DEFYING THE NAZIS: THE SHARPS’ WAR is a 90-minute documentary that premiered on September 20, 2016 nationally on all PBS stations. The film is directed by Artemis Joukowsky, III and Ken Burns. The film tells the story of Waitstill and Martha Sharp, an American minister and his wife, who left their children behind in the care of their parish and boldly committed to a life-threatening mission in Europe. For over two dangerous years they helped save scores of imperiled Jews and refugees fleeing the Nazi occupation across Europe.

National and community partnerships, special events, digital media, educational marketing, and PBS Station grants helped to create a successful promotion and engagement campaign from July 1, 2016 – October 31, 2016.
Facing History and Ourselves created three comprehensive lessons integrating film clips, personal letters, photographs, and thought provoking questions. Each of the three lessons were posted to PBS Learning Media and were featured on the FHAO website.

- *The Sharps’ Dilemma*
- *Responses to the 1930s Refugee Crisis*
- *Children’s Emigration Project*

In addition, FHAO:

- Facilitated teacher workshops
- Created a discussion guide
- Distributed fliers to 750+ summer workshop and seminar participants
- Published an article in NCSS membership magazine (circulation = 12,000+)
- Sent a letter to President Obama in support for White House screening
- Developed a student essay contest focused on The Sharps (winner announced soon)
- Executed comprehensive communication strategy focusing on educator network of 100k+ subscribers
EDUCATION

• Meadville Lombard Technical School created a We Who Defy Hate curriculum with downloadable lessons at http://www.meadville.edu/fahs-defy-hate

• PBS Learning Media* also posted all three of the FHAO lessons
  • The Sharps’ Dilemma: 4 favorites, 1682 views
  • Responses to the 1930s Refugee Crisis: 1 favorites, 693 views
  • Children’s Emigration Project: 3 favorites, 870 views

*PBS Learning Media had a glitch in Google Analytics from Sept 27-Oct 5 and weren’t capturing data during that time period
RATINGS

Defying the Nazis: The Sharps’ War premiered on PBS stations on Tuesday, September 20, 2016.

- Overnights averaged a 1.1 Nielsen rating
  - Up 32% from same Tuesday in 2015
- Ratings from the broadcast premiere through 9/30 averaged a 1.37 Nielsen rating.
  - Several stations topped a 2.0 overall rating
    - WMVS (Milwaukee) = 2.6
    - WOSU (Columbus) = 2.15
    - KPBS* (San Diego) = 2.10

*Grant station
Information provided by: WETA Station Relations
EARNED MEDIA & PR

The media campaign generated 456 placements and 1,174,938,486 impressions, with a corresponding publicity value of $111,206,072.

Highlights include:

• The New York Times
• Wall Street Journal
• The Washington Post
• Forbes
• TIME
• Associated Press
• Newsweek
• Charlie Rose
• MSNBC
• USA Today

Artemis Joukowsky, Matthew Justus, Charlie Rose and Ken Burns on Charlie Rose 9/15
TIME, Inc. published a Defying the Nazis VR experience as one of the flagship pieces in their LIFE VR app available for iOS and Android.

Amelie, one of the holocaust survivors featured in the film, reliving her harrowing childhood rescue, in VR, almost 80 years later.
PAID RADIO MARKETING

National on-air radio spots were created and aired on NPR stations from 9/12/16 though 9/18/16.

• Target demographic was 25-65 year olds
  • Spots aired in NYC, LA, Chicago, San Francisco, Philadelphia, Detroit, Dallas/Ft.W, Boston, DC, Houston/Galveston, Miami/Ft.L
• Estimated impressions for the schedule was 520,500
• Delivered impressions for the schedule was 556,500
A promoted post was featured on the Ken Burns (PBS) Facebook page on 9/20/16.

- Post ran for the entire 24 hour day
- Targeted to mobile and desktop users aged 45+ with interests in history and documentary film
- **382,895** video views
  - **97,850** minutes viewed
  - **11,199** post engagements
- **786,478** total reach
NATIONAL SOCIAL MEDIA

#SharpsWarPBS had a total reach of 39.8M, with 109.8M impressions.

- #SharpsWarPBS tweets reached 16.6M people on premiere night, with over 26M impressions
- #SharpsWarPBS posts on the Ken Burns (PBS) Facebook page reached 2.4M people, with over 3.4M impressions and nearly 542k video views and 92k engaged users
• **Brown University** reached over **420,000** unique users via the school’s official Facebook, Twitter and LinkedIn channels.
  - 2 Facebook posts lead to nearly **18.3k** impressions
  - **28.2k** people were reached by only 7 Twitter posts
  - Rhode Island Governor, Gina Raimondo, shared one of Brown’s tweets to her 30k+ followers

• **Meadville Lombard Technical School** reached nearly **27k** users with 40 Facebook posts.
  - **5,738** post reactions
  - **555** shares
SOCIAL MEDIA – PARTNERS

• UUA reached an average of 5834 users and generated over 4600 post engagements via Facebook.

• Facing History and Ourselves generated over 110k impressions and reached more than 71k users via Facebook and generated nearly 44k impressions on Twitter.

• Helen Dewey (Artemis’s cousin) reached 619 users on Facebook and sent 234 email messages to friends/colleagues with information regarding screening events in relevant cities.
NATIONAL WEBSITE

http://www.pbs.org/show/defying-nazis-sharps-war/

Information provided by: PBS

Draft as of 11/23/16
The full episode of *Defying the Nazis: The Sharps’ War* was available for streaming beginning 9/21 at 3am ET.

- 79,253 total online views of the film
- 48,032 were unique events

**46,362**
Video OTT (AppleTV, Roku, etc…)

**28,977**
National Portal (PBS.org)

**2,443**
Partner Player

**219**
ipad & iphone apps

**119**
Other*

* MOVD OTT, Viral Player, MVOD Nat’l Portal, MVOD local player
Defying the Nazis: The Sharps’ War issue of the Ken Burns e-newsletter was sent to a distribution list of 7,406 on 9/20.

- 5,648 total opens
- 2,016 subscribers opened
- 327 total clicks
PARTNER E-NEWSLETTERS

• **UUA** sent 4 emails between August 1 and September 8 that reached an average of 6000 people and generated a nearly 14% open rate.

• **Facing History and Ourselves** sent a total of 21 emails to a network of ~110k contacts with a 13.5% open rate.

• **Brown University** promoted the film in its Morning Mail newsletter reaching over 10k subscribers.

• **Meadville Lombard** conducted extensive e-marketing via 13 emails and newsletter announcements averaging a 44% open rate.
In addition to PBS station engagement events, special screening events have taken place across the country.

• Partnership screenings
  • UUA
  • USHMM
    • University screenings & watch parties
• Academy Voter Luncheons
  • 2 screenings, one in New York and one in Los Angeles
  • Approximately 70 attendees at each event
  • Screenings and discussions with Ken Burns & Artemis Joukowsky
• White House, UN, Congressional committees

Michael Abramowitz (USHMM) moderating a panel discussion at The White House with Artemis Joukowsky, Ken Burns, Deputy Secretary of State Tony Blinken, and Deputy National Security Advisor Avril Haines.
SCREENING EVENTS

There have been more than 30 screening events nationwide reaching over 3,200 attendees.

MAY
• 5/17: Meadville Lombard Workshop (55)

JUNE

JULY
• 7/27: PBS SoCal and PBS at TCA in LA (300)

SEPTEMBER
• 9/6: Chicago Holocaust Museum (216)
• 9/7: WTTW in Chicago (180)
• 9/7: ideastream/WVIZ in Cleveland (200)
• 9/10: No Limits Media Board Members + invited guests (63)

SEPTEMBER continued…
• 9/11: WCNY and The Jewish Community Foundation of Central New York (100)
• 9/11: APTV in Birmingham (700+)
• 9/12: USHMM in Washington, DC (340)
• 9/13: 92nd Street Y in New York City (280)
• 9/14: MPT in Baltimore (100)
• 9/15: No Limits Media private screening (25)
• 9/15: WPBT in Miami (177)
• 9/17: KPBS – GI Film Festival in San Diego (60)
• 9/18: UUCB in Birmingham (55)
• 9/19: UUA in New York (50)
• 9/19: WHYY in Philadelphia (268)
• 9/20: Brown University (50)
• 9/28: 1st UU Society of Syracuse (30)

Draft as of 11/23/16
WETA offered eight $5,000 community engagement grants to local stations for *Defying the Nazis*

- APTV, ideastream (WVIZ), KPBS, MPT, PBS SoCal, WHYY, WPBT, WTTW
- Stations collaborated with local partners to host community engagement events
  - 8 funded screenings & panel discussions
  - Over 25 local community partnerships
- Project activity period: July 18 – October 31, 2016.

**IMPORTANT NOTE:** Final station reports are due by 12/1/16; therefore, some station information in this document is incomplete.
Three stations tracked and reported website traffic

- KPBS, WPBT, and ideastream
- On-air promos and Facebook were primary traffic drivers to their featured content
Four stations tracked and reported social media metrics.

- APTV, KPBS, WPBT, and ideastream
- Most engagement was on Facebook
  - 18,241 total impressions
  - 25,686 users were reached.

1625 Total Facebook Engagements

- Reactions
- Comments
- Shares
STATION E-NEWSLETTERS

• WVIZ/ideastream in Cleveland included information about the film and screening event in 5 different e-newsletters
  • ideaLeader event invite to 673 recipients had a 43.5% open rate
  • WVIZ August e-news went to 3,118 subscribers and had a 81.6% open rate
  • WCPN August e-news went to 4,372 subscribers and had a 50.7% open rate
  • ideaLeader August e-news went to 661 recipients with a 44% open rate
  • WVIZ September e-news went to 11,197 subscribers and had a 30.6% open rate

• WPBT in Miami promoted the film and their screening event to 20,000 subscribers

• APTV in Birmingham promoted the film and their screening event to over 13,000 subscribers
APTV partnered with several local faith organizations including the Unitarian Universalist Church of Birmingham (UUCB) to host a screening and discussion with Artemis Joukowsky (via Skype) for over 700 attendees on 9/11. As a result of the screening, and another one at the UUCB on 9/18, many people at the church have become inspired to take action to help vulnerable populations, particularly immigrants and refugees. An audience member has now started a special refugee interest group at the UUCB and the group will be partnering with the Birmingham Islamic Society. Most of the members of this group have said that their interest in joining was inspired by the film.
Ideastream thought their event was a success when they had a sold out crowd of 200 attendees at the station’s biggest theater. But just as the screening started, a fire alarm went off and the everyone was evacuated. Once the alarm was cleared the station knew their event was a success when the entire audience returned to watch the full 90 minute screening, stayed for the panel discussion, and stayed for the post-event reception. Most telling were the comments received after the event from attendees who said they loved the film and asked how they could notify their friends in other cities about the broadcast.
WHYY
Coming soon….
STATION SUCCESS & APPRECIATION

“Working [our partner] organizations and director Artemis Joukowsky, we we’re able to give our members and non-members an educational and inspiring historical piece that connects generations.”
– WPBT, Miami

“ideastream appreciates the opportunity to work with WETA to engage the local community about a wonderful and important film like *Defying the Nazis*. This was one of our most successful screening and panel discussion events and we appreciate all the great materials and assets provided by WETA that helped make it such a success!”
– WVIZ, Cleveland

“What a team! On behalf of the Board of the Unitarian Universalist Church I want to thank each of you who applied your talent and your time to make the September 11 film screening an impressive success. Events like this do not happen by luck but by dedication and attention to details. You did that!”
– UUCB Board Member, Birmingham
FUNDERS

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