

# 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

A close-up, slightly out-of-focus photograph of a person's face, focusing on the eyes and nose. The person has light-colored eyes and is looking directly at the camera with a thoughtful or contemplative expression. The skin is fair, and the lighting is soft, creating a warm and intimate atmosphere.

# 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



PBS



RIALTO  
CHANNEL



NETFLIX

vimeo

amazon



Google Play

VUDU

\*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 dark navy officer's uniform with a white cap and gold stripes on his sleeve stands next to a woman in a light green dress. They are outdoors in front of a green hedge. In the foreground, a hand holds a white-bordered photograph of the same couple in similar attire, slightly out of focus.

# 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](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**





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](http://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.\*

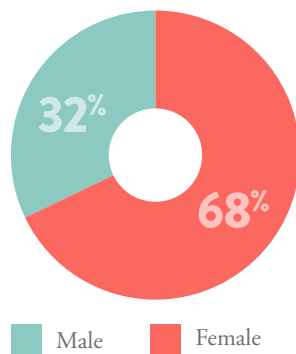
\*Based on survey deployed in fall of 2015; 66 total respondents.

# 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.

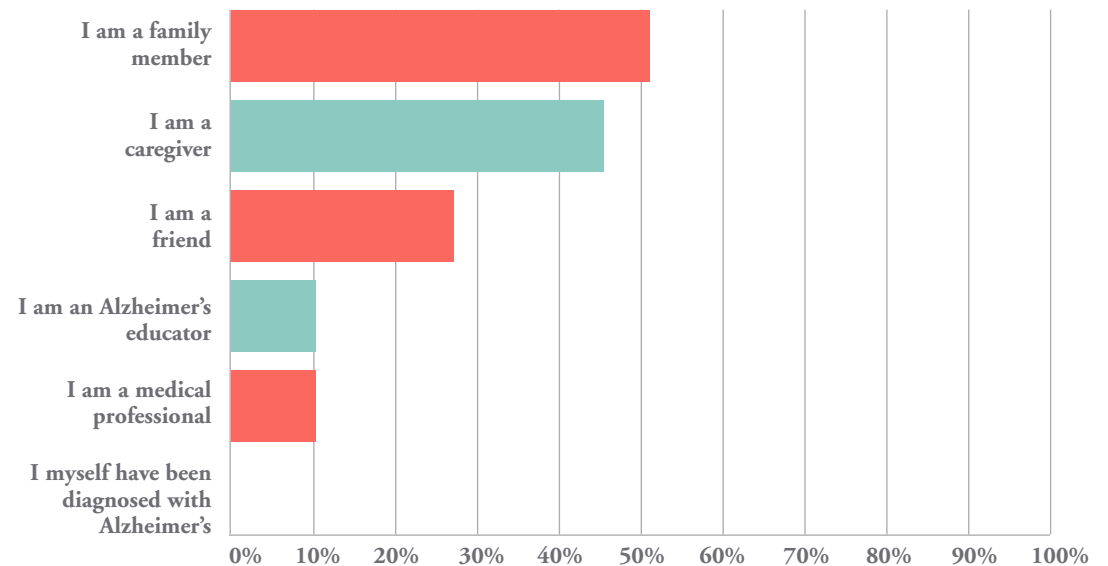
Audience analytics reveals that this age group composes the majority of site traffic and indicates that *GeniusOfCaring.com* is reaching its target demographic.

DEMOGRAPHICS BY GENDER\*

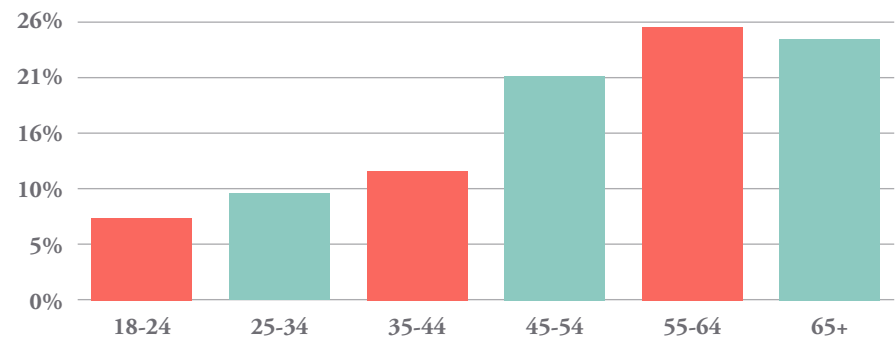


\*Based on responses to demographic questions in the *GeniusOfCaring.com* interactive website.

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



DEMOGRAPHICS BY AGE\*



# 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



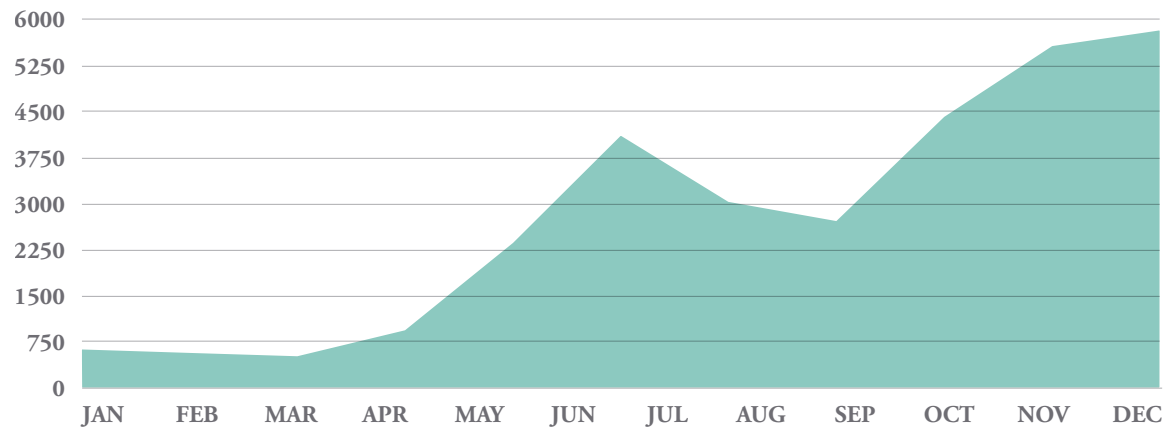
Facebook has proven to be the highest traffic source

# IMPACT ANALYSIS

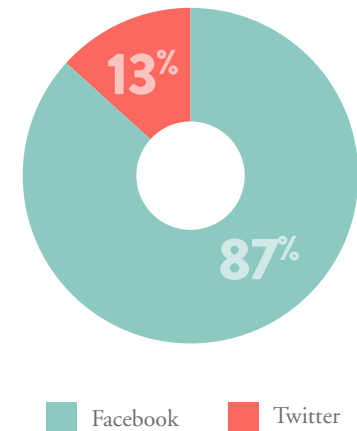
Through the use of analytics, testimonial gathering, two audience surveys and additional outreach research, we are able to track the growth achieved through our strategic efforts. This section contains key data findings that indicate consistent growth in visitor engagement.

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



+impactpartners



**Creative Capital**

SAN FRANCISCO  
**FILM SOCIETY**



**INFLUENCE**  
FILM FOUNDATION

CENTER FOR INDEPENDENT  
**DOCUMENTARY**



Dolby Family

Abigail Disney

## PARTNERS







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

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