

HANDOUT 1:  
**IMPACT**  
**GLOSSARY**

# IMPACT GLOSSARY

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<b>Impact</b>	the influence of a film for transformative social change
<b>Impact Producing</b>	maximizing a film's potential for social change
<b>Publicity</b>	the public awareness or visibility of a film, including media coverage, word of mouth and/ social media. A feature about your film in <i>Variety</i> or <i>Seen</i> (BlackStar Festival's new film journal) is an example of publicity. Publicity may be a tactic your campaign utilizes, but it is not interchangeable with the idea of impact.
<b>Marketing</b>	the activities undertaken to actively promote a film, including advertising, sponsorship, guerrilla marketing, and/or social media ads. Sponsoring an e-blast for <i>Variety</i> with a banner ad for your film is marketing. Marketing may be a tactic your campaign utilizes, but it is not interchangeable with the idea of impact.
<b>Distribution</b>	the process of making a film available to audiences (can include theatrical, digital/streaming, grassroots/community screenings, among others)
<b>Promotion</b>	a communications marketing activity meant to grow public awareness of the film
<b>Outreach for impact</b>	the process of identifying and contacting a film campaign's target audiences based on a specific campaign goal
<b>KPI</b>	Key Performance Indicator. A measurement that can be used to evaluate the success of your campaign tactics.

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<b>Engagement</b>	taking place after <i>outreach</i> , the process of creating authentic relationships and activities between a film campaign and its target audiences
<b>Solidarity</b>	the act of uniting with a group or community (which you may not be a part of) in service of collective interest and justice
<b>Equity</b>	the fair treatment, opportunity, and advancement of all people, while identifying and removing historical barriers that have prevented the participation of all groups. Not to be confused with <i>equality</i> (sameness), equity relies on our capacity to understand and appreciate differences in order to maintain fairness
<b>Intersectional Feminism</b>	coined by Black Feminist Kimberlé Crenshaw, <i>intersectionality</i> is the “the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.” <b>Intersectional Feminism</b> is the understanding of how women’s overlapping identities impact the way they experience oppression and discrimination. Without an intersectional lens, any effort to dismantle injustice towards women would instead continue replicating systems of inequality
<b>Representation</b>	the act of ensuring that people have the ability to tell their own stories and/or are represented authentically in the filmmaking process in an effort to support a community’s power building
<b>Film Protagonist (or Participant)</b>	a person and/or being represented in a documentary film. Not to be confused with the term <i>Subject</i> , historically used by the film industry, which attributes a passive nature without agency

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<b>Dominant Narrative</b>	a set of stories, frameworks, and/or lenses told in service of the dominant social group's interests and ideologies, many times at the disservice, and even harming, others. A dominant social group can emerge across any identity lens such as race (whiteness), gender (patriarchy), or class (wealth/upper class), for example.
<b>White Gaze</b>	the harmful practice of seeing people's bodies through the lens of whiteness and/or assuming a reader/observer/viewer is coming from a perspective of someone who identifies as white.
<b>Systemic Oppression</b>	the practice of protecting and perpetuating white supremacy through social systems, such as academia, the law, and governmental structures (among others) at the disadvantage and harm of other social groups leading to (for example) racism, sexism, classism, ableism, heterosexism, transphobia, fatphobia, and colorism.
<b>Grassroots</b>	movements driven by local communities building collective power
<b>Story</b>	an individual account of an event or experience. Stories can be told through any medium, and can include words, visuals, music, and/or other forms of expression
<b>Sustainability</b>	the act of meeting our own needs without jeopardizing the needs of others or the future. Within impact campaigns, it can speak to how we position the work of today in an efficient service of the future
<b>Transformative change</b>	a long-term and sustainable development toward a just and equitable world

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