

# **IMPLEMENTING AN IMPACT STRATEGY FOR DOCUMENTARY FILM USING A COMMUNITY DRIVEN APPROACH: A CASE STUDY OF *THIS LAND*.**

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## **Abstract**

A documentary film has the capacity to effect social change or have impact, when the creative language of film is harnessed through a well-structured impact strategy that inspires audiences to engage with the content. This minor dissertation examines the implementation of an impact strategy through an in-depth case study of the documentary film, *This Land*. During the last few years the impact campaign has become an integral component of documentary film production, recognising the need to activate a film beyond its broadcast or cinema exposure and provide a structured plan to employ the film as a tool for social change. While case studies exist that provide models for impact strategies, this study addresses a need for a grassroots-focused alternative for marginalised communities in remote locations, who may be more directly affected by the issues raised in the film than a mainstream or urban audience. The study takes an empirically approach to research that analyses both quantitative and qualitative data gathered during the implementation of the impact campaign for *This Land*. This data was gathered at film screenings through audience survey, focus group discussions and observational research. This informed structured research interviews with key role-players in the documentary impact campaign. The findings of the study are used to propose a model for documentary filmmakers when structuring and implementing a grassroots focused impact strategy, with a view to community driven social change.

**Key words:** Documentary impact; Change agents; Grassroots engagement, Social activism, Land redistribution, Traditional leadership.