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Q21 Project Title

My Neighborhood: Pilsen

2018 Development Awards - Application Form

Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

My Neighborhood: Pilsen is a nationally broadcast, multi-disciplinary initiative that combined broadcast, digital, and community engagement platforms in FY2018 to spark conversation about community development by sharing the example of Chicago's Pilsen neighborhood.

In the 1970s, Pilsen was home to mostly Mexican immigrants and was plagued by gangs, drugs, poor schools, and little access to city services. What sets Pilsen apart from other impoverished neighborhoods is the transformational work done over the past 25 years by community residents who became community leaders to fight for clean streets, quality education, and safe, affordable housing.

My Neighborhood: Pilsen had two primary objectives:

1. To share the complex story of community organization in Pilsen, highlighting issues of housing, safety, education, health and environment, jobs, and immigration.
2. To showcase the Pilsen's challenges and successes over 25+ years of community-led efforts to inspire conversations in other communities about how to make positive changes from within.

WTTW employed a multi-platform, bi-lingual approach in order to reach the broadest possible audience. This included:

- Producing a one-hour documentary in both Spanish and English, and subtitled in both languages;
 - Organizing multiple broadcasts on WTTW and Univision (Chicago's local Spanish-language television station), and nationally on PBS stations;
 - Partnering with local organizations to share program information and host nearly 30 community-based and school-based engagement activities in both Spanish and English (as needed by the community); and,
 - Creating extensive digital content that will remain accessible and relevant for all PBS stations and far beyond the project year at wttw.com/myneighborhood.
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Q23 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The project encompassed a number of successful activities:

- WTTW's one-hour documentary was produced by WTTW with input from The Resurrection Project, a community-based organization in Pilsen.
 - The film's April 2017 broadcast premiere on WTTW was followed by a one-hour, town hall meeting attended by 200 guests that was broadcast live on air and supported by social media.
 - The film aired six times on WTTW and Univision Chicago in April 2017, and was broadcast nationally on 130 PBS stations in September and October 2017.
 - Earned, paid, and bartered promotion prior to the premiere broadcast included Chicagoist.com, DNAinfo.com, Chicago.Curbed.com, RobertFeder.com, NPR, WBEZ, Suntimes.com, TV Guide, Chicago Tribune digital ads, RedEye digital homepage, HOY, TribX, and Crain's Chicago Business.
 - The project garnered more than 131,950 digital, print, and social media impressions in April and May, 2017.
 - A robust, dedicated website at wtw.com/myneighborhood was created that includes links to view the documentary online, substantial additional video and digital content, a Discussion Guide that supports moderated discussions around themes found in the film and on the website, and links to more than 63 Pilsen community resources. Digital content is arranged by the following topic areas: Housing & Development, Safety, Arts & Culture, Immigration, Education, Health & Environment, and Jobs. Additional related content was created for the broadcast and digital platforms of WTTW's nightly local news program, Chicago Tonight.
 - The initiative included a Student Film Project that empowered high school students to create their own short films about individuals or organizations in their neighborhoods that make positive change. An instructional curriculum guide was created for the Student Film Project, involved six high schools as well as a teen arts program based in Pilsen, and culminated in a Student Film Showcase in May 2017 at which 15 groups of young filmmakers were recognized with scholarships totaling \$18,000. These films continue to live on the project website.
 - Nearly 30 screenings and moderated discussions were hosted in the Chicago area in locations as diverse as Chicago Public Schools, Chicago Public Libraries, the Carruthers Center for Inner City Studies, the YWCA Metro Chicago/Woodlawn, the SouthTown Arts and Entertainment Cultural Center in Calumet City, and more. A screening and discussion was hosted at the Chicago Cultural Center by the Chicago International Film Festival in conjunction with the Chicago Architectural Biennial in December 2017.
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Q24 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Nominations and awards indicate WTTW's success in telling a compelling story about a complex community--

December 2017: Three Emmy nominations from the Chicago/Midwest Chapter of the National Academy of Television Arts & Sciences;

March 2018: Gold Plaque from the 54th Chicago International Television Festival; and,

April 2018: The international film and television festival WorldFest Houston, will honor the documentary on April 29.

Sample feedback from community leaders indicates success in creating a meaningful portrait of Pilsen and sparking conversations about community change:

A United Way representative: I thought the documentary and town hall were fantastic. I left feeling so inspired about everything that I learned.

An Advocate Health Care representative: Thanks for tonight's viewing of your WTTW video and discussion on community: a burning issue for many people. This will lead to further discussions and explorations in Chicago circles.

Cesareo Moreno, Chief Curator at the National Museum of Mexican Art: The town hall was terrific and mirrored many of the observations the documentary set out... Thank you for weaving together an honest portrait of the community...The soul of Pilsen came through clearly.

Additional metrics:

- 30 DVDs of the documentary in circulation through the Chicago Public Libraries;
- 33,500+ unique website visitors during the first seven weeks after its April 2017 launch;
- 131,950+ media impressions earned in April and May, 2017;
- 130 PBS stations broadcast the documentary in September and October, 2017;
- 15 short films created through the Student Film Project; and,
- 2,500+ people took part in community engagement activities.

Q25 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Creating and leveraging original content for digital distribution and both local and national PBS broadcast has been a driving force behind Imagining More, the capacity-building campaign for WTTW and WFMT. Now in its public phase and approaching the finish line, the Imagining More campaign has raised nearly \$65 million and has already started to realize success in each its three pillars: More Storytelling, More Possibility, and More Community.

My Neighborhood: Pilsen has been a project of the Imagining More campaign made possible by a seven figure gift. The project succeeded in creating original content that has been widely shared locally on WTTW, nationally across the PBS landscape, and digitally at wttw.com/myneighborhood. The project also succeeded in providing a significant boost to the visibility of WTTW's community engagement efforts.

Unlike many traditional campaigns, crossing the finish line for Imagining More leads us to a new beginning rather than an ending. We plan to build on our success by continuing this work and furthering our impact on public media. For example, the Student Film Project and Festival, which grew out of My Neighborhood: Pilsen, now lives on wttw.com/my-neighborhood/pilsen/video and will take place again during the 2018-2019 school year, furthering what we hope will be part of our ongoing community-engagement initiatives targeted to high school students in our area.

Q26 Do you have any supporting materials or items to upload? (optional) **Yes**
