



whatworks

MEDIA PROJECT

USING THE POWER OF STORYTELLING AND DATA-DRIVEN SOLUTIONS TO IMPACT POLICY AND CHANGE LIVES

WHAT

- Authentic, story-driven documentary shorts by award-winning filmmakers
- Strategic distribution to targeted audiences with ability to drive action
- Critical new tools to propel the evidence-based policy movement
- Insights into the mechanisms and principles of what's working that will function as a kind of "technical assistance"
- Stories to build the public's confidence in the ability of government and the social sector to solve problems

WHO

LEADERS IN GOVERNMENT AND SOCIAL SECTOR INNOVATION

- Results for America
- Sorenson Impact Center

LEADERS IN SOCIAL CHANGE MEDIA

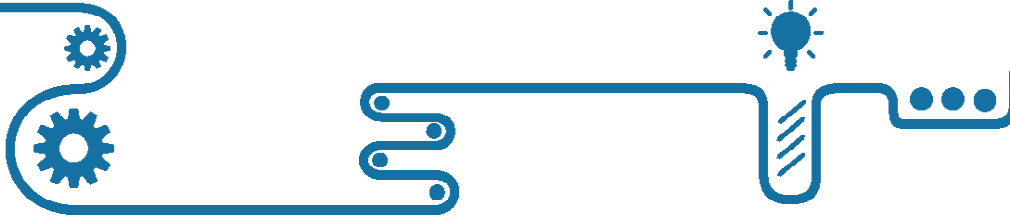
- Soledad O'Brien & Starfish Media Group
- Mikaela Beardsley
- Impact Partners

AWARD-WINNING FILMMAKERS

Interested filmmakers include Danny Alpert, Whitney Dow, Heidi Ewing and Rachel Grady, Keith Fulton and Lou Pepe, Liz Garbus, Kristi Jacobson, Ross Kauffman, Thomas Lennon, Eric Metzgar, Jehane Noujaim, Soledad O'Brien, Dawn Porter, and Jamie Redford

WHY NOW

- Social entrepreneurs, researchers and academics across the country have developed powerful solutions to many of our nation's great challenges facing young people, their families and communities.
- Explosion of available data and analytical tools has made evaluating success easier and less expensive than ever before.
- In a time of scarce resources, we need smarter investments in education and social services.
- A focus on solutions can help bridge the growing partisan divide.
- The current media landscape offers more opportunities than ever for storytelling to create social impact.



WHAT ARE THE STORIES WE WILL TELL?

The What Works Media Project (WWMP) films will capture the complex reality of social programs and demystify the use of data in policy. The films will not be hero stories celebrating the one extraordinary kid who overcomes adversity or slick PR videos that gloss over authentic experiences. The storytelling approach draws heavily from the learning and ideas of the Solutions Journalism Network, which works to legitimize and spread the practice of “rigorous and compelling reporting about responses to social problems.”

Through careful and artful observation, we will trace the experiences of program stakeholders and reveal “what’s working” to solve a range of social challenges. While putting a human face on issues, these films will equally capture the processes by which that program or model has been designed, implemented and measured. We will look at tools such as pay for success and performance management. The films are more “how” than “what,” and seek to distill the insights, mechanisms and principles of successful programs and models. The films will also tackle what’s missing to keep more people from benefitting from these programs and models, and show the broader context that investing in what works is not only possible, but happening every day in communities across America, and that through this approach, positive change is possible.

FOR MORE INFORMATION, PLEASE CONTACT:

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THE FIRST FOUR FILMS PRODUCED BY WWMP WILL ADDRESS:

- What’s Working in Early Childhood Education?
- What’s Working in Middle School?
- What’s Working in Workforce Development?
- The Maze of Causation: Experimentation, Evaluation and the Social Sector

The project’s Advisory Board includes Diana Barrett, President of The Fledgling Fund; Bonnie Benjamin Phariss, Media, Strategy and Social Impact Consultant; David Bornstein, *New York Times* Columnist and Co-Founder of Solutions Journalism Network; Ann Derry, founder, *New York Times* video; Michael Gerson, *The Washington Post* Op-Ed Columnist and former senior policy advisor to the George W. Bush administration; Kevin Madden, political commentator and former Senior Advisor to Mitt Romney; Susan Margolin, Co-Founder of New Video Group; Katherina Rosqueta, Executive Director of The Center for High Impact Philanthropy; and Cary Woods, film producer.

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whatworks
MEDIA PROJECT

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investing • policy • innovation



+**impactpartners**

 **RESULTS**
FOR AMERICA