

Broken Places

POST-BROADCAST OVERVIEW

10 MILLION+ WORLDWIDE IMPRESSIONS
200,000+ TRAILER VIEWS
3 NATIONAL TWITTER TOWNHALLS
A MONTHLY E-NEWSLETTER WITH
20,000 EMAIL SUBSCRIBERS
12,000 SOCIAL MEDIA FANS
400+ CONFERENCES, COMMUNITY SCREENINGS, EDUCATION LICENSES + FILM FESTIVALS THROUGH ROCO FILMS
67 WINNER OF MENTAL HEALTH AMERICA'S 2019 MEDIA AWARD

2018-2020

IMPACT SNAPSHOT



In August 2018, the latest trauma-informed documentary BROKEN PLACES partnered with 360 MEDIA CONSULTING, a collective of documentary film strategists with over three decades of expertise in full-service creative impact producing. The partnership involved developing the film's North American audience engagement campaign, including grassroots partnership-building, digital marketing and audience development across the early childhood and trauma-informed sectors, as well as the educational sales marketing campaign across Facebook, Twitter and web platforms.

From Peabody Award-winning and two-time Academy Award-nominated filmmaker Roger Weisberg, BROKEN PLACES explores why some children are severely damaged by early adversity while others are able to thrive.



PLAY TRAILER +

ABOUT THE FILM

Why are some children severely damaged by early trauma while others are able to thrive? Ernest Hemingway had a powerful way of addressing this question in [A Farewell to Arms](#) where he wrote, “The world breaks everyone and afterward many are strong at the broken places.” Hemingway’s poignant observation captures the central issue we explore in *Broken Places*. By revisiting some of the abused and neglected children we profiled decades ago, we’re able to dramatically illustrate how early trauma shaped their lives as adults. The film interweaves these longitudinal narratives with commentary from a few internationally renowned experts to help viewers better understand the devastating impact of childhood adversity as well as the inspiring characteristics of resilience. *Broken Places* is the 33rd national public television documentary written, produced and directed by Roger Weisberg. His previous productions have won over a hundred and fifty awards including Emmy, duPont-Columbia, and Peabody awards, as well as two Academy Award nominations.



APRIL 6, 2020

NATIONAL BROADCAST

WNET
THIRTEEN

**CHASING
THE DREAM**
POVERTY & OPPORTUNITY IN AMERICA



PBS broadcast Broken Places on April 6, 2020. 98% of the more than 330 public television stations carried the program, and during April there were 1,444 airings of Broken Places. In the top 100 markets, there was 100% market penetration. Overall, the program had better than average viewership compared to documentaries airing in the same time slot this season.

[View Carriage Report](#)



NATIONAL BROADCAST

POST SCREENING CONTENT LIBRARY



BROKEN PLACES Director's Statement



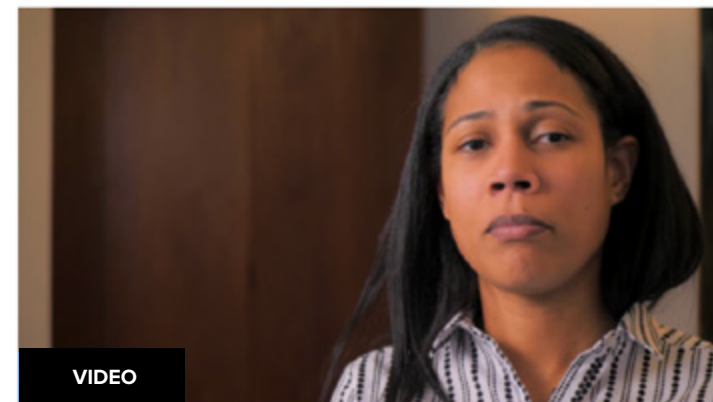
Meet the Experts Behind BROKEN PLACES



About BROKEN PLACES



BROKEN PLACES Snapshot



Daniella Rin Hover AGING OUT

BROKEN PLACES

TESTIMONIALS

“I think you’ve produced one of the best documentaries on early childhood adversity that I’ve seen. The incredible quality of what people shared with you on camera about their personal struggles over a period of more than two decades is a remarkable tribute to your professional skills and to the authentic personal commitment you brought to this project.” — ***Jack P. Shonkoff, M.D., Director, Center on the Developing Child at Harvard University***

“Mental Health America honored Broken Places with its 2019 media award because it opens unique windows into the lives of people who were born into adverse circumstances, experienced trauma, and have spent their lives seeking hope, stability, and health. Roger Weisberg has succeeded in opening these windows wider than ever before by revisiting families after two decades, giving us new insights into the effort it takes not just to help people survive adversity, trauma, and mental illness, but to thrive in spite of them.” — ***Paul Gionfriddo, President and CEO, Mental Health America***

“This documentary is remarkably unique in offering a perspective of lives unfolding over decades. There’s nothing more powerful than showing what happens to people, instead of implying or telling...The documentary is sure to be shown tens of thousands of times in communities across the world that are launching and growing their ACEs initiatives, and need some powerful inspiration to create healthy cities, states and countries.”

— ***Jane Stevens, Founder, Publisher, ACEs CONNECTION/ ACEsTOO HIGH***

“This film provides a remarkable opportunity to understand that we must change the way we protect and support children in this country, and that the best way to support children is to support their families. A powerful and insightful film that teaches us about the importance of primary prevention.”

— ***Jerry Milner, Acting Commissioner, Administration on Children, Youth and Families, U.S. Department of Health and Human Services***

[See More Testimonials](#)

IMPACT MILESTONES

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TOWNHALLS

200,000+
TRAILER

A MONTHLY
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+ FILM FESTIVALS THROUGH ROCO FILMS

WINNER OF MENTAL HEALTH AMERICA'S 2019 MEDIA AWARD





IMPACT MILESTONES

2018–2019

August 15	N. American Audience Engagement Campaign commences
September 1	Broken Places reaches first 1,000 followers
September 5	Broken Places reaches first 2,000 email subscribers  view email campaign
September 15	Broken Places launches brand website + resources  view website  view + download press kit
October 1	Broken Places generates 100,000+ trailer views  view trailer
October 2	Broken Places screens at Explore New Territory — Zero to Three 2018 Annual Conference
October 12	Broken Places screens at Kansas International Film Festival
October 15	Broken Places screens at 2018 ACEs Conference Hosted by Center for Youth Wellness and ACEs Connection
October 20	Broken Places reaches 4,000+ email subscribers
November 1	Broken Places generates first 30+ educational sales through Roco Films  view sales platform
November 2	Broken Places screens at Disrupting Poverty Conference 2018
November 15	Broken Places reaches 3,000 followers // 5,000 email subscribers
December 1	Broken Places generates first 60+ Educational sales through Roco Films
December 8	Broken Places confirms Winter 2019 nationwide Virtual Screening for ACEs Connection
December 10	Broken Places screens at New Yorkers for Children & Administration for Children Services
January 1	Broken Places reaches 4,000 followers // 7,000 email subscribers
February 15	Broken Places reaches 5,000 followers // 8,000 email subscribers
March 9-12	Broken Places screens at CineQuest Film Festival
March 21	Broken Places hosts Virtual Screening/National Tweet Up with ACEs Connection to over 2.5K members  view infographic
April 1	Broken Places reaches 6,000 followers // 10,000 email contacts // 1 Million+ Impressions

IMPACT MILESTONES

2019-2020

April 15	Broken Places generates first 100+ educational sales through Roco Films
April 26	Broken Places screens at 21st National Conference on Child Abuse and Neglect--Strong Thriving Families  view website
May 1	Broken Places screens at National CASA Conference
May 14	Broken Places screens at Juvenile Protective Association
June 14	Broken Places screens at the 2019 Mental Health America Annual Conference Broken Places receives 2019 Media Award  read press release
June 18	Broken Places screens at Trauma-Informed Schools Conference- Beyond Consequences Institute
July 20	Meyerson Center for Safe and Healthy Children, Cincinnati Children's Hospital
August 20	Broken Places reaches 8,000 followers // 15,000 email contacts // 2 Million+ Impression
September 10	Broken Places hosts Virtual Screening/National Tweet Up with EMPATH to 150+ members
September 15	Broken Places generates 300+ educational licenses through Roco Films
September 27	Broken Places screens at the 21st Congress on Children Conference
October 4	Broken Places screens at the AVA Global Health Summit
October 21	Broken Places screens at The New School Center for New York City Affairs
October 30	Broken Places screens at the Children's Bureau & Indiana Department of Child Services Conference
November 8	Broken Places reaches 10,000 followers // 5 Million+ Impressions
February 12	Advancing Resilience for Students in Temporary Housing, NYC Dept. of Education
February 21	Institute for Families, School of Social Work, Rutgers University
February 24	Broken Places generates 400+ educational licenses through Roco Films
March 18	Broken Places reaches 12,000 followers // 20,000 Email Contacts // 10 Million+ Impressions
March 25	Broken Places reaches 200,000 trailer views  view trailer
April 6	Broken Places premieres nationwide on PBS  view press release



MAJOR VIRTUAL SCREENINGS

March 2019 ACEs Connections

August 2019 National Association of School Psychologists

September 2019 EMPATH Disrupt Poverty

May 2020 National Basketball Association (NBA) *In association with KPJR Films

Host a Virtual Screening

Download Sample Impact Report

virtual screening contact: KB@360media.consulting

MAJOR NATIONAL SCREENINGS

Grade Level Reading Annual Conference

Zero to Three Annual Conference

Kansas International Film Festival

ACEs Conference Hosted by Center for Youth Wellness and ACEs Connection

Economic Mobility Pathways Conference

Disrupting Poverty Conference

New Yorkers for Children & Administration for Children Services Forum

Cinequest Film Festival

Office on Child Abuse and Neglect, Children's Bureau National

National CASA/GAL Conference

Juvenile Protective Association

Mental Health America Annual Conference – Media Award to Broken Places

Beyond Consequences Institute's Spring Trauma Informed Schools Conference

Beyond Paper Tigers Trauma-Informed Care Conference

Diabetes in Indian Country Conference



Charlotte Film Festival

Maine Resilience Building Network

Academy of Violence and Abuse Global Health Summit

United Nations Association Film Festival

The New School Center for New York City Affairs

Children's Bureau & Indiana Department of Child Services Conference

Ojai Film Festival

Attachment Trauma Network 3rd National Conference for Creating Trauma-Sensitive Schools

Institute for Families, School of Social Work, Rutgers University

41st National Association of Pediatric Nurse Practitioners Annual Conference

33rd Annual Research & Policy Conference on Children, Adolescent and

Young Adult Behavioral Health

BROKEN PLACES

IMPACT PARTNERS

[View Full Bios on Website](#)



Nadine Burke Harris, MD, MPH, FAAP

California Surgeon General & Founder,
CENTER FOR YOUTH WELLNESS



Geoffrey Canada

President,
HARLEM CHILDREN'S ZONE



Thomas Boyce, MD

Lisa and John Pritzker Distinguished Professor of Developmental and
Behavioral Health, Departments of Pediatrics and Psychiatry
University of California, San Francisco



Jack P. Shonkoff, M.D.

Director,
CENTER ON THE DEVELOPING CHILD at HARVARD UNIVERSITY



Rahil Briggs, PsyD

National Director,
HEALTHYSTEPS



Sondra Samuels

President & CEO,
NORTHSIDE ACHIEVEMENT ZONE



Art Rolnick

Senior Fellow, Humphrey School of Public Affairs,
University of Minnesota



Dayna Long, MD

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UCSF BENIOFF CHILDREN'S HOSPITAL OAKLAND



Josh Sparrow, MD

Director, BRAZELTON TOUCHPOINTS CENTER at Boston's
Children's Hospital & Associate Professor of Psychiatry,
Part-time, Harvard Medical School



Jane Stevens

Founder, Publisher
ACEs CONNECTION and ACES TOO HIGH



Elisabeth D. Babcock, MCRP, PhD

President and CEO
EMPath – Economic Mobility Pathways

BROKEN PLACES

MEDIA LIBRARY



Rebekah Phillips

ENDING WELFARE AS WE KNOW IT



Thomas Sledge

ENDING WELFARE AS WE KNOW IT



Danny and Raymond Jacobs

WHY CAN'T WE BE A FAMILY AGAIN?



Luis and Elena Santiago

A BROOKLYN FAMILY TALE



David Griffin

AGING OUT



Daniella Rin Hover

AGING OUT



BROKEN PLACES MEDIA LIBRARY



Bobby and Yvonne Gross
OUR CHILDREN AT RISK



Juan Chavez
NO TOMORROW



Risa Bejarano
AGING OUT



Fior Vasquez
DREAM ON

Broken Places

RESOURCES

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[Explore Broken Places Website](#)

[Explore PBS Website](#)



[Acquire The Film For Educational & Institutional Use](#)



[Stream or Download The Film For Home Use](#)