The Global Impact Producer Assembly (GIPA) is an online space for Film Impact Professionals to collaborate, debate and share resources. The online group unites over 260 practitioners within 30 countries and connects them across the globe.
On March 23, 2020, the GIPA facilitators conducted a survey of members to identify areas of interest and need that could be supported by the online community. Over 110 members (representing 40% of the group), responded to the survey. This summary offers a snapshot of Film Impact Professionals, an integral role in the nonfiction ecosystem.

**MEMBERSHIP**

GIPA members include Impact Producers who develop and implement strategies for nonfiction campaigns as freelance consultants, within production companies and impact organizations; along with filmmakers who lead their own impact campaigns.

After two decades within the United States, practitioners that maximize the impact of nonfiction film now operate across the globe.

GIPA members are 50% North American and 50% from the rest of the world, with new regional collectives emerging across Europe, Latin America, Asia, MENA and Africa.

**GIPA is supported by a global team of facilitators:**

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<tr>
<th>Country</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td>UK</td>
<td>Beadie Finzi (UK)</td>
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<tr>
<td>Kenya</td>
<td>Emily Wanja (Kenya)</td>
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<td>U.S.</td>
<td>Jamie Dobie (US)</td>
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<tr>
<td>UK</td>
<td>Jess Search (UK)</td>
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<tr>
<td>US</td>
<td>Molly Murphy (US)</td>
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<tr>
<td>Colombia</td>
<td>Sonya Childress (US)</td>
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<tr>
<td>Colombia</td>
<td>Vanessa Cuervo Forero</td>
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**GIPA members represent 30 countries, but are concentrated in 5 regions:**

- **U.S. - 57.14%**
- **UK - 8%**
- **India - 2.7%**
- **Kenya - 2.7%**
- **Brazil - 6%**
Most members have **impact campaign experience and possess a working understanding of the field**, but newcomers and field-adjacent professionals request access to the invite-only GIPA Listserv daily, looking for mentorship and resources to explore this new practice. The GIPA Directory has become a **sought-after resource** for those looking to refer or hire experienced Impact Producers.

GIPA members visit the online space multiple times a week for:

**DISCUSSIONS ON ISSUES IN THE FIELD** 55%

**STUDIES, REPORTS, CASE STUDIES** 43%

**JOB ANNOUNCEMENTS** 30%

**UPCOMING EVENTS** 29%

**MEMBER CONTACT INFORMATION / NETWORKING** 24%
As an iterative practice within an evolving nonfiction landscape, members increasingly seek out training, professional development, and other learning opportunities to improve their practice. They look to the GIPA group for:

- **57.66%** Virtual discussions on field topics
- **55.86%** Virtual skill-building workshops (i.e. strategy meeting facilitation, partnership management, proposal writing, legislative advocacy)
- **51.35%** Virtual meetings of members with similar issue-expertise (i.e. criminal justice reform, gender violence, voting rights)
- **50.45%** Committees to address issues facing the field (i.e. impact rider for streaming platforms, impact producer sustainability, etc)
- **48.65%** Virtual professional development workshops (i.e., freelance fee structures, production crediting, freelance budgeting, contract negotiating)
- **43.24%** Virtual local or regional meet-ups for networking

Members have expressed interest in offering virtual sessions for their peers on a range of topics. The topics demonstrate both the breadth of competencies required for the role, and the range of capacities that currently exist within the network:

- Narrative Change Strategies
- Impact for Fiction and Short-Form Films
- Proposal Writing & Public Media Underwriting
- Digital Strategy and Engagement
- Impact Distribution
- Parameters and Partnerships for Advocacy Campaigns
- Skill Sharing from Gender, Climate, Criminal Justice, Immigration & LGBTQ Justice Movements
- Risk Assessment & Safety for Protagonists
GIPA has become a critical space for field-building conversations. Top of mind concerns for Impact Producers include:

- Expanding Regional Networks
- New Financial Models & Career Sustainability for Impact Producers
- Diversity within Impact Production
- Impact Riders for Production Contracts & Crediting on Films
- Advocacy for the Impact Producer Role within the Nonfiction Field
- Campaigns within the Disabled, Rural and Semi-Urban Communities
On March 23, 2020 the Global Impact Producer Assembly facilitators surveyed 110 members about the impact of the COVID-19 pandemic and financial downturn on their personal lives and work.

The foundation of impact production rests on audience engagement after film screenings, strategy meetings between filmmakers and issue stakeholders, and other in-person engagement, none of which are currently possible. Beyond the physical limitations imposed by the pandemic, the ensuing economic downturn has created a ripple effect across the documentary industry, halting productions and impact campaigns.
45.05% of GIPA members expressed that the COVID-19 crisis had greatly impacted their work for 2020.

For members currently engaged in film campaigns:
- 26.85% saw a film they were due to work with had its production put back
- 19.44% noted that their impact campaign’s launch has been pushed back
- 15.74% noted that their impact campaign must be radically altered
- 1.85% noted their planned impact campaign has been cancelled
- The vast majority of respondents experienced a combination of these negative outcomes
Some Impact Producers will adapt their campaigns

“We were just launching our community screenings initiative for the film, and we are pivoting to at-home viewing resources and digital screenings. The impact campaign has also shifted policy and fundraising goals to respond to the crisis.”

Anonymous
Brooklyn, United States

Exploring “a partnership with an outside media company here in Brazil, whose idea is to use the white walls from the side of buildings and houses...to route an alternative drive in, without people having to crowd and being able to see the films.”

Rossana Giesteira
Rio de Janeiro, Brazil

“Currently re-working the strategy, but looking to adapt most of the activities to a digital platform.”

Miriam Ayoo
Nairobi, Kenya
But other Impact Producers express anxiety about the negative impacts of altering their strategies and framing

“Campaign required mobilizing to pressure for policy change, funding relied on people attending cinemas.”

**Vanessa Cuervo**
Bogota, Colombia

“We will wait out the virus until cinemas are back up and running.”

**Maggie Miles**
Melbourne, Australia

“Our impact campaign is focused on facilitated screenings in rural India. I’m looking at VOD and group online screenings instead, but due to lack of internet, it will be almost impossible to reach our core audience. So there is no possible way to adapt our campaign during the current pandemic.”

**Elisa Paloschi**
Toronto, Canada
Among the top concerns of GIPA members, **loss of income (for self or other household members) ranked the highest**, followed by concerns about acts of xenophobia / racism toward self or family. Difficulty paying monthly bills, mental health issues, caregiving needs and food insecurity, were present concerns as well.

55.66% of members noted their government has announced COVID-related emergency funds for freelancers that they can access, yet there are currently no specific resources for Impact Producers, and resources for small business owners or artists are highly competitive, and in some countries, nonexistent.

**THE ISSUE OF LACK OF HEALTH INSURANCE, AND THE NEED FOR MENTAL HEALTH SUPPORT WAS ALSO A COMMON THEME.**

"I think for a very very long time and way before this crisis, mental health support was and is the priority."

- Vuslat Karan
  Istanbul, Turkey
FIELD INTERVENTIONS

Members suggested the GIPA group could play an important role in supporting impact practitioners at this time in the following ways:

- Resources / Advice / Training on Shifting to Digital Platforms
- Moral Support / Virtual Check-Ins in Regions to Share Coping Strategies
- Open Source Document with Country-Specific COVID Resources and Funding
- Advocate for Impact Producer Relief Fund
- Develop and Share Collective Tools for the Field
- Use Downtime to Offer Free Training + Skill-Building
- More Collaborative Screening Efforts like #StayHomeWatchTogether
- Mental Health Support for the Field
- Collective Effort to Support / Rescue Campaigns
“As countries in the Global South have close to negligible support from their governments, it would be extremely helpful to link impact campaigns taking place in less secure areas to international funders.”

Sarah Mallia
Nairobi, Kenya

“Though we don’t yet know what the long term impact of COVID will be yet, I think we do all need to keep tracking some of the systemic impact on impact campaigns and practitioners that follows (or just brings the vulnerability of this group more into relief as a result of this crisis).”

Anya Rous
Brooklyn, United States

“Convince filmmakers that impact work can still move forward and to use that money allocated for impact or reduce the scope of work, but do not cancel it. Keep funders and impact programs moving forward with their grants and fellowships. Pivot funders to let impact producers apply for aid if need is demonstrated. Get distributors and awards to waive their DIY streaming restrictions so filmmakers can gain some revenue to keep moving forward with impact.”

Nicole Docta
Salt Lake City, Utah
Without targeted relief for Impact Producers, the negative outcomes from COVID-19 and the economic downtown may have a chilling effect on Impact Producers’ ability to continue their practice. And while there is a clear need for technical assistance and resources to adapt campaign work to the digital space, a complete shift to digital distribution and campaigns risks alienating key communities who do not have reliable access to broadband internet, further exacerbating inequities. Support is needed to identify and disseminate case studies and best practices that address digital divide challenges.