BRITDOC

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<u>GIVE UP</u> Tomorrow

PUMA

A tropical storm beats down on an island in the Philippines, two sisters leave work and never make it home.....

Paco Larrañaga, a 19 year old student, is sentenced to death for their rape and murder despite overwhelming evidence of his innocence. Seven years in the making, the film reflects schisms of race, class and political power at the core of the Philippines' tumultuous democracy that clashing families, institutions, and individuals face over Paco's freedom.

<u>WHAT THE CRITICS SAID</u>

"Jaw-dropping... hard to turn away from" *New York Times*

"Documentaries about abuses of justice abound, but few present complicated events in so concrete, linear, and compelling a fashion" *Variety*

"As well paced and engrossing as any thriller while incalculably more harrowing... An incredible story, beautifully and persuasively told" *The Guardian*

"WHAT IS REALLY GREAT ABOUT THIS FILM IS ITS CAPACITY TO TOUCH AND ACTIVATE PEOPLE AND COMMUNITIES ACROSS CONTINENTS." PEER REVIEW COMMITTEE





WHO SAW IT

"WHEN I SAW THE FILM I WAS ACTUALLY ANGRY. I COULDN'T BELIEVE THAT THIS HAD ACTUALLY HAPPENED, SO I SAID 'INSTEAD OF SITTING AROUND... COMPLAINING ABOUT SOMETHING WHY DON'T I GET UP AND DO SOMETHING MYSELF'. WHEN I FOUND OUT THAT (TREKKING THE CAMINO DE SANTIAGO) WAS SOMETHING PACO'S ALWAYS WANTED TO DO THAT CONCRETED THE IDEA"

GRAINNE MCHUGH WHO TREKKED THE 356 MILE Pilgrimage to raise funds and awareness for the free paco now campaign.

<u>COMMUNITY SCREENINGS</u>

USA: 50+ Philippines: 45+ (inc. American Embassy) Spain: 20+ screenings ROW: 125+ screenings

<u>OTHER ONLINE STRATEGY</u>

Paco's message from Death Row: 54,731 views

Free Paco Now campaign video: 7,649 views

Philippine premiere: 6,810 views

POV site: 23,975 views

<u>CINEMA</u>

Initially scheduled for a single screen in the Philippines over one weekend but eventually rolled out to 15 cinemas over 3 weeks



FESTIVALS in 35 countries Premiere Tribeca Spring 2011



<u>CINEMAS</u> in 175 cities internationally



TELEVISION Broadcast in 9 territories including US, Spain

USA, Spain, Philippines



AWARDS AND PRIZES 18 Awards including 7 Audience Awards, 4 Human Rights Awards.



ONLINE TRAILER 90,000 views



<u>WEBSITE</u>

www.GiveUpTomorrow.com 71,487 www.FreePacoNow.com 55,176



EMAIL LIST 6653 signed up



SOCIAL NETWORKING SITES

Facebook (*Give Up Tomorrow* & Free Paco Now): 6367

Twitter (@GiveUpTomorrow & @FreePacoNow): 1278



THE CAMPAIGNERS

The campaign to free Paco has been personally and professionally driven by the filmmakers Michael Collins and Marty Syjuco for 9 years. They had a personal interest in the story: Syjuco's brother is married to Paco's sister, Mimi. Their efforts have been amplified by working closely with a range of partners to leverage international networks that cross borders.

CAMPAIGN AIMS

This campaign is particularly unusual in that it happened in two stages, firstly using a short advocacy video in 2005, which would subsequently form part of the content of the second stage; a feature length film.

The filmmakers had made huge strides with the video but the release of the feature documentary in Spring 2011 was intended not only to reenergise the Spanish public but also to engage a truly global audience, build capacity through

THE FILMMAKERS MADE HUGE STRIDES ON THE JOURNEY TO SAVE PACO'S LIFE AND GAIN RECOGNITION OF HIS INNOCENCE BEFORE THE FILM WAS EVEN RELEASED.

human rights partnerships, and put the Philippine justice system in the spotlight.

HOW THE CAMPAIGN WORKED

The filmmakers' fight to save Paco's life started in 2004,

when the Supreme Court of the Philippines sentenced him to death row. His family and lawyers had exhausted all legal channels in a hostile public, media and political climate. As a last resort to save him the filmmakers appealed directly to the Spanish public, Paco being a dual Spanish/ Philippine citizen.

After their first production trip to the Philippines from Dec 2004 to March 2005, the filmmakers joined and helped publicly launch the campaign to free Paco that was underway in Spain. They moved to Barcelona in the Spring 2005 and formed a low key grassroots coalition of core members: Paco's aunt, cousin, Spanish lawyer, and the filmmakers. They reached out to a number of organisations for help and amongst the many that responded was Fair Trials International who became a campaign partner.



They smuggled a hidden camera into the maximum security Bilibid Prison and recorded a desperate message from Paco which went viral in 2005. Newspaper QUE and Amnesty Spain ran signature campaigns. They created a short advocacy video that aired on Spanish television in November 2005. This resulted in an incredible response:

- 1. Hundreds and thousands of signatures delivered to Spanish congress
- 2. Politicians from Spain flew to the Philippines to visit Paco on death row and meet the President of the Philippines, Gloria Macapagal-Arroyo
- 3. Paco became the face of Amnesty International's signature campaign against the death penalty
- 4. Human rights groups demonstrated outside the Philippine embassy in Madrid with giant lethal injection needles, and delivered 210,000 signatures asking the Philippine President not to kill Paco

Three months after the video Fair Trials International filed the appeal on Paco's case to the UN and received a rare swift response that they would take on the case. It's fair to say Fair Trials brought Paco's case to the UN as a result of a collaborative effort of many likeminded NGOs and activists of which the filmmakers were a key part. This has set the stage for the collaborative nature of all the activity throughout the campaign.

The public outcry worked. In October 2005, the King of Spain, Juan Carlos and the President of Spain, Jose Luis Zapatero, asked the President of the Philippines for leniency in Paco's case.

In June 2006, the Philippine President abolished the death penalty on a publicity trip to Spain. While larger political forces motivated this, the filmmakers could, at least, be said to have contributed to the conversations that led to these changes. In the same year the United Nations Human Rights Council ruled that Paco's conviction was unsound, a ruling that was subsequently ignored by the Supreme Court in the Philippines.

In October 2009, Paco was transferred to Spain on a prisoner exchange treaty.

However, Paco remained in prison in San Sebastian and faded from public view. Public opinion remained hostile in the Philippines. The coaccused defendants remained incarcerated.

So much had already been achieved, but the feature documentary created new opportunities: for greater awareness, for deeper engagement, for a truly global reach.

The team decided to launch the feature documentary in the US and Spain before taking on the Philippines, as they were sure that they would be dismissed as biased insiders in the Philippines. The film launched at the Tribeca Film Festival in Spring 2011 – attended by the elite of New York's intelligentsia and independent media, as well

ON RELEASE THE FILMMAKERS HAD TO ENGAGE A Global Audience To Action.



as the most influential of the Filipino-American (Fil-Am) community. It's worth noting that members from partner organisations attended, many having flown in specially, including Larry Cox, Exec Director of Amnesty International USA and representatives from Reprieve, Fair Trials International, QUE newspaper and Equal Justice USA. This started a legitimised conversation about the broken justice system in the Philippines in which their evidence was taken seriously as a robust investigative case study.

The filmmakers also launched the second Free Paco Now campaign in April 2011 to coincide with the Tribeca premiere.

Their next focus was Spain where awareness of Paco had lapsed since the grassroots Spanish campaign helped get him off death row and transferred to a Spanish prison. Launching *Give Up Tomorrow* in Valladolid in October 2011 raised awareness that there was still much more to be done.

From then on the filmmakers distributed and collected letters from audience members at screenings, or organised volunteers to do this. Audiences were also encouraged to write postcards to Paco.

The filmmakers would put the letters in an

envelope and send them to Paco's cousin in Spain who would then divide them and send them on to the Spanish President incrementally so that even if screenings weren't talking place, the letters would be consistently arriving.

Amnesty International was a major partner for the film's theatrical release in Spain in June 2012 as they mobilised their membership base in Spain. The team continues to contact local chapters of AI for each scheduled screening, so they can be present to sign up audiences to lists and actions at the local level.

As the film won awards around the world it began to make front page news in the Philippines. The country was watching and listening to how the rest of the world regarded the Philippines as a place to be a citizen. The Philippine media and public began to voice their concern and the stage was set for the film's packed and controversial premiere in Manila.

Before the theatrical release in the Philippines a private screening was held reaching out to the country's mainstream media including well known media personalities whose sensationalised, irresponsible reporting had influenced the case against Paco initially. This was typical of the filmmakers' consensus building approach throughout the campaign.





ONLINE TRENDS

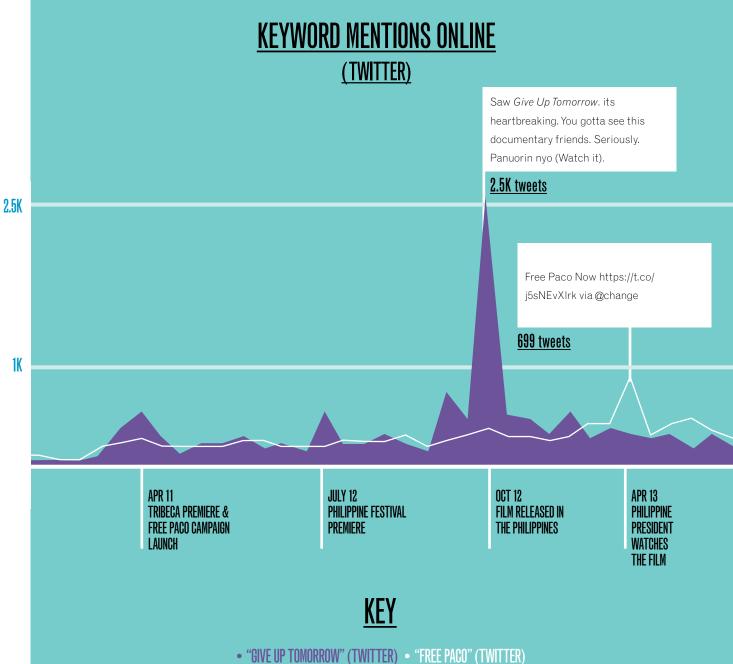
A search in Google Trends shows in terms of keyword searches that:

- "Paco Larrañaga" peaked and plateaued in April/May of 2005 due to release of "Paco's Message on Death Row" video in Spain.
- 2. "Free Paco" peaked in October 2011 and spiked to 80 in October 2012 due to the Philippine theatrical release.
- "Give Up Tomorrow" peaked at 100 in October 2012 due to theatrical releases in NY and Philippines, and POV broadcast premiere.
- "Chiong Case" spiked to 54 in August 2012 after the Philippine festival premiere, and again in October 2012 with the theatrical release.

FACEBOOK POSTS

- 1. July 2012, Philippine Festival Premiere: Facebook posts' reach jumped from roughly 2,500 to 27,000 people, and leveled out at 14,000. By September 2012, this increased to 40,000 with sustained media coverage.
- 2. October 2012, Philippine Theatrical Release: Facebook posts' reach jumped from 40,000 to 172,499 with nearly 20,000 unique users at one time.

GiveUpTomorrow.com hits soared from 184,778 hits in September 2012 to 711,946 hits in October 2012.



<u>THE FILM</u>

THE CAMPAIGN

IMPACT &

			<u>ACHIEVEMENTS</u>
Dec 2004	•••••• FIRST PRODUCTION TRIP To the phillipines	FIRST PHASE OF CAMPAIGN, Free Paco Now, Launched	
May 2005	••••••	•• IN MADRID	
		PACO'S MESSAGE FROM Death Row Goes Viral	
Oct 2005			••• KING OF SPAIN ASKS FOR LENIENCY From president of philippines
June 2006	•••••	• • • • • • • • • • • • • • • • • • •	• •• PHILIPPINES ABOLISHES
			THE DEATH PENALTY
Oct 2009			 PACO TRANSFERRED TO PRISON IN SPAIN
Apr 2011	••••• TRIBECA FILM •••••	• • FREE PACO NOW	
	FESTIVAL PREMIERE	CAMPAIGN LAUNCHED	
Apr 2012	••••• SCREENING AT SAN •••• Sebastian human Rights film festival		 PACO MOVED TO MINIMUM Security Prison
Oct 2012	••••• FILM RELEASED IN The philippines		
Dec 2012		• • • • • • • • • • • • • • • • • • •	• •• INNOCENCE PROJECT Philippines Launched
		MARTY RETURNS AWARD	
Mar 2013	••••••	 TO BOARD OF PARDONS AND PAROLE IN THE PHILIPPINES 	
Apr 2013		• • • • • • • • • • • • • • • • • • •	• •• PHILIPPINE PRESIDENT
. <u> </u>			WATCHES THE FILM
June 2013	•••••	• • • • • • • • • • • • • • • • • • •	• •• SPANISH GOVERNMENT OFFICIALLY Requests Paco's Pardon from
7	PRODUCTION BUDGET US\$ 615,000	<u>CAMPAIGN BUDGET</u> US\$ 125,000	PHILIPPINE GOVERNMENT

THE FREE PACO NOW CAMPAIGN

Although Paco remains in prison in Spain, actions taken in that country have resulted in significant freedoms for him.

The letterwriting campaign generated an incredible response considering the lack of resources behind the effort:

*10,560 emails to MEPS

*4,960 emails to President of Spain

*1,397 downloaded to President of Spain (since there is an option to send this same letter via email on the same page, the filmmakers believe that most of those who downloaded it had the intention to duplicate it and share it with others)

*6,000+ (estimate) physical letters signed after screenings and mailed to the Office of the President in Spain

This took place over two years until, in June 2013, the Spanish government announced that they would officially request Paco's pardon from the Philippine government.

There was global awareness of Paco's plight. Celebrities like American actor Matthew Broderick, Japanese artist and peace activist Yoko Ono, fashion activist Bethann Hardison and American actor Fisher Stevens showed their support for the campaign through tweets, signing the petition and by sharing a photo whilst holding a sign saying 'Free Paco Now'.

"Documentary films are quickly becoming the voice of activists. This is one of the must sees. Made with passion and love for justice." Yoko Ono

Thanks to a special screening at the San Sebastian Human Rights Festival in April 2012 (where the film won an Audience Award), attended by the Prison Warden and Prison Review Board, the decision was made to change Paco's prisoner status and he was moved to a minimum security prison two days after the screening. He is now given furloughs to attend culinary school, has gained his driver's license and maintains an apartment outside, but must still sleep in prison every night. Paco even has a girlfriend.



"I INVITE YOU TO WATCH "GIVE UP TOMORROW" AND CONSIDER THE MOUNTAINS OF EVIDENCE AND TESTIMONIES THAT WERE SILENCED AND IGNORED BY THE COURTS AND THE MEDIA. I PRAY THAT GOD WILL GIVE YOU THE STRENGTH TO ADMIT A MISTAKE WAS MADE. AND THE COURAGE TO PROVE THAT YOUR DEPARTMENT ADMINISTERS JUSTICE, AND DOESN'T JUST ADMINISTER PAPERWORK."

After the theatrical release in Spain in June 2012, the Queen of Spain visited the Philippines and appealed to the Philippine President for clemency for Paco.

By April 2013 events had moved so fast in the Philippines that the President had watched the film. This was the result of Marty spending six months in the Philippines targeting the most influential members of society and making them allies – especially those with the President's ear, like the American Ambassador who hosted a private screening at his residence.

In March 2013 Marty had been given the Ani ng Dangal trophy in recognition of his film,

which he promptly returned in protest to the Board of Pardons and Parole in a public appeal to them to review Paco's case favourably. Each member received a DVD with a protest letter, the package also being sent to the Secretary of Justice, the President and key people around him.

Two days later Secretary of Justice Leila de Lima publicly responded by saying the President had the final say on Paco's pardon request – essentially passing the buck to him. "The final decision rests on the President. And a favorable recommendation from BPP is not a mandatory prerequisite for the President to exercise his power to grant clemency. We thus transmitted to the Office of the President nonetheless the plea for clemency in behalf of Mr. Larrañaga for the President's consideration," she said.

This created wide press coverage resulting in the Philippine President finally viewing the film during Easter Holy Week.

THE PHILIPPINES - MEDIA RESPONSIBILITY

Following the screening for media opinion formers organised by the filmmakers Teddy Locsin, a prominent journalist who had been one of the worst perpetrators of trial by media, said, on camera: "They have always been innocent and their guilt was never proved beyond reasonable doubt. They have never been guilty... this was a trial by publicity." Locsin praised the filmmakers for sticking to their story for seven years as he remarks how in week to week journalism conclusions are often reached unscrupulously.

Carlos Celdran, a cultural icon and social activist asked the audience: "How did we all believe that they were guilty? We all did. Back then I drank the juice." He goes on to talk about how everyone allowed it to happen and to question the ethics of what was allowed to be shown on TV at the time.

The self reflection by the Philippine media about their own actions, as well as the justice system of their country, was an unexpected gain of the campaign. "I felt helpless. Injustice can happen to anyone in this country."

"Give Up Tomorrow is a must-see for everyone - specially journalists!"

 Karen Davila, TV journalist Twitter followers: 960,243

"This must be watched by every Filipino."

Carlos Celdran, artist/activist
 Twitter followers: 191,106

"It was so difficult... to go against what was fashionable: to simply crucify Paco. That was the reality of the time. And as a member of the media I would like to say sorry." – *Leo Lastimosa, Philippine journalist*

"What if you only knew part of the story... what if everything you believed in is not exactly true... what if, just what if, you misjudged someone? What if Paco Larrañaga was indeed innocent?"

– Nadia Trinidad, Philippine journalist

"Incredible film! Thanks for the ride! Glad we watched *Give Up Tomorrow* together"

- Tweet by Tim Yap, TV Host and Celebrity Twitter followers: 1,047,459

<u>BEYOND PACO — INNOCENCE PROJECT PHILIPPINES</u>

The Philippine Innocence Project is a network of law school clinics, scientific and academic laboratories and nongovernmental organisations, that seeks to make justice accessible for wrongfully convicted persons.

The Ford Foundation hosted a screening of *Give Up Tomorrow* at the New York Paley Center of Media as part of its Philanthropy NY series. Maddy deLone, Executive Director of the Innocence Project joined the team on the post screening panel. After seeing the film, Maddy organised a private screening for the Innocence Project New York office. She was so moved by the film that she began collaborating with Attorney Ted Te, leading to the founding of the Innocence Project Philippines Network in December 2012. Today the IPPN is launching in Colleges of Law across the Philippines and recruiting students in an active development phase.

Dr Cora de Ungria of the DNA Analysis Laboratory at the University of the Philippines, the main instigator of IP in the Philippines states, "We have been trying to find ways to start an Innocence Project since 1999 after the execution of Leo Echegaray.... some people listened while others did not. This film was so compelling that one can no longer turn one's face away from reality."

Going forward the team will be able to measure the number of students enrolled in the Innocence Project Philippines Network (IPPN) and in the number of cases investigated, as *Give Up Tomorrow* inspires students and new related media is developed. Fragmented human rights groups joined forces, with real, concrete gains for thier campaign that will be long-lasting, as the film becomes part of a higher education curricular innovation in the Philippines, to help strengthen judicial and media reform from the ground up.

CAMPAIGN PARTNERS

Fair Trials International, Reprieve and Amnesty International use the film to lobby for Paco's pardon. Commission Against the Death Penalty, The Innocence Project, and many anti death penalty NGOs use the film to campaign against the death penalty.





The filmmakers have very effectively created a political campaign across borders, channelling public feeling generated by the film towards concrete political goals. Already the campaign has done much to improve Paco's quality of life and they have managed this through their own personal energy in partnership with other NGOs, on modest resources.

A long term legacy of the campaign in the form of the Innocence Project Philippines Network will address the systemic roots of injustice in that country for years to come.

<u>"THIS SENSITIVITY AND CUSTOMISED APPROACH TO DIFFERENT GROUPS</u> <u>FOLLOWING A PREDEFINED STRATEGIC TIMELINE FOR OUTREACH IN</u> <u>DIFFERENT GEOGRAPHIC AREAS AND AMONG DIFFERENT GROUPS</u> <u>CONTRIBUTED TO THE IMPACT THE FILM WAS ABLE TO ACHIEVE."</u> PEER REVIEW COMMITTEE

TEAM BIOGRAPHY



DIRECTOR

MICHAEL COLLINS is Emmy® an nominated filmmaker, devoted meditator, and founder of Thoughtful Robot, a production company based in NYC committed to crafting compelling social justice films that galvanize Michael's short film Gerthy's change. Roots, shot on location in Haiti and made possible by the Mandela Day Tribeca All Access Award, won the Belief Matters Award and was selected for the Media that Matters collection. Give Up Tomorrow, his documentary feature film seven years in the making, premiered at the 2011 Tribeca Film Festival and won the Audience Award and a Special Jury Prize for Best New Director. The film went on to screen in over 70 festivals in 35+ countries, winning 18 major awards including seven Audience Awards, four Human Rights Awards and the Activism Award at Michael Moore's Traverse City Film Festival.



PRODUCER

MARTY SYJUCO is a multi-awarded producer whose dreams came true with an Emmy[®] nomination for Outstanding Investigative Journalism. Originally from the Philippines, he moved to NYC to pursue his passion: documentary filmmaking. In 2005, he produced the one-hour film Atrapado en la Injusticia (Caught in an Injustice) broadcast on Spanish national television. The evolution of the story and the reception and acclaim spurred him to expand the short into a feature-length documentary, Give Up Tomorrow, about an innocent young man sentenced to death in the Philippines. To this Give Up Tomorrow has been broadcast in nine territories, including BBC, Canal+ and PBS, as part of POV's 25th anniversary season.

AWARDS & PRIZES

Winner, Heineken Audience Award, Tribeca Film Festival 2011 Winner, Special Jury Prize for Best New Director, Tribeca Film Festival 2011 Winner, Audience Award, Sheffield Doc/Fest 2011 Winner, Activism Award, Traverse City Film Festival 2011 Winner, Audience Award, Antenna Sydney Film Festival 2011 Winner, Audience Award, Valencia Human Rights Film Festival 2011 Winner, Best Documentary, Anchorage International Film Festival 2011 Winner, Human Rights Award, Docs Barcelona Film Festival 2012 Winner, Editing Award, Salem Film Festival 2012 Winner, Audience Award, Movies That Matter Festival The Hague 2012 Winner, Audience Award, San Sebastian Human Rights Festival 2012 Winner, Human Rights Award, Los Angeles Asian Pacific Festival 2012 Winner, Audience Award, Los Angeles Asian Pacific Festival 2012 Winner, Human Rights Award, Galway Film Fledh 2012 Winner, Special Jury Award, DMZ Korean Film Festival 2012 Winner, Best Documentary, National Film Society 2012 Winner, Ani ng Dangal (Harvest of Honors) Award 2012

<u>NOMINATIONS:</u>

Outstanding Investigative Journalism, Emmy Awards 2012 Best Newcomer, Grierson Awards 2011 Audience Choice Prize, Cinema Eye Honors 2012 Amnesty International's Media Awards Nomination for Documentary 2012 INPUT Selection for Highlights of Public Media, El Salvador 2013

<u>CREDITS</u>

FREE PACO NOW CAMPAIGN TEAM:

Michael Collins Marty Syjuco Carmen Vicencio Tracy Fleischman Lisa Smithline Sara Kiener Tatat Cardona Maisha Ortoll Sarah de Mas Faisal Saifee Anna Morris Stephanie Beesly Ria Limjap Carlos Celdran Rica Villalon Racqui Garcia Chona Lopez Loida Lewis Carissa Villacorta





