minutes of the broadcast was 999,000.

“It’s remarkable film,  
not only for the obvious  
affection with which it  
was made, but as art.”

- *Indiewire Magazine,*  
*April 2013*

## AWARDS



## FESTIVAL SCREENINGS



“Prepare for a touching  
accomplishment in  
documentary cinema.

THE GENIUS OF  
MARIAN is delicately  
moving, an important  
film for anyone  
experiencing or afflicted  
by Alzheimer’s disease.”

- *The Examiner (Boston),*  
*April 2013*



# EDUCATIONAL AND PROFESSIONAL SCREENINGS

In addition to over 250 community screenings, the film had one particularly high-impact event on our tour this past January, when *The Genius of Marian* screened for lawmakers on Capitol Hill. The team also worked with Dr. Laurel Coleman from the National Alzheimer's Advisory Council and Marla Berg-Weger Executive Director of the Gateway Geriatric Education Center at Saint Louis University to have the film CME accredited in multiple disciplines including physicians, nurses, psychologists, social workers and physical therapists.

- The *Genius of Marian* screened on Capitol Hill presented by senator Debbie Stabenow and the National Alzheimer's Advisory Council
- The *Genius of Marian* presented at American Society on Aging Annual Meetings
- The *Genius of Marian* presented at the American Association of Geriatric Psychiatry
- The *Genius of Marian* presented at the Council on Social Work Education (CSWE)

**The *Genius of Marian* presented at dozens of med schools around the country and clips from film used in classrooms:**

- Harvard University
- Columbia University
- Stanford University
- UCSF
- Yale University

“This is the most profound teaching exercise in which I have participated in my teaching career. I hope we can make this an annual event.”

*- Dr. William Pendlebury MD. Medical Director, Memory Center Neurologist and Pathologist Professor, University of Vermont College*





# **A MARRIAGE TO REMEMBER**

*A Documentary short for The NYT Op-Docs*



## KEY MOMENTS

In this short documentary created for the New York Times Op-Docs series, Banker White explores how Alzheimer's disease has revealed the strength of his parents' marriage.

Filmed over 5 years, A Marriage to Remember follows his mother Pam's decline and the challenges his father Ed faces transitioning from primary partner to primary caregiver. Interviews between father and son become opportunities to reflect and grieve and while also helping them connect through the most precious gift of all: *our memories*.

### IMPACT OUTCOMES

- Viewed over 1 million times on Vimeo and Youtube
- Featured on Vimeo as 'Staff Pick'
- 4th most popular documentary on NYT Op-Docs for 2014: [www.nytimes.com/video/op-docs-most-popular-of-2014](http://www.nytimes.com/video/op-docs-most-popular-of-2014)
- Top shared story on NYT during week of release
- Winner, 'My Hero' Best Documentary Short, November 21, 2015

# 1,000,000,000+

Views on

**vimeo** & **You Tube**



Featured Vimeo Staff Pick



## 4<sup>TH</sup>

Most Popular Documentary  
on New York Times Op-Docs

&




Top shared story during the release week



**1<sup>st</sup> PLACE**  
**MY HERO**  
INTERNATIONAL FILM FESTIVAL  
**2015**





# THE GENIUS OF CARING

[PLAY TRAILER](#)

In collaboration with several strategic partners, we launched a robust community engagement campaign and public art project called *The Genius of Caring*. This immersive, multi-platform experience was launched after the release of *The Genius of Marian*, with the purpose of assembling a supportive community of people whose lives have been touched by Alzheimer's and other caregiving-intensive diseases.

**The Genius of Caring, launched officially in fall of 2014:**

- An interactive website
- Monthly social media conversations
- Email newsletters
- Monthly blogs, videos and social content

The Genius of Caring has received support from the National Endowment for the Arts, Family Caregiver Alliance, private donors and was selected to participate in the Sundance Institute New Frontier Story Lab.

VERY POWERFUL

THE TRAILER IS WONDERFUL

# THE GENIUS OF MARIAN

BANKER WHITE  
ANNA FITCH

PRODUCER

DIRECTOR

HOW DO YOU TALK ABOUT THE RELATIONSHIP?

WHO'S VOICES CAN AMPLIFY THE MESSAGE OF THE FILM?

NOW IT IS  
**4**  
GENERATIONS

FOCUSED ON THE PERSONAL

- LEARNING FROM AND SURVIVING DEALING WITH ALZHEIMERS
- HEALING POWER OF CREATIVITY

## KEY-IDEAS

THE STIGMA OF ALZHEIMERS

HIGHLIGHT THE ROLE OF FEAR

HOW CAN THE FILM BREAK IT DOWN?

NOW, ARTICULATE WHAT YOU ARE GOING TO DO WITH THE FILM

BE SPECIFIC!

DON'T BE SHY ABOUT ASKING

"HUB FOR COMMUNITY ENGAGEMENT"

USE STATISTICS?

POLICY

CONNECTIONS

EXISTING PROGRAMS



## USER EXPERIENCE

The web experience begins with a short, chaptered web documentary focused specifically on the experience of the caretaker. In between chapters, the user is asked a series of questions to help connect the documentary with their own experience. Upon completion of the series, the user is invited to continue to create their own story by adding pictures and answering a few more questions.

26% of viewers who watched the short web documentary continued to create their own story, which involves contributing personal photographs and answering deep personal questions about their caregiving experience. This percentage greatly exceeds the benchmark goal (19%) suggested in Forrester Research's Social Technographics Report '[Ladder of Engagement](#)' for this specific demographic.

26% Vs 19%

of viewers created  
their own story

(Forrester Research's Social  
Technographics Report  
average benchmark)

55%

said that reading about the experiences  
of others on the Genius of Caring  
website made them feel less isolated.\*

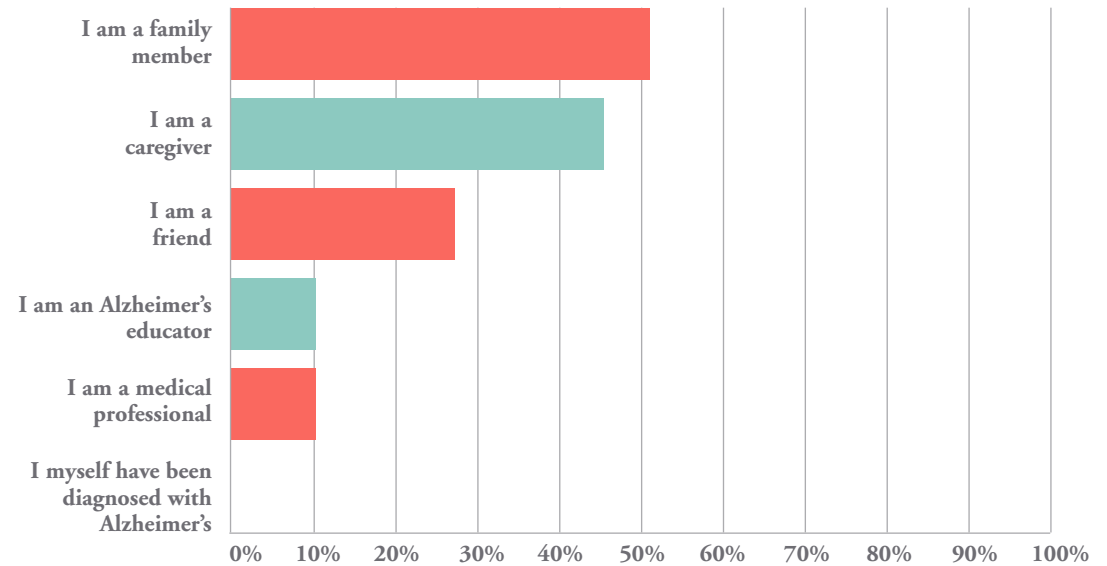
\*Based on survey deployed in fall of 2015; 66 total respondents.

# DEMOGRAPHICS

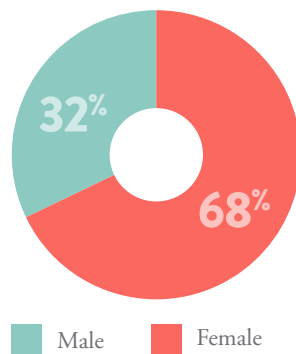
Results of audience testing we conducted at the Tribeca Film Festival in 2013 revealed that caregivers felt isolated and were looking for community support. We then identified our targeted audience as caregivers in the USA, age 45-65.

Audience analytics reveals that this age group composes the majority of site traffic and indicates that The Genius of Caring is reaching its target demographic.

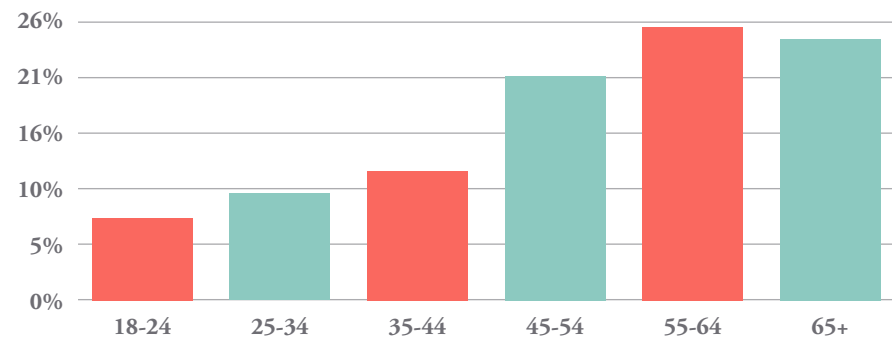
## WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH ALZHEIMER'S (CHOOSE ALL THAT APPLY)



## DEMOGRAPHICS BY GENDER



## DEMOGRAPHICS BY AGE



# THE GENIUS OF CARING OUTREACH CAMPAIGN

An outreach strategy was created to support the Genius of Caring web experience. Monthly “Conversations” were developed, each one based on a particular theme tied to the questions in the documentary. We analyzed the impact of each conversation using ‘Average Time on Page’ as a key metric, which we felt was the truest indicator of interaction.

- 425 visitors on average driven to each Conversation from social media
- Over 1/3 of the above group shared content across their network
- 82 new signups per conversation, on average
- Facebook has proven to be a high-quality traffic source, resulting in more goal completions than any other channel

*(Data obtained from Google Analytics)*

The most successful Conversation to date was ‘Family’, with an average of 3:31 minutes spent on the page.

These Conversations are deployed across several social media platforms through a combination of social posting and native advertising, inviting thoughts from respondents and connecting them to helpful resources and insightful blog posts from:

- Medical experts
- Alzheimer’s advocates
- Subject thought-leaders
- Experienced caregivers

A social media strategist continues to spread the message, while fresh new creative content is posted regularly.

# 425

visitors on average driven by social media to each Conversation

# 1/3

of this average shared content across their own network

# 82

new signups per Conversation



Facebook has proven to be the highest traffic source





## KEY PARTNERS & RELATIONSHIPS

Below are some of the agencies, nonprofits and other organizations who have contributed to the outreach of The Genius of Caring:

**USA against Alzheimer's** Referred family caregivers to set up profiles and potential portraits.

**Interfaith Care Partners** Referred family caregivers to set up profiles and potential portraits.

**Alzheimer's Association** Massachusetts/New Hampshire, Northern California and Northern Nevada Chapters - referred family caregivers to set up profiles and potential portraits.

**Sutter Health** Ray Dolby Brain Health Center - referred family caregivers to set up profiles and potential portraits.

**LEAD Coalition** Referred and introduced potential partner organizations.

**Family Caregiver Alliance** Referred family caregivers to set up profiles and potential portraits.

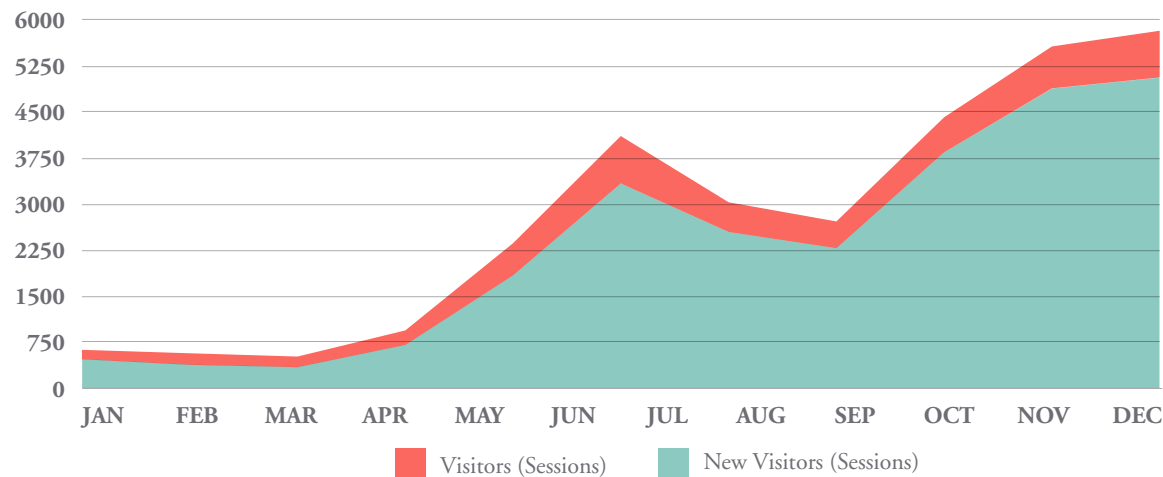


# IMPACT ANALYSIS

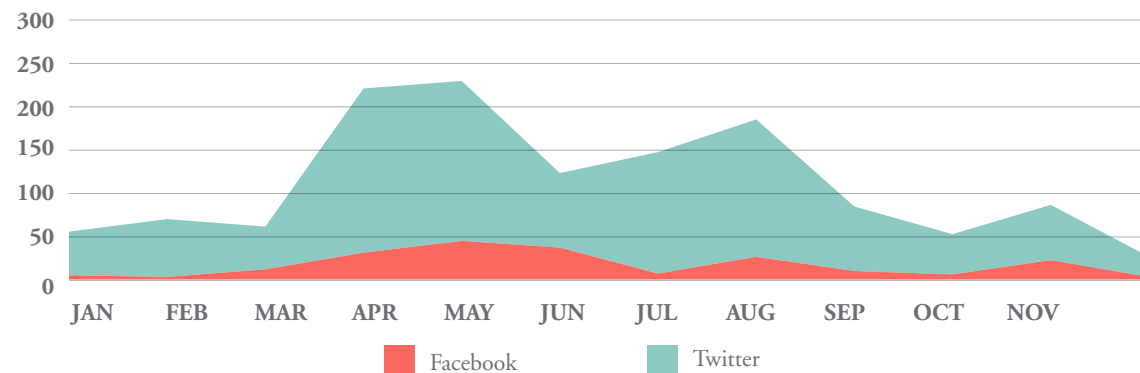
Through the use of analytics, testimonial gathering, two audience surveys and additional outreach research, we are able to track the growth that was achieved through our strategic efforts. This section contains some key data findings that indicate consistent growth and encouraging feedback around how people are interacting with our content.

Site traffic volume has increased by 10x over the past 11 months.

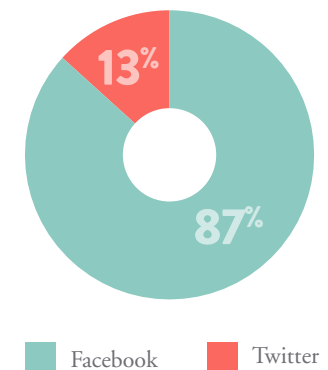
## MONTHLY VISITS 2015

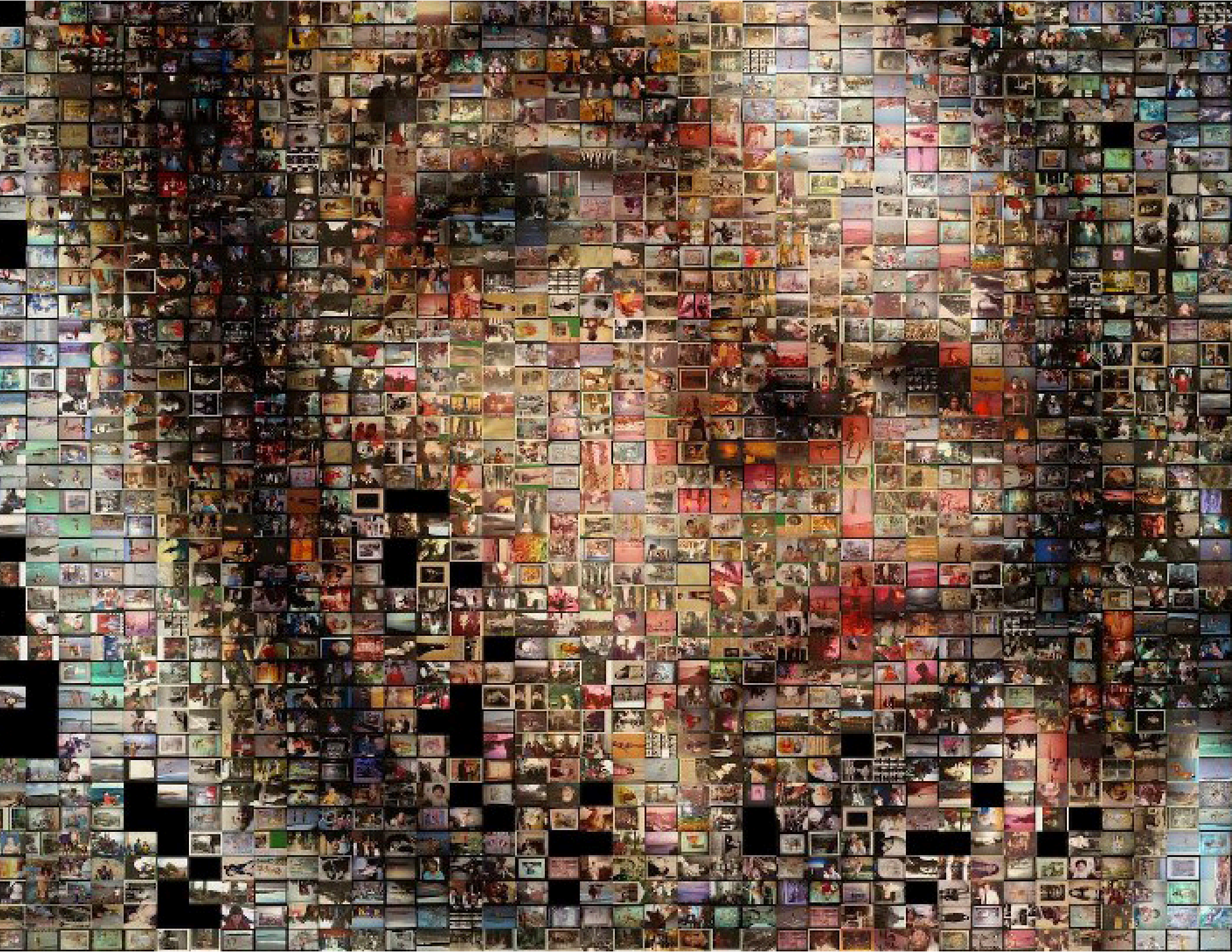


## MONTHLY VISITS (FACEBOOK AND TWITTER)



## TOTAL SOCIAL VISITS 2015







# IMPACT SURVEY RESULTS

We deployed two online surveys geared at two distinct groups: visitors to The Genius of Caring and those who hosted community screenings of The Genius of Marian. The purpose of the first survey was to discover how website content was explored, if it was shared or not, how relevant it was, and what types of content were the most resonant. The host survey measured things like attendance at film screenings, panel events and themes that emerged during discussion.

We are particularly impressed with the number of respondents who indicated that they have shared, or plan to share, their Story.

## SURVEY HIGHLIGHTS

Over half of respondents shared content from The Genius of Caring online  
67% of respondents said The Genius of Caring gave them more insight into Alzheimer's  
51% said the content on The Genius of Caring was relevant to their personal situation  
70% have shared or plan to share their story on GoC  
56% said they would like to see more Video Portraits like Pam & Ed's story

"I continue to refer people to the film and site; keep up the good work!" - *Survey Participant*

# 70%

shared or plan to share their story

# 67%

gained more insight on Alzheimer's

# 51%

found content relevant to their own personal situation

# 51%

shared Genius of Caring content online

# 56%

want to see more Video Portraits

## IMPACT GOALS FOR 2016

Our goal for the upcoming year remains the same - to grow our Genius of Caring community. As our community grows, we are able to connect with more caregivers, share more stories, and continue to foster an arena of reflection, discussion and support.

# 200

new stories in the Care Gallery

# 4

new video portraits

# 2000

new email subscribers

## COMMUNITY WORKSHOPS

## TRANSLATE

The Genius of Caring into Spanish



[info@GeniusOfMarian.com](mailto:info@GeniusOfMarian.com) | [WeOwnTV.org](http://WeOwnTV.org) | [Genius OfCaring.com](http://GeniusOfCaring.com)

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