KPJR Film’s mission is to confront society’s hidden challenges, to honor those that fight them, one story at a time. Since the company’s inception in 2012, KPJR Films has championed its three widely acclaimed impact documentary films: Resilience (2015), Paper Tigers (2014) and The Big Picture (2012). The following impact report is a deeper look at the quantitative and qualitative impact of Paper Tigers, a look at one high school’s unlikely success story cultivating trauma-informed teachings for children with Adverse Childhood Experiences (ACEs).

THE FILM

More than two decades ago, two respected researchers, clinical physician Dr. Vincent Felitti and CDC epidemiologist Robert Anda, published the game-changing Adverse Childhood Experiences Study. It revealed a troubling but irrefutable phenomenon: the more traumatic experiences the respondents had as children (such as physical and emotional abuse and neglect), the more likely they were to develop health problems later in life—problems such as cancer, heart disease, and high blood pressure. To complicate matters, there was also a troubling correlation between adverse childhood experiences and prevalence of drug and alcohol abuse, unprotected sex, and poor diet. Combined, the results of the study painted a staggering portrait of the price our children are paying for growing up in unsafe environments, all the while adding fuel to the fire of some of society’s greatest challenges.

However, this very same study contains the seed of hope: all of the above-mentioned risk factors—behavioral as well as physiological—can be offset by the presence of one dependable and caring adult. It doesn’t need to be the mother or the father. It doesn’t even need to be a close or distant relative.

More often than not, that stable, caring adult is a teacher.

It is here, at the crossroads of at-risk teens and trauma-informed care, that Paper Tigers takes root. Set within and around the campus of Lincoln Alternative High School in the rural community of Walla Walla, Washington, Paper Tigers asks the following questions: What does it mean to be a trauma-informed school? And how do you educate teens whose childhood experiences have left them with a brain and body ill-suited to learn?

In search of clear and honest answers, Paper Tigers hinges on a remarkable collaboration between subject and filmmaker. Armed with their own cameras and their own voices, the teens of Paper Tigers offer raw but valuable insight into the hearts and minds of teens pushing back against the specter of a hard childhood.

Against the harsh reality of truancy, poor grades, emotional pain, and physical violence, answers begin to emerge. The answers do not come easily. Nor can one simply deduce a one-size-fits-all solution to a trauma-informed education. But there is no denying something both subtle and powerful at work between teacher and student alike: the quiet persistence of love.

SUMMARY

Since its release in 2014, Paper Tigers has contributed significantly to the mainstreaming of the national movement to recognize and respond to the needs of individuals and communities impacted by Adverse Childhood Experiences (ACES). As a catalyst for trauma-informed dialogue and pedagogical approaches implemented in over three dozen states in the U.S., the film has led to tangible change in a number of arenas by framing an important but largely invisible issue in meaningful human terms.

Paper Tigers premiered at the Seattle Film Festival in May 2015 and launched a community screening series in August 2015. To date, the film has been screened over 3,700 times in a variety of community, academic and theatrical settings in rural and urban settings alike, both nationally and internationally. The film has been screened in the top 30 media markets and garnered significant press in local, national and regional publications and various media outlets, traveling around the world to countries including Australia; Canada; Norway; The Netherlands; The Philippines; South Africa; and throughout The United Kingdom. The film’s average audience size has been around 150 people, with its larger screenings appealing to audiences being over 2,500, and the most intimate audience being 50 people and under.

“Paper Tigers is a moving and profoundly important film that offers critical insights into one of the most widespread educational and health challenges in American society. It should be mandatory viewing for teachers and principals across the country, and anyone who works with vulnerable youths.” – David Bornstein, New York Times writer and Co-Founder of The Solutions Journalism Network.

Paper Tigers is a documentary directed by James Redford and produced by Karen Pritzker of KPJR Films. Paper Tigers is an intimate look into the lives of selected students at Lincoln High School. The film examines the inspiring promise of trauma informed communities — a movement that is showing great promise in health in youth struggling with Adverse Childhood Experiences (ACES).
“We shouldn’t forget that one of the most important impacts of documentary films is the shift in the viewer’s mindset that can lead to great things.”

– James Redford, Director

“A few months ago, I screened Paper Tigers at the Milwaukee Film Festival. After the Q&A, I stepped out into the wind-chill night and hurried to my rental car. A woman’s voice called out behind me: “Mister Redford…” I turned around to find a middle-aged couple standing there, hunched in the cold. The woman took a step forward. With a tired, sad smile, she uttered a simple “thank you.” And then retreated to her husband’s side as they hurried away. These are the moments that sustain me. I can’t help but feel that if you have profoundly impacted one person, then there are probably others who will never come across your radar. Is it guaranteed? No. Does that sparkle in an impact report? Probably not. But it’s certainly enough to keep me going — time and time again.”

– James Redford, Director

“I have big dreams, that parents, and teachers won’t turn away when children are suffering. That more pediatricians and their staffs will be talking to children and families, not just about the right vaccines at the right age, but about how to help a child navigate loss and grief. I hope that schools will provide children with techniques for managing their stress and that children will be empowered to speak out when their bodies are being violated or when they have questions or concerns. And, that schools are staffed with capable, caring adults vested in the success of all students.

I hope that each person will both create and support community programs that are more compassionate. I hope people will look with a different lens at juvenile offenders and understand that we can promote comprehensive policies to improve safety and reduce violence while impacting lives in a positive manner. I also hope that caring adults will try to ask the tough questions enabling them to get to the root of problems and then work to find meaningful solutions. I hope that the viewer’s will realize that they too can be mentors of young people and “be the one” to make a difference in a child’s life.”

– Karen Pritzker, Producer & Executive Producer
**SECTION III**

**IMPACTING CONVERSATIONS**

*Paper Tigers* has created a recognizable brand using still photos of Kelsey, a student character in the film. That brand is extended throughout social, print and digital media and has ignited a movement around impactful conversations that address Adverse Childhood Experiences (ACEs) and trauma-informed policies and practices.

Kelsey has also been featured in speaking engagements with partners including:

- Department of Juvenile Justice
- Indian Health Services
- The New School, NYC (pictured below)

And numerous film festivals and screenings across the country which provides additional impressions for the *Paper Tigers* brand.
#BeTheOne CAMPAIGN

SECTION V

#BeTheOne campaign began as a partnership between Paper Tigers and the American Pediatric Association as a tactic for keeping the conversations about ACEs thriving well after the screenings. #BeTheOne demonstrated how individuals can aid the healing process and amplify Paper Tigers’ messaging through a multi-platform campaign that included:

- Screenings
- Hosted Discussions
- Speaking Engagements
- Social Media Campaigns
- Social Impact
- Partnerships

Since the campaign launch in November 2015, #BeTheOne has generated over 1.3 million impressions, making it one of the documentary film industry’s largest impact campaigns to date.

### IMPRESSIONS

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<th>REACH</th>
<th>IMPRESSIONS</th>
<th>USERS</th>
<th>POSTS</th>
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<td>1.3 MILLION</td>
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DIGITAL FOOTPRINT

World

USA
When I was in kindergarten I struggled to read. I had begun to become aware that I was academically below my classmates and my mother was really concerned about my inability to read. She consulted with the Principal of the school who assured my mother that I would be ok and that I would in fact learn to read. I was in a private school and my mother wanted to move me out of the school into a different school, however, the principal not only assured my mother that I would learn to read but she also asked my mom to leave me in her school for first grade and promised that if we still had an issue that she would work to find the best placement for me. The principal then suggested that I be tutored over the summer so that I would be ready for first grade. And, the tutor that she suggested, Miss Peg, just happened to live in my neighborhood. For the entire summer Miss Peg came to my house and taught me to read. We also met at the neighborhood pool, we had popsicles, we rode bicycles and I learned to read which increased my confidence. Both of my parents worked long hours and traveled out of town and had Miss Peg not been able to come to my house, I don’t know if I would have received tutoring. But I did and I was ready for first grade, however, during my first grade year I learned that I was dyslexic. The Principal once again came to my rescue and made a call into one of the top schools for dyslexic students in the country. I attended, learned to read and went on to be on the honor roll throughout high school and am currently in college. The Principal was right I would learn to read and I would be OK. But that only happened because she was “the one!” She identified my reading issues and then she knew what to do so that I would not develop self-esteem issues. She also had her teaching staff trained so that they could teach all learners and went above and beyond to find me a terrific tutor who could come to my house. The principal knew what both me and my family needed and she was “the one” who filled our needs. And Miss Peg was “the one” who taught me to read and made me feel that I was capable and ready for first grade and also gave me the best summer that I’ve ever had. I learned to read and swim at the same time.

My Uncle Bob has been “the one” to provide emotional stability for me and my family for many years. After my Dad and brother passed away my emotions were high and low and Uncle Bob made a habit of checking in on me and my wife. He did not make the superficial phone call or mail a “thinking of you” note or offer the obligatory lunch. He genuinely forced me to sit down with him and talk through difficult feelings, challenges, low points and high points and helped me to resolve grief that was nicely tucked away. I began to rely on him for emotional support and direction and would stop by freely when in need. He always made time for me and never passed judgment. He was a Professor of Social Work and not only taught his students social work skills but also used them daily with me. Upon the birth of my daughters Uncle Bob immediately became a grandfatherly/grand uncle figure to them showing them the type of care and attention that only a parent has for their children. While he had his own family, he included us into his immediate family and took an active parenting role with me and my children. He attended ballet recitals, birthday parties, played piano while they sang and drove across town to show up for grandparent and special friends day at their schools. Uncle Bob provide unconditional love and support for us— not on his own time or when he wanted to do so, but he gave of himself when we needed it most. As I dropped my daughter off at college, this past weekend I realized that Uncle Bob supported me unconditionally which enabled me to be a better Father and parent overall. But he also gave both daughters the wonderfully unique experience of having a stable, kind, caring, mature man in their life who for 20 years demonstrated fun, love, care and great problem solving and communications skills which we all hope that they will in turn pass on to their families.
The Alaska Children's Trust screened *Paper Tigers* at the Women's Correctional Facility in Alaska followed by an exercise where the staff had participants write their impressions of the film and the impact that it had on them.

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Alaska Children's Trust

Thank you so much for making the movie "Paper Tigers" available for our viewing.

This movie opened my eyes to what children go through, growing up and how it impacts their lives. My childhood was not like this. Therefore, it was an eye opener.

What the Lincoln High School educators started was, long overdue. So many children and teenagers that could have benefited from this are who know's what today - kills, institutions, and death - that's what comes to mind.

Our group watching this movie cheered for those graduates who, through SUCH

Letters Courtesy of The Alaska Children's Trust

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To the Alaska Children's Trust,

I'd like to thank you for sharing your movie documentary "Paper Tigers". I was inspired by the results in the attitudes, attention, and behavior changes. The teachers were attentive, the students were motivated, and the students were met with success. They were like secondhand to the students whom faced a lot of adversity in a lot of avenues and all that quantum to the real economy, helping schools to follow their own example, at extraordinary. It's all about the right things in their eyes and the correct an education is built values for responsible adulthood for our family and community. It was very remarkable.
WHAT IS AMERICAN EDUCATION WEEK?

American Education Week—November 16-20, 2015—is produced by the National Education Association and presents all Americans with a wonderful opportunity to celebrate public education and honor individuals who are making a difference in ensuring that every child receives a quality education. The 2015 theme is “Great Public Schools: A Basic Right and Our Responsibility,” and will be reflected in special observances each day of the week-long celebration with Monday, November 16th as the kick-off day for the week.

WHY DID PAPER TIGERS PARTICIPATE IN AMERICAN EDUCATION WEEK?

Paper Tigers joined American Education Week and offered screening licenses at a 25% discount to educational institutions and youth orientated organizations making the film and information on trauma-informed education available and accessible nationwide.

AMERICAN EDUCATION WEEK IMPACT IN NUMBERS

- **66** Total American Education Week Screenings
- Across **26** different States
- In one week
- AEW provided a focal point, creating urgency and incentive to host screenings in the fall
- AEW created critical and concise messaging to spur interest
- AEW hosts included K-12 schools, Colleges, Universities, National Youth Organizations, Public Health Agencies and Grassroots organizations
- **Paper Tigers** tweets re-tweeted over **70** times by individuals and ally organizations
- **Paper Tigers** received **200+** social mentions
- **Paper Tigers** twitter activity skyrocketed by over 400% the month of November
- **76,950** Total Headline Impressions
- **63,202** (62.1%) Headline Impressions from News Aggregates
- **13,748** (17.9%) Headline Impressions from PRWeb.com

LOCAL MEDIA

- Over **60%** of hosts generated local newspaper or college/university media in addition to social media
SECTION VII

PAPER TIGERS

AWARDS

Golden Space Needle Audience Award (Seattle, WA)
Seattle International Film Festival - Paper Tigers was voted the second best in the Golden Space Needle Audience Award balloting. A great distinction amongst the 70 documentary features presented.

Anne Vanderbilt Award (June 6 in New York City, NY)
Children Spring Gala

2016 Voice Award (August 10th in Los Angeles, CA)
SAMHSA initiative (Substance Abuse Mental Health Services Association)

Distinguished Service & Excellence in Film Award (August 30 in San Diego, CA)
Paper Tigers will air on PIVOT TV on August 31st and will partner with PIVOT/Take Part platforms to increase knowledge of ACEs, illuminate the value of knowing your ACEs scores and share critical strategies for increasing resilience.

The film's new #OneCaringAdult Campaigns will also launch on August 31st, along with a new interactive web portal on the kpjfilms.co website, which will provide resiliency resources and storytelling tools to Pivot viewers and the general public.

KPJR Films would like to acknowledge the pioneering efforts of our core partners below, and the countless others that work to bring trauma-informed practices to communities and professional sectors nationwide.

PREVENT CHILD ABUSE AMERICA
CALIFORNIA ENDOWMENT
ACES CONNECTION
ROBERT WOOD JOHNSON FOUNDATION
NATIONAL INDIAN HEALTH SERVICES
FUTURES WITHOUT VIOLENCE
BOYS & GIRLS CLUBS
CASA
US DEPARTMENT OF JUVENILE JUSTICE

Thank you!
CLOSING THOUGHTS

Traveling across the country with Paper Tigers, we’ve witnessed firsthand the power of media to educate and move an audience toward progressive action.

The very first community screening of Paper Tigers was in Topeka, Kansas. The entire school district of 2500 viewed the film to kick-off the school year and then committed to increased ACEs awareness and actions throughout the school district.

Next, Paper Tigers traveled to Florida State University with Prevent Child Abuse America and was introduced to a state-wide audience. Following the Tallahassee screening of Paper Tigers, juvenile justice systems committed to become more thoughtful in their sentencing, police departments committed to increase training of their force, and the Leon County school system used Paper Tigers to increase ACEs awareness throughout their entire school district.

The State of Florida screened Paper Tigers throughout its State Department of Health. Meanwhile, Iowa and Montana also screened Paper Tigers statewide through their own departments of health, as did the city of Cincinnati.

Paper Tigers has screened more than 500 times across the country and has been shown in all 50 states. In addition, more than 3300 screening licenses have been purchased by schools, universities, nonprofits, libraries, school districts, and state educational systems. School districts in 29 states are already using the film district-wide, and Utah and Washington are utilizing it statewide. Internationally, Paper Tigers has been screened in Canada, Australia, New Zealand, the United Kingdom, South Africa, and the Philippines. Requests for the film continue to inundate the KPJR Films team.

Paper Tigers continues to be invited to key national and state conferences including:

- The Department of Justice’s Juvenile Violence Prevention Conference in Baltimore, MD, with over 600 + participants
- The American Academy of Pediatrics national conference in Washington, D.C., where Paper Tigers launched its first #BeTheOne Campaign to keep the ACEs conversation happening online
- The South Carolina Association for School Social Workers
- The Maine Resilience Network’s Conference

Paper Tigers has also been shown at Indian Health Services conferences, as well as at events organized by Native American tribes such as the Menominee’s launch of their new health center. Every day there are new opportunities for Paper Tigers to reach wider audiences across the country, and every day we’re inspired by the journey in partnership with the countless individuals, communities and organizations that have worked tirelessly to make this national movement thrive.

SECTION X

THE POWER OF FILM
**DEFINING IMPACT**

**GLOSSARY**

**IMPACT.** Creating a marked effect or influence on someone or something.

**IMPACT SPACE.** The emerging sector of the film industry engaging in the practice of creating social impact and social change with film.

**IMPACT PRODUCER.** Devises and executes a strategic campaign, including distribution, communications, outreach, engagement and marketing to maximize the impact of a film.

**SOCIAL CHANGE.** Significant alteration over time in behavior patterns, cultural values and social norms.

**SOCIAL IMPACT FILM.** Films which seek to create social change on a particular issue.

The Fledgling Fund created this diagram on the dimensions of impact in their paper "Assessing Creative Media's Social Impact":1

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2 The Fledgling Fund, Creative Media Dimensions of Impact: http://www.thefledglingfund.org/resources.impact