

THE GENIUS OF
CARING

CAMPAIGN ELEMENTS

The Genius of Caring is a multi-platform project comprised of:

- 1** *The Genius of Marian*: an award-winning feature-length documentary film directed by Banker White and Anna Fitch. The film follows Pam White in the early stages of Alzheimer's disease as her son, the filmmaker, documents her struggle to retain a sense of self. The film is an intimate family portrait that explores the heartbreak of Alzheimer's disease, the power of art and the meaning of family.
- 2** *A Marriage to Remember*: a short film produced for The New York Times' OpDocs series about how Alzheimer's revealed the strength of the marriage between Pam White and her husband, Ed.
- 3** *GeniusOfCaring.com*: an immersive story-sharing initiative, public art project, and online community created to engage caregivers and those impacted by Alzheimer's and other caregiving-intensive diseases.
- 4** *The Genius of Caring Community Engagement Campaign*: a series of community film screenings, educational initiatives, and partner-centered special events using *The Genius of Marian* as a centerpiece to engage communities in conversation about and increased understanding of Alzheimer's disease and caregiving.



PROJECT GOALS

The strategic goals for *The Genius of Caring* are to:

- Catalyze meaningful conversations about Alzheimer's and aging within families, caregiving teams, medical communities, and the general public
- Promote a deepened understanding of Alzheimer's through arts and storytelling
- Connect caregivers with each other through immersive story-sharing
- Empower people to care more effectively for their loved ones

VISUAL TIMELINE



Fall 2009
Production begins on The Genius of Marian



December 2010
First support (Catapult Film Fund)



Winter 2011
Tribeca Documentary Fund Award

April 2011
Tribeca Industry meetings



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



April 2013
The Genius of Marian premieres at Tribeca Film Festival

September 2013
Best Documentary Award Camden International Film Festival

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

March 2014
Gilbert Legacy Award, American Society on Aging Conference

March 2014
feature article, Newsweek



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
The Genius of Marian released on Netflix (International)



February 2015
The Genius of Marian screened on 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



March 2016
The Genius of Marian released on Netflix USA & Canada



THE GENIUS OF MARIAN

A feature documentary film

The Genius of Marian premiered at the 2013 Tribeca Film Festival. It traveled 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 TELEVISION & VOD

The Genius of Marian had its North American broadcast premiere on Sept. 8, 2014 on PBS' POV documentary series. The film was also broadcast internationally and released digitally in more than 100 countries.

1,118,000+

tuned in to the PBS/POV broadcast*

105,055+

online page views

17,455+

trailer starts

Released internationally in more than

100+

countries



*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*

AWARDS



FESTIVAL SCREENINGS

“An affecting, lyrical documentary... More than just a personal memoir, the film aspires to poetry.”

- *Peter Keough, The Boston Globe*



A man in a navy officer's uniform and a woman in a light green dress stand outdoors in front of a green hedge. A hand in the foreground holds a framed photograph of the same couple, slightly out of focus. The man is wearing a white officer's cap with a gold emblem and a dark jacket with gold stripes on the sleeve. The woman is wearing a light green, sleeveless dress and a pearl necklace. The background consists of a dense green hedge and a tree trunk.

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: *their 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
- 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



4TH

Most Popular Documentary
on New York Times Op-Docs

&



Top shared story during the release week



1st PLACE
MY HERO
INTERNATIONAL FILM FESTIVAL
2015

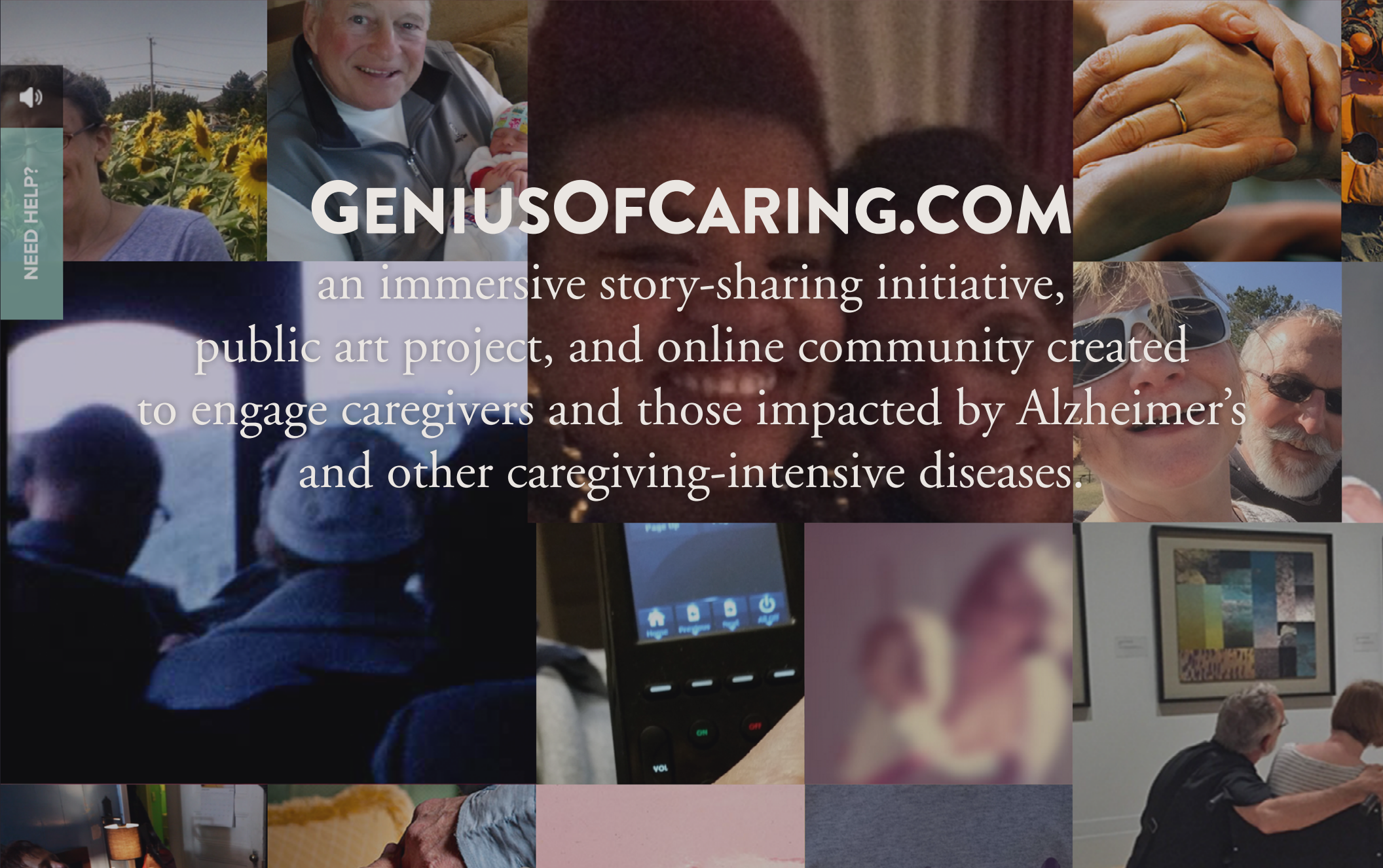


FILTER: VIEW ALL STORIES

NEED HELP?

GENIUSOFCARING.COM

an immersive story-sharing initiative,
public art project, and online community created
to engage caregivers and those impacted by Alzheimer's
and other caregiving-intensive diseases.





GENIUSOFCARING.COM

In 2014, in conjunction with the national broadcast of *The Genius of Marian*, we launched *GeniusOfCaring.com*, a story-sharing community and public art project. This innovative web-based project was designed to engage people whose lives have been touched by Alzheimer's and other caregiving-intensive diseases and provide them an opportunity to connect with one another.

“The Genius of Caring website is more than educational information, it is a testament to what makes us human.”

- Laurel Coleman MD, geriatric physician, Maine Medical Center

GENIUSOFCARING.COM ENGAGES CAREGIVING COMMUNITIES THROUGH:

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

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

www.GeniusOfCaring.com

USER EXPERIENCE

The online experience at *GeniusOfCaring.com* begins with a series of short chaptered web documentaries profiling a diverse selection of caregivers. In between chapters, the user is asked questions relating the documentaries to their own experience. At the end of the series, the user is invited to contribute their own story by adding pictures and answering additional questions about their caregiving experience.

26% of viewers who watched the web documentaries continued on to create their own story. 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 *GeniusOfCaring.com* made them feel less isolated.*

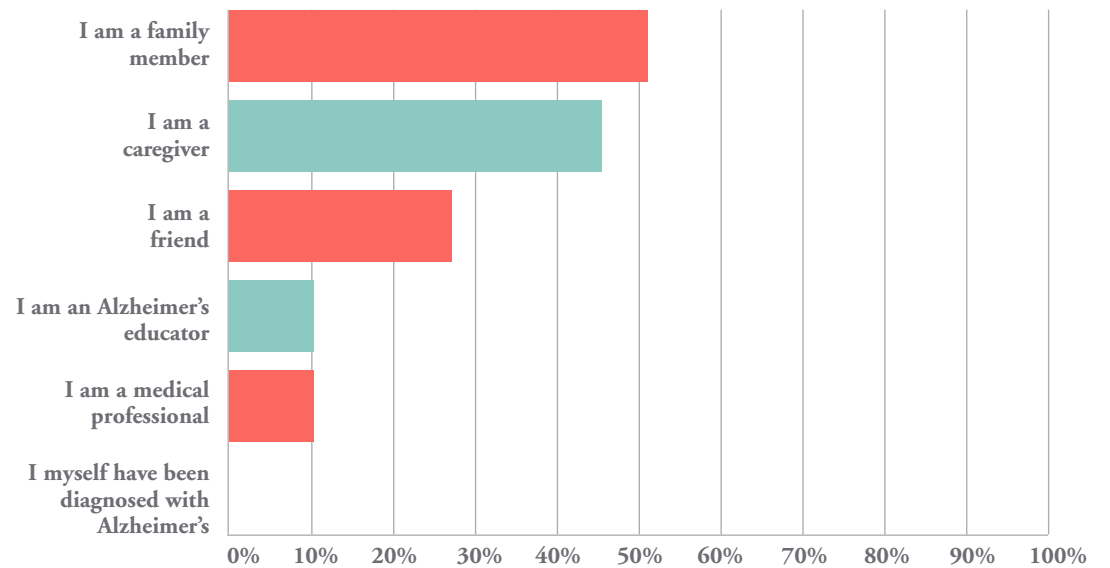
*Based on survey deployed in fall of 2015; 66 total respondents.

DEMOGRAPHICS

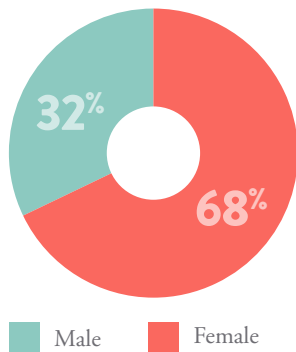
Results of audience testing conducted at the Tribeca Film Festival in 2013 revealed that caregivers felt isolated and were looking for community support. As a result, we identified one of our primary audiences as family caregivers in the USA, ages 45-65.

Audience analytics reveals that this age group composes the majority of site traffic and indicates that *GeniusOfCaring.com* is reaching its target demographic.

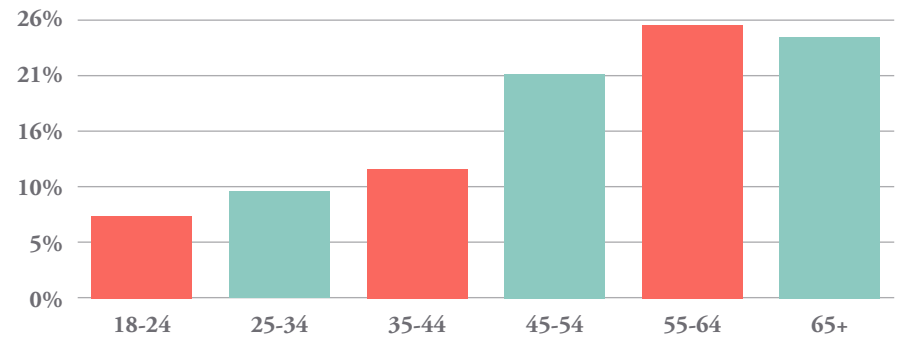
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH ALZHEIMER'S (CHOOSE ALL THAT APPLY)*



DEMOGRAPHICS BY GENDER*



DEMOGRAPHICS BY AGE*



*Based on responses to demographic questions in the *GeniusOfCaring.com* interactive website.

THE GENIUS OF CARING OUTREACH CAMPAIGN

To support the user experience for *GeniusOfCaring.com*, we launched monthly *Conversations*, each one based on a theme explored in the site's short films. 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.

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 exclusive blog posts from:

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

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



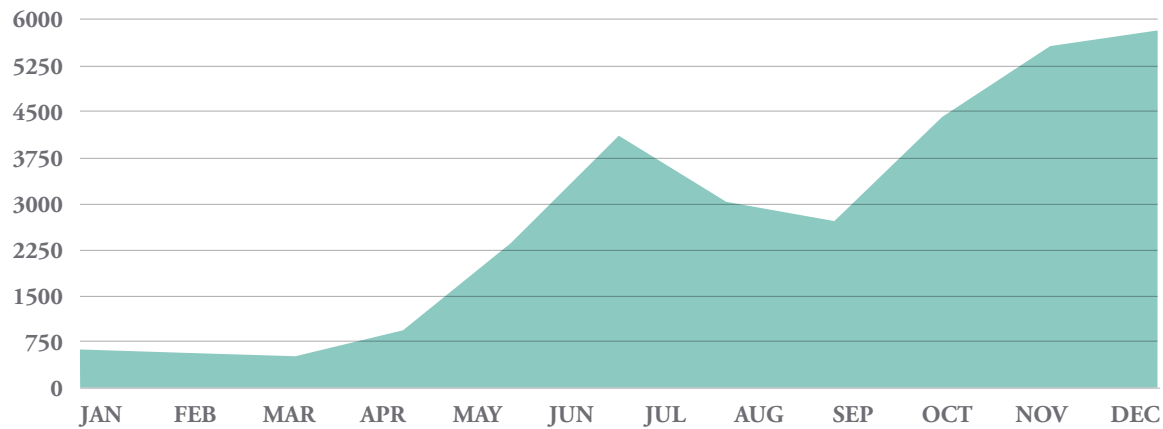
Facebook has proven to be the highest traffic source

IMPACT ANALYSIS

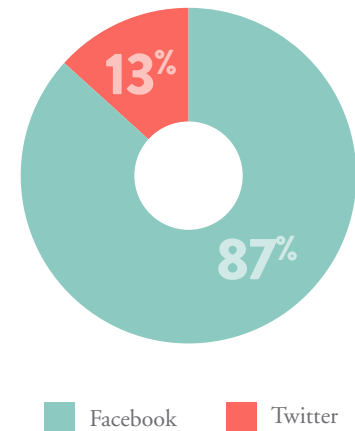
Through the use of analytics, testimonial gathering, two audience surveys and additional outreach research, we are able to track the growth achieved through our strategic efforts. This section contains key data findings that indicate consistent growth in visitor engagement.

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

MONTHLY WEBSITE VISITORS 2015



WHERE OUR SOCIAL MEDIA VISITORS COME FROM 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 attendance at film screenings, panel events and themes that emerged during discussion.

One notable result of the survey was the high number of respondents who indicated that they have shared, or plan to share, their own story through The Genius of Caring website.

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
- 70% have shared or plan to share their story on Genius of Caring

“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%

shared Genius of Caring
content from our site
with their friends



THE GENIUS OF CARING COMMUNITY ENGAGEMENT CAMPAIGN



COMMUNITY SCREENINGS

The Genius of Marian has reached broad audiences since its premiere in 2013. In the past three years the film has screened more than 250 times in 25 states reaching approximately 10,000 people.

“The Genius of Marian is by far the most meaningful representation of a family’s experience with this disease that I’ve seen (and I’ve seen a few). Its value as a conversation-starter for families and caregivers cannot be overstated.”

- Susan Rowlett, Manager of Care Consultation & Clinical Education Alzheimer's Association, MA/NH Chapter

HIGHLIGHTS INCLUDE:

- Capitol Hill screening presented by senator Debbie Stabenow and the National Alzheimer’s Advisory Council
- American Society on Aging annual meeting
- Screening series with regional chapters of the Alzheimer's Association
- Centerpiece film for the Aging in Maine statewide screening tour



EDUCATIONAL INITIATIVES

The Genius of Marian has been used as part of several educational initiatives in colleges and universities, medical schools, conferences, and as a tool for continuing education for medical and caregiving professionals.

“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*

HIGHLIGHTS INCLUDE:

- Incorporated into the neurology curriculum at Columbia University Medical School
- Used together with associated curricula at more than 60 colleges and universities across the country
- Gained CME (continuing medical education) accreditation for physicians, nurses, psychologists, social workers, and physical therapists
- Official selection of the Council on Social Work Education (CSWE) 2014 Film Festival

KEY PARTNERS & RELATIONSHIPS

The Genius of Caring has been made possible by the generous support of our funders and community partners. These organizations have helped us produce impactful media, reach audiences, and engage a network of people impacted by caregiving-intensive diseases.

FUNDERS



PARTNERS





WeOwnTV.org | GeniusOfCaring.com | GeniusOfMarian.com | info@GeniusOfMarian.com

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