A RECKONING IN BOSTON IMPACT REPORT

"AN ABSOLUTE MUST-SEE"
The Boston Globe



INTRODUCTION

In January of 2021, we designed and launched an ambitious creative distribution campaign for A RECKONING IN BOSTON, directed by James Rutenbeck, built around the filmmakers' goals and dreams for the film. James and his team had envisioned a series of dialogues addressing race and wealth disparities in urban America to inspire audiences to take action towards more equitable cities through activism, urban development, and inclusion practices across sectors.

Following several weeks of planning and strategic outreach, we engaged over 65 strategic partners nationwide and internationally, along with an audience of over 8,500 people who experienced the film and participated in honest talkbacks. Because of the pandemic, we managed a host of complex dynamics in an ever-changing landscape of virtual, in-person, and hybrid events. Our partners included academic institutions, arthouses, urban planners, developers and architects, government, advocacy groups, and the humanities community.

To support a growing tour, we helped curate the film's social media channels, advised on the festival circuit submissions and management, and handled press around the film's Boston premiere. Ultimately, the tour elevated the film's profile and visibility, while developing a network of individuals and organizations invested in using RECKONING as a tool for change both short and long term.

On Martin Luther King, Jr. Day 2022, the film aired on PBS Independent Lens. The premiere was a moment many of our partners had been looking forward to. Thus, over the course of several weeks, we worked to develop promotional materials, and leveraged campaign partners to create buzz and excitement.

This report presents a snapshot of the campaign's quantitative and qualitative accomplishments, over the course of ten months.

This is more than a documentary... Anyone who seeks to understand how opportunity and power are controlled in urban America, should see this film. Anyone who sees it, will witness human resilience that defies simple explanations and inspires faith in the possible.

- DR. MARGARET WILDER, EXECUTIVE DIRECTOR, URBAN AFFAIRS ASSOCIATION



IMPACT SUMMARY

10 MONTHS: JAN-NOVEMBER 2021



65+ SCREENING PARTNERS



8,500+ AUDIENCE REACH



\$100K REVENUE LICENSING & SPEAKING FEES



2 DOWNLOADABLE DISCUSSION GUIDES



28 STATES + CANADA, THE NETHERLANDS, AUSTRALIA



25 + MEDIA Engagements



Go see A Reckoning in Boston. Kafi Dixon is amazing and the film highlights why we need to think seriously about this mayoral candidate and city councillors and their stance on housing displacement and who has the right to space @reckoningdoc #sssp2021

- SAHER SELOD, SOCIETY FOR THE SOLUTION OF SOCIETAL PROBLEMS

Reckoning Doc is such a moving film for UUA symposium this year. Excellent choice @UUANews.

- DR. ANDREA L PIERCE

Watched it last night. Captivating. Honest, frustrating, sad. The effects of systemic racism, yet full of hope. Loved it.

-KATHY GILL



IMPACT TOUR STRATEGY

A RECKONING IN BOSTON impact tour took place in partnership with dozens of educational institutions, professional organizations, independent cinemas, and other venues. Partners ranged in size from large national groups reaching thousands to national or regional conferences and local associations. Each screening was followed by dialogues around film-related topics such as white privilege, housing, access to food and land, trauma, poverty, education, and health. We used Boston as an example of a wealthy, progressive city leaving its more vulnerable citizens behind -- a city unwilling to wrestle with its troubled history of racism and segregation. We focused on highlighting the collaborative nature of the film as a model for people to follow in their own lives and invited audiences to take action towards a more equitable society. Speakers included director James Rutenbeck, and producers and subjects Kafi Dixon and Carl Chandler.

TARGET AUDIENCE

- >>> Communities affected by structural racism and biased policies.
- Mallies working on racial and economic justice.
- >>> Professionals and students

ACADEMIC REACH

Diversity & Equity
Sociology
Humanities Centers
Africana Studies
Film Studies
Urban Planning
Architecture
Women & Gender Studies

SAMPLE SOCIAL MEDIA REACH THROUGH PARTNERS

RACE FORWARD
45.6K Twitter Followers

AMERICAN SOCIETY OF LANDSCAPE ARCHITECS
66.4K Twitter Followers

MASSACHUSETS TEACHERS' ASSOCIATION
17.7 Twitter Followers

CHAUTAUQUA INSTITUTION
10.5K Instagram Followers

I just viewed this film, and I have to say I am kind of blown away by it. I'm teaching a course on democracy and liberal education next semester – a senior seminar. I'm just beginning to figure out what I want to do, but I almost certainly would like to include this film in the class, and perhaps have the filmmaker visit and talk about it.

BOB TAYLOR,
PROFESSOR OF
POLITICAL SCIENCE,
UNIVERSITY OF
VERMONT



The Cabot Theatre, Beverly, Mass. In-person screening.



Utah Humanities in partnership with Weber State College and Westmister College. Virtual screening.

JANUARY-FEBRUARY 2021 PARTNERS

01 02 03 04

CLEMENTE
COURSE IN THE
HUMANITIES
(National)

4:34 PM · Feb 17, 2021 · Twitter for iPhone

TUFTS UNIVERSITY (Medford, Mass.) CORNELL
UNIVERSITY CRP
COLLOQUIUM
(Ithaca, New York)

PACIFIC
SOCIOLOGICAL
ASSOCIATION ANNUAL
CONFERENCE (National)





Kafi when you mentioned the complexity, that is something I so appreciated - from the Clemente perspective, we get to see the power of the classroom a lot in the film, but also the limits of what Clemente can do - "knowledge is power, but so is property" - it's so true - I'm also keeping Carl's words "kindness, generosity, humility" close to my heart - Congratulations on this remarkable work!

- AMELIA PACE-BORAH

... this has been wonderful. I saw the rough cut a few years ago and its power remained with me. The final version is stunning, powerful and more relevant and important than ever. -- thank you.

- EVAN CARTON

The film struck an impressive and difficult balance between affirmation of the power of the humanities and searing critique of the constraints on that power.

Thanks largely to its engagement with and representation of Kafi's world and work outside of Clemente, this film did a terrific job of showing structural racism, which is something that is much more often represented statistically and narratively than visually and experientially. That's hard. Kudos!

MARCH, APRIL & MAY PARTNERS



CONGREGATIONAL

CHURCH OF PALO

ALTO (California)



SOCIETY OF

LANDSCAPE

ARCHITECTS

(National)

Honored to lead @NationalASLA's collab. w/ Lost Nation Pictures, LTD, Twin Seas Media, & the award-winning producer, James Rutenbeck on our private screening of the award-winning film A Reckoning in Boston on 5/20/21 6pm ET #Landscapearchitects this is 4 u watch.showandtell.film/watch/asla

INTERFAITH

ORGANIZATION

(Boston, Mass.)



presents a virtual screening of

A RECKONING IN BOSTON

JUNE, JULY & AUGUST PARTNERS

05 01 03 04 **EVERYDAY NEWCITIES** CHAUTAUQUA **RACE FORWARD AMERICAN** UNIVERSITY SCHOOL DEMOCRACY (Canada) INSTITUTION (National) (National) OF EDUCATION (Chautauqua, New (Washington, DC) York)

06 09 07 80 CITIZENS' HOUSING STATE THE SOCIETY FOR WOMEN OF COLOR **MASSACHUSETTS** THE STUDY OF AND PLANNING **HUMANITIES** CONFERENCE **TEACHERS ASSOCIATION COUNCILS OF SOCIAL PROBLEMS** (Boston, Mass.) ASSOCIATION'S (Mass.) DELAWARE, ANNUAL MEETING SUMMER PENNSYLVANIA CONFERENCE (National) AND MARYLAND

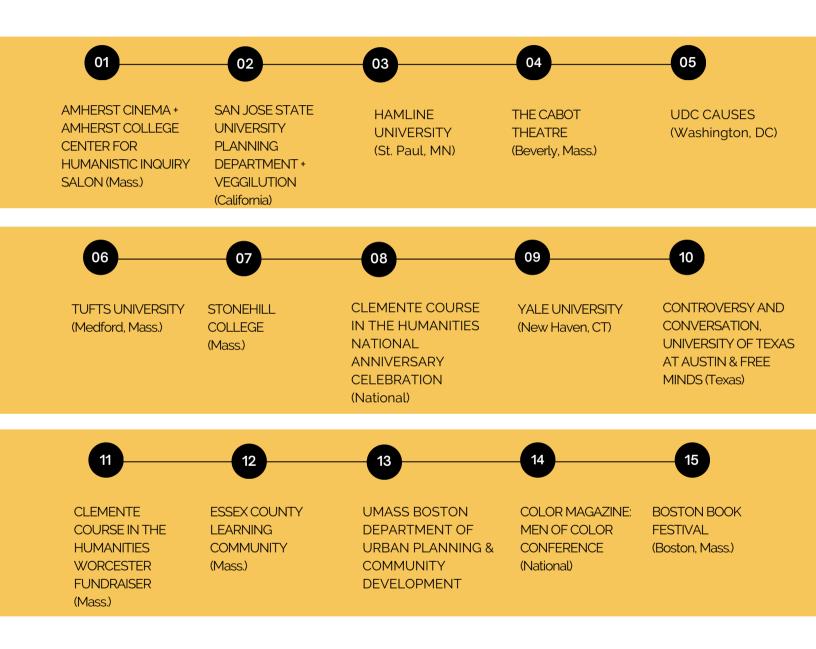
NATIONAL FILM & MARTHA'S THE STRAND SOUND ARCHIVE VINEYARD THEATRE OF AUSTRALIA FILM CENTER (Rockland, Maine) (Canberra, Australia) (Mass.)

A Reckoning in Boston is a powerful film that lays bare the transformative force of the humanities in our lives in these turbulent and troubling times.

CORNEL WEST,
PROFESSOR OF PHILOSOPHY AND
CHRISTIAN PRACTICE AT UNION
THEOLOGICAL SEMINARY



SEPTEMBER & OCTOBER PARTNERS

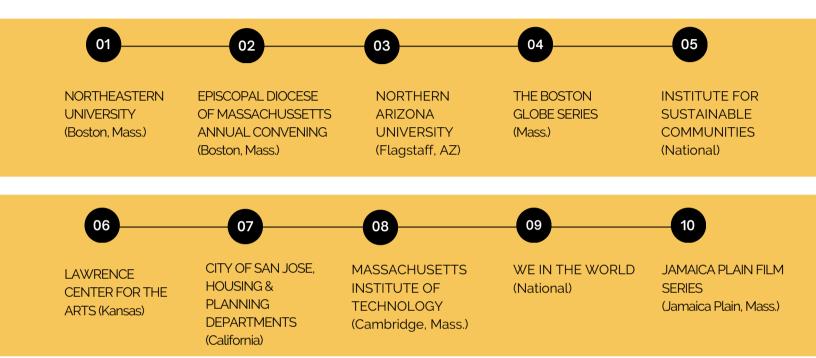


I just watched the film, and it is extraordinary. We were in tears. The depth and gentle insight on the part of the filmmaker and the protagonists takes us into their world in a revelatory way.

SARAH BUIE, PROFESSOR EMERITA CLARK UNIVERSITY Yes. To have the witness. You are a force of nature, Kafi. Blessings and thanks to you all.

RUTH LEIVERS
VIA TWITTER

NOVEMBER, DECEMBER & JANUARY 2022 PARTNERS









ENGAGEMENT



Summer Institute On Education Equity And Justice @AU... Jun 10

Tim Film Discussion Announcement

@ReckoningDoc website: areckoninginboston.com

To register, read more about this panel, & view the full schedule go to the link in our bio.

Conference Organizers:

@AU_SchoolofEd | @AUAntiracismCtr | @AUWCL

#SIFF Ithemoment







Kris Pritchard @krispritch \cdot May 20

FREE Exclusive Virtual Screening of @ReckoningDoc tonight at 6pm ET!
Have you signed up yet? (co-hosted by @BSLAOffice)
#LandscapeArchitecture #RacialJustice

Watch the trailer & register here now: bit.ly/3eOB38c

♠ American Society of Landscape Architects ®NationalA... · May 17 Thurs., 5/20 join #ASLA & #ASLABoston for an exclusive virtual screening event of @ReckoningDoc, a new award-winning film from James Rutenbeck about racial and economic inequalities in cities. FREE w/ registration (U.S. viewers only) Sign-up now: bit.ly/3eOB38c 1/3 Show this thread



NCRC

NCRC @NCRC · May 11

"We knew the city was gentrifying for a long time. We knew there wasn't a space for African Americans in the city." @ReckoningDoc's Kafi Dixon #JustEconomy ncrc.org/conference





Watch the film, then lead a community discussion of race, class, and belonging with the post-screening guide we co-designed with the filmmakers!

Download: areckoninginboston.com/areckoninginbo...

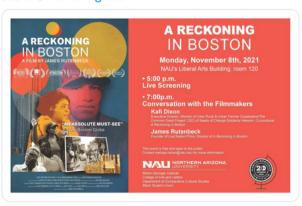




There's so much more to learn here than just a story about a Black farmer in Boston, although that's what initially peaked my interest. Now I want to see the film featuring Dixon and her work. @ReckoningDoc



So excited that Kafi Dixon and James Rutenbeck are joining us for a screening and conversation in Flagstaff soon! @ReckoningDoc



ENGAGEMENT





A great perspective on why the community development industry often misses the mark in securing enough #AffordableHousing.

We spoke with the @ReckoningDoc team back in June to dig deeper into these issues. Listen now on our #threesixtyCITY podcast: newcities.org/threesixtycity



"The average white family in #Boston has \$247,500 in wealth; the average Black family has \$8. How could this happen in a city and commonwealth considered so progressive and with so many fighting against inequity and injustice?" — @gecaniaf bostonreview.net/class-inequali...

1:08 PM · Aug 13, 2021 · Twitter Web App



Register now for Boston Book Festival's event on Crowdcast, scheduled to go

A Reckoning in Boston post-screening discussion - Crowdcast

live on Friday October 22, 2021 at 8:20 pm EDT.



A RECKONING IN BOSTON is a must-see if you want to understand this city. I was in a tiny minority who cringed at Wiseman's CITY HALL last year. This is the real story, and sadly Boston is not the progressive city we'd like to think we are.



Jeffrey Mattson @jmattsonjr · Sep 23

@AyannaPressley Congresswoman Pressley, after watching this documentary, what more can be done to get you to get involved and help? These stories, a lot more than what was covered in the documentary, require your voice!!

A Reckoning in Boston @ReckoningDoc ⋅ Sep 23

Hello North Shore! We will be @The_Cabot in-person tonight. Read this column by our friend Deborah Gardner Walker @salemnews + Get your ticket now to join the conversation: salemnews.com/opinion/column... @@DGWrites







← Tweet



As part of our Ghosts of Segregation supplementary programming, we are presenting a virtual screening of the brand new documentary, A Reckoning in Boston on Nov. 20! Come for the film, stay for the Q&A. lawrenceartscenter.org/event/free-sta...

ENGAGEMENT



BmoreArt's Picks: July 27 – August 2:: The best weekly art openings, events, and calls for entry happening in Baltimore and surrounding areas. bit.ly/3rCjsoR



9:00 AM · Jul 27, 2021 · TweetDeck





Meet the Filmmaker: "A Reckoning in Boston": A film by James Rutenbeck

10 a.m. Friday, July 23 - Chautauqua Cinema Meet filmmaker James Rutenbeck and producer and film subject Kafi Dion. Presented in Collaboration with Chautauquu Cinema. Note: A Traditional Gate Pass or Grounds Access Pass will gain patrons admission to this event. Destination Passes will also be honored at no additional charge.



Youth and Family Activities at Chautauqua



Jumbo Games on the Plaza 11 a.m. EDT Sunday, July 18 • Bestor Plaza

Play CHQ will have jumbo games set up for free play on Bestor Plaza every

This program is generously supported by the Elise M. Besthoff Charitable Foundation, Inc.



Kafi Dixon, urban farmer, community organizer, and "A Reckoning in Boston" Producer, shares her journey founding the

Common Good Co-Op, and overcoming challenges created by the city, to boost economic development based on giving access to fresh hyper-local food, innovation and place-making.

Featuring moderator AfroUrbanist Lauren Hoodi, and A Reckoning in Boston Director, James Rutenbeck, also touching upon their experiences with systemic racism and wealth disparities in American cities.

Listen to the podcast here.

I hope to raise up awareness among family, friends, and fellow parishioners at St. Mark's Southborough about the reality we are insulated from.





Kafi Dixon's way forward - mobilising a neighbourhood co-operative for change @ReckoningDoc more at kajembren.org @BBCNewsnight @ukblm @BLMLA @CoopParty @honest_update @TwitchChicago @HWFC @MarcJLane #BLM @MargaVarea #LeadershipMatters



FILM FESTIVAL CIRCUIT















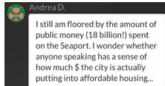


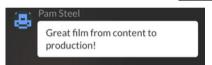




AUDIENCE COMMENTS









xxxtine Today at 4:44 PM

Really enjoyed the q&a too! @kafi dixon saying don't develop for the city you want. Develop for the city you have really struck me. I'm in Allston and there is so much development in the pipeline here. It's overwhelming. All of it is unreachable financially for people who live in the neighborhood. The developers should all have to watch this doe!



Dir. James Rutenbeck says target audience considerations were not his first priority and discussing what it means for documentarians to de-center themselves, their own goals and prioritize the communities at the center of the films @ReckoningDoc #FoodxFilm



Just finished watching the excellent film, A Reckoning in Boston. Great piece on housing, race, development, land, relationships and much, much more. Loved it. Thank you! @ReckoningDoc @BigSkyDocFest #WatchDocumentaries



First watch of @IFFBoston is @ReckoningDoc. Expect to come out wanting to throw bricks at the nearest luxury condo development near you! (SATIRE!!! JOKES AND PARODY!!!!) (but really)







Nancy Campbell @falsemaria · 5h

These tickets are flying! Don't miss your chance to see @ReckoningDoc at @IFFBoston!







PRESS COVERAGE HIGHLIGHTS

For a full list of articles and interviews visit: www.areckoninginboston.com/press



Suzanne Sausville @wbzSausville · 6h ... @ReckoningDoc has its NE premiere this weekend @IFFBoston. Director James Rutenbeck, w/Kafi Dixon, central character in film, says he realized as a white man from #Newton he wasn't equipped to tell the stories of POC in #Boston, so he asked Dixon to be a Producer. @wbznewsradio



'A Reckoning In Boston' Asks Its Audience — And Filmmaker — To Examine Privilege



(afi Dixon is one of the producers of "A Reckoning in Boston" and a subject of the film. (Courtesy)



Producer Picks



'A Reckoning In Boston' Unpacks The City's Barriers To Prosperity





The Boston Globe, Peter Keough.



The Boston Globe, Ty Burr.



The Arts Fuse, Gerald Peary.

INSTAGRAM

@RECKONINGDOC is an Instagram handle created at the time of the launch to match the film's Twitter and Facebook channels. This is a gallery of sample posts designed to support the impact campaign.



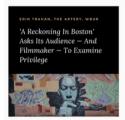
























































SOLD













"LANDS LIKE DYNAMITE." The Arts Fuse









