

An Evaluation Report on the Feature Documentary

GOING BLIND

As of February 16, 2011

*I wish every medical school in
the country would have this film!*

-Thomas Zampieri
Director of Government Relations
Blinded Veterans Association

The first phase of *Going Blind*
& *Going Forward* an ongoing
outreach to the public, people
with vision loss and medical
professionals

*Going Blind is now available for individual
downloading exclusively at Amazon.com
and for educational distribution at
www.goingblindmovie.com*

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*Going Blind & Going Forward
Evaluation Report – Phase One*

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*The following evaluation report informs funders, supporters, participants and potential users of **Going Blind** as to the effect of the film, the first phase of the outreach campaign and our plans for the future.*

The report also contains a history of the film and the evolving strategy of the campaign.

OUR GOALS:

- To make the public aware of the importance of regular complete eye examinations to prevent unnecessary vision loss.
- Get people with vision threatening diseases the care they need.
- Encourage medical professionals to understand how low vision therapy can improve their patient's quality of life and refer patients early to such services. Perhaps it should be renamed "vision enhancement" to more fully represent the spectrum of vision issues.
- Encourage people who have lost vision to take advantage of low vision therapy, new technology and motivate them to become more active advocates for themselves and others with visual issues.

MAJOR ACHIEVEMENTS since the *Going Blind*'s premiere at the World Ophthalmology Congress in June 2010

1. In a program headed by Mary Lou Jackson, MD, the American Academy of Ophthalmology adopted the use of *Going Blind* as part of its national CME accreditation.
2. Alcon donated copies of *Going Blind* to all American optometry schools.
3. *Going Blind* premiered June 2010 at the World Ophthalmology Congress, a convention of 17,000 ophthalmologists.
4. The Canadian Institute for the Blind plans on using the film throughout Canada to build better cooperation between clinical ophthalmologists and vision rehab specialists.
5. *Going Blind* premiered theatrically at New York's Quad Cinema during the week of World Sight Day (October 8-15, 2010) and garnered numerous local and national reviews. This included two articles on low vision by Jane Brody in the New York Times.
6. *Going Blind* has been bought and shown in over 30 states.

GOALS FOR PHASE 2

- Have ***Going Blind*** available at:
 - Every ophthalmology and optometry department
 - All the Veteran Administrations rehabilitation centers
 - All blind & visually impaired service agencies
 - A low cost to individuals by online streaming

- Have it available with:
 - Audio description
 - More translations (*it is already translated into Spanish, German and Romanian*)

GOALS FOR PHASE 3

- Make ***Going Blind*** available with a lesson plan
- Get it into all medical schools
- Get it into public and independent schools
- Get it into public libraries
- Have it shown for congressional and state legislators

GOING BLIND: a Call to ACTION

Going Blind is an 80-minute documentary feature, shot over five years as Joseph Lovett, a veteran filmmaker and glaucoma patient struggles to maintain his remaining vision while learning to cope with vision loss. He does so by learning from the remarkable stories of those living with low vision.

The dilemma:

Vision loss is such a basic and common fear that people often avoid regular check ups. Many times a simple eye check up can prevent irreversible damage from happening in the future.

For the already visually impaired there is no structure in place to connect them with rehab professionals and low vision therapists. While ophthalmologists, optometrists, rehab professionals and low vision therapists are working towards the same goals of helping the patient, the dialogue between these various organizations is often nonexistent. ***Going Blind***'s outreach attempts to address this issue.

The following is a look at what we **have** accomplished and what we are aiming for as we look to the **future**.



Going Blind featured in The New York Times

"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, partly sunny, windy, cold, high 37. Tonight, partly to mostly cloudy, brisk, cold, low 27. Tomorrow, partly sunny, mild breeze, cold, high 38. Weather map, Page B11.

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© 2010 The New York Times

NEW YORK, TUESDAY, DECEMBER 21, 2010

\$2.00

PERSONAL HEALTH | Jane E. Brody

What We're Not Looking After: Our Eyes

Joe Lovett was scared, really scared. Being able to see was critical to his work as a documentary filmmaker and, he thought, to his ability to live independently. But longstanding glaucoma threatened to rob him of this most important sense — the sense that more than 80 percent of Americans worry most about losing, according to a recent survey.

Partly to assuage his fears, partly to learn how to cope if he becomes blind, and partly to alert Americans to the importance of regular eye care, Mr. Lovett, 65, decided to do what he does best. He produced a documentary called "Going Blind," with the telling subtitle "Coming Out of the Dark About Vision Loss."

In addition to Mr. Lovett, the film features six people whose vision was destroyed or severely impaired by disease or injury:

¶ Jessica Jones, an artist who lost her sight to diabetic retinopathy at age 32, but now teaches art to blind and disabled children.

¶ Emmet Teran, a schoolboy whose vision is limited by albinism, a condition he inherited from his father, and who uses comedy to help him cope with bullies.

¶ Peter D'Elia, an architect in his 80s who has continued working despite vision lost to age-related macular degeneration.

¶ Ray Korman, blinded at age 40 by an incurable eye disease called retinitis pigmentosa, whose life was turned around by a guide dog and who now promotes this aid to others.

¶ Patricia Williams, a fiercely independent woman legally blind because of glaucoma and a traumatic injury, who continues to work as a program support assistant for the Veterans Administration.

¶ Steve Baskis, a soldier blinded at age 22 by a roadside bomb in Iraq, who now lives independently and offers encouragement to others injured at war.

Sadly, the nationwide survey (conducted Sept. 8 through 12 by Harris Interactive) showed that only a small minority of those most at risk get the yearly eye exams that could detect a vision problem and prevent, delay or even reverse its progression. Fully 86 percent of those who already have an eye disease do not get routine exams, the telephone survey of 1,004 adults revealed. The survey was commissioned by Lighthouse International, the world-renowned nonprofit organization in New York that seeks to prevent vision loss and treats those affected. In an interview, Lighthouse's president, Mark G. Ackermann, emphasized that our rapidly aging population predicts a rising prevalence of

This is the first of two columns on vision loss.



BY JEVETTA FEDOROVA

sight-robbing diseases like age-related macular degeneration and diabetic retinopathy that will leave "some 61 million Americans at high risk of serious vision loss."

The Benefits of a Checkup

Low vision and blindness are costly problems in more ways than you might think. In addition to the occupational and social consequences of vision loss, there are serious medical costs, not the least of them from injuries due to falls. Poor vision accounts for 18 percent of broken hips, Mr. Ackermann said. So, why, I asked, don't more of us get regular eye exams? For one thing, they are not covered by Medicare and many health insurers. Even the new health care law has yet to include basic eye exams and rehabilitation services for vision loss, though advocates like Mr. Ackermann are pushing hard for this coverage in regulations now being prepared. Lighthouse International is one of five regional low-vision centers participating in a Medicare demonstration project in which trained therapists teach patients how to use optical devices, how to make changes in their homes to facilitate independence and how to maintain mobility outside the home. Thus far, an interim analysis showed, the costs of providing these services are well below what had been anticipated. I can think of no good reason for excluding this coverage in the nation's health care overhaul, any more than there are good excuses for Medicare's failure to pay for hearing aids. A lack of coverage for such services will

inevitably carry its own heavy costs in the long run. But even those who have insurance or can pay out of pocket are often reluctant to go for regular eye exams. Fear and depression are common impediments for those at risk of vision loss, said Dr. Bruce Rosenthal, low-vision specialist at Lighthouse. Patients worry that they could become totally blind and unable to work, read or drive a car, he said.

Yet many people fail to realize that early detection can result in vision-preserving therapy. Those at risk include people with diabetes, high blood pressure, high cholesterol or cardiovascular disease, as well as anyone who has been a smoker or has a family history of an eye disorder like macular degeneration, diabetic retinopathy or glaucoma. Smoking raises the risk of macular degeneration two to six times, Dr. Rosenthal said. Furthermore, he said, the eyes are truly a window to the body, and a proper eye exam can often alert physicians to a serious underlying disease like diabetes, multiple sclerosis or even a brain tumor.

He recommends that all children have "a basic professional eye exam" before they start elementary school. "Being able to read the eye chart, which tests distance vision, is not enough, since most learning occurs close up," he said. "One in three New York City schoolchildren has a vision deficit. Learning and behavior problems can result if a child does not receive adequate vision correction."

Annual checkups are best done from age 20 on, and certainly by age 40, Dr. Rosenthal said. Waiting until you have symptoms is hardly ideal. For example, glaucoma in its early stages is a silent thief of sight. It could take 10 years to cause a noticeable problem, by which time the changes are irreversible. For those who already have serious vision loss, the range of visual aids now available is extraordinary — and increasing almost daily. There are large-picture closed-circuit televisions, devices like the Kindle that can read books aloud, computers and readers that scan documents and read them out loud, Braille and large-print music, as well as the more familiar long canes and guide dogs. On Oct. 13, President Obama signed legislation requiring that every new technological advance be made accessible to people who are blind, visually impaired or deaf.

Producing "Going Blind" helped to reassure Mr. Lovett that he will be able to cope, whatever the future holds. Meanwhile, the regular checkups and treatments he has received have slowed progression of his glaucoma, allowing him to continue his professional work and ride his bicycle along the many new bike paths in New York City.

*Going Blind & Going Forward
Evaluation Report – Phase One*

The New York Times



Jane Brody

On **December 20, 2010**, The New York Times' acclaimed health writer, **Jane Brody**, wrote an in depth article on the current state of eye care and eye health by highlighting ***Going Blind*** and Joe Lovett's own struggle with glaucoma.

A second article followed on December 27, regarding the lack of communication between low vision rehab centers.

The film's outreach emphasizes the importance of regular **eye exams**. The success of the **outreach** helped prompt this prominent feature in the **New York Times**.

"All the News
That's Fit to Print"

The New York Times

PERSONAL HEALTH | Jane E. Brody NEW YORK, MONDAY, DECEMBER 27, 2010
Just Because One's Vision Is Waning, Hope Doesn't Have To

Jim Vlock is on a mission.

Afflicted 15 years ago with macular degeneration, a retinal disorder that erodes central vision and thus the ability to drive, read, watch television and recognize faces, Mr. Vlock is determined to spread the word about the many devices that can help people like him live more fulfilling, independent and productive lives.

Mr. Vlock, now 84 and a longtime resident of Woodbridge, Conn., told me in an interview that he sought help at three of the country's best medical centers: Yale, the Cleveland Clinic and Columbia. And though they tried to treat his vision problem, none told him there were ways to improve his life within the limits of his visual loss.

"These institutions attempt to cure, but they are not particularly interested or knowledgeable about providing ways to overcome low vision," he said.

His wife, Gail Brekke, said: "We had been spending all our time focusing on a possible cure — stem cells, laser treatments, injections — we were willing to go to the ends of the earth. We didn't want to live in a land of resignation. We thought there must be something out there to help. But like most of medicine, the specialists we consulted were not knowledgeable about helping you live your life without a pill or scalpel."

Seeking Out Helpful Tools

Spurred by his distress over having to give up reading and television, as well as driving and playing tennis, Mr. Vlock, a retired steel executive who describes himself as "a proactive person," found what he needed on his own. A technician who teaches people with visual impairment how to use computers suggested he seek help at the Veterans Health Administration's medical center in West Haven, Conn., where he was entitled to free care as a Navy veteran of World War II.

With Mr. Vlock, I visited this full-service center, where he underwent "the longest and most comprehensive evaluation" he'd yet received — a full six hours of testing — along with a plethora



of visual aid devices, including six pairs of specialized glasses for different tasks, a talking watch and a magnified travel mirror to help him shave.

Most important, he learned to use a computer with an enlarged keyboard and magnified screen for reading text and e-mail; if he can't make out what's on the screen, it will read to him out loud. (He has since donated three of these computers to the public library and local residences for the elderly.)

Now Mr. Vlock can again read and enjoy television, theater, ballgames and e-mail. Not only did the V.A. provide the tools to make this possible; it also gave him the instruction and training he needed to function well at home and at work, where he is a consultant to Fox Steel, the Connecticut company he previously owned.

He learned of still other services through a chance meeting with David Lepofsky, a lawyer in Toronto who has been blind since he was a teenager yet completed law school and a master's degree at Harvard. In a long e-mail to Ms. Brekke, Mr. Lepofsky wrote, "There is no reason why, despite his vision limitations, Jim should not be able to read what he wants, including daily newspapers, in a relaxing way and without having to become a high-end computer scientist."

With Mr. Lepofsky's guidance, Mr. Vlock acquired a Victor Reader Stream, a device that downloads and plays all manner of audio books. He gained access to the National Federation of the Blind's newswire; using his telephone touch pad, he can listen to articles from newspapers throughout the country as early as 8 a.m. each day.

"This was a transformative experience," he said. "I'm now able to do all these things."

The V.A. rehabilitation programs are meant to help blind and low-vision veterans and active service members regain their independence and quality of life and to function as full members of their families and communities.

Lisa-Anne Mowerson, acting chief of the agency's Eastern Blind Rehabilitation Center in West Haven, calls the center "the best kept secret."

"It's hard for people to find us," Ms. Mowerson told me. "A person's vision problem doesn't have to be

service-connected for them to receive care here. Their vision problem could be due to diabetes or glaucoma" — or, as in Mr. Vlock's case, macular degeneration, a familial condition that had afflicted his father and two uncles.

There are 10 advanced-care vision centers for veterans around the country. The center Ms. Mowerson runs serves the entire Eastern Seaboard, with referrals from 13 veterans' centers that provide more basic low-vision services.

"We don't just give devices, we give training inpatient and out, at home and at work," Ms. Mowerson said. "We may spend 20 hours with individuals to make sure they know how to use the devices properly and can cope independently, which takes training and practice. These devices are available in the community, but people are not trained how to use them."

Mr. Vlock said, "There's a dedication here — you don't feel like you're inconveniencing anyone."

Insurance Stops Short

For nonveterans with visual impairments, more is lacking than just adequate training. Also absent is insurance coverage.

As with hearing aids, neither Medicare nor private insurance covers these tools and services, a failure of our penny-wise and pound-foolish medical care system that often ends up costing society far more in lost wages and personal care.

"The private sector has to step up," said Kara Gagnon, director of low-vision optometry at the V.A. in West Haven. "Success is directly tied to the quality of the exam and the training — two hours doesn't do it."

"We teach patients where their sweet spot is — the part of their remaining vision through which they can see best — and how to access it so they can see faces and read fluently. Too often we get patients who've been unable to read for 20 years, who've lost their jobs, their wives, their homes."

"Our philosophy is to get patients to do things for themselves, including cooking and laundry, so they can cycle out of depression and feel fulfilled. We ask about their goals, what they enjoyed doing before they became visually impaired. I can get them back to everything except driving a car and flying a plane."

Going Blind in the British Journal of Ophthalmology

British Journal of OPHTHALMOLOGY

Going Blind

October 8, 2010

81 minutes; 2010. Lovett Productions Inc. 17 Vandam Street, Ground Floor New York, NY 10013, USA

"I'm living a life today I never imagined I could. I hope that other people might be able to identify with me and realise that they could have that too" said Ray Kornman who lost his sight from retinitis pigmentosa. Going Blind, released in 2010, was produced and directed by Peabody award-winner Joseph Lovett who suffers from visual impairment himself. The story follows him along with six others who were generous enough to provide insight to better understand how to deal with vision loss and to show that there is hope for the future. Going Blind was created to capture the attention of the public about visual impairment and blindness. It took 5 years for Joe Lovett to meet and talk with the individuals in the film who have already experienced life with vision loss, making the documentary touching. They are among the 45 million people who are blind and the 269 million people who have some form of low vision in the world. Moreover, these people are a part of our lives and their uplifting stories show it is possible to live a productive and independent life even with vision loss. Additionally, the film educates people with vision impairment about the available choices they have to lead better lives. "I hadn't realised

how much of a difference new technology has made in the lives of visually impaired people," says Lovett. According to the National Center for Health Statistics, 70% of visually impaired people who could be working are not because they do not know what help is available to them. The film precisely informs the audience about newer technologies such as KURZWEIL, JAWS, Braille translators, speaking clocks, and large-buttoned telephones. In addition the role of low vision therapists, rehabilitation centers, and guide dogs is emphasised. Overall, Going Blind is an uplifting documentary about visually impaired and blind people that doesn't evoke pity among the audience; rather it instills inspiration to lead a productive life.

Mariam Azim, Arun D Singh

Department of Ophthalmic Oncology, Cole Eye Institute, Cleveland Clinic Foundation, Cleveland OH, USA

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Competing interests None.

Provenance and peer review Commissioned; not externally peer reviewed.

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A glowing review of *Going Blind* was featured in **The British Journal of Ophthalmology**, a prestigious medical publication, written by Mariam Azim & Arun D. Singh of the Cole Eye Institute at the Cleveland Clinic Foundation. The article was published on the date of the film's **October 8, 2010 theatrical premiere**.

“Additionally, the film educates people with vision impairment about the available choices they have to lead better lives.”

“Overall, Going Blind is an uplifting documentary about visually impaired and blind people that doesn't evoke pity among the audience; rather it instills inspiration to lead a productive life.”

*-Mariam Azim & Arun D. Singh
Cole Eye Institute*



Rosie O'Donnell interviews Joe Lovett on her Sirius/XM radio show

On Wednesday, November 17, 2010, Joe Lovett appeared as Rosie O'Donnell's guest on her Sirius/XM Satellite radio show, *Rosie Radio*.

Sirius/XM has over **20 million** subscribers.



Upon seeing *Going Blind*, O'Donnell remarked that:

Rosie O'Donnell

“I had never really thought about what would happen should one be diagnosed with a condition that would lead to blindness.”



That reason, and so many others, is why **Lovett Productions** is working to educate the public on the importance of eye check ups and vision rehabilitation services.

During the theatrical release of the film in October 2010, **Larry Flick and Alex Bennett** interviewed Joe on Sirius Radio. This exposure contributed to an increase in educational purchases.

“I heard Joe’s interview on the Rosie O’Donnell radio show as I was driving in my car. I was impressed.”

Stephanie Bissonette

*Supervisor of Children Services, Vermont Association f/t Blind & Visually Impaired
Purchased Going Blind on 11/30/2010*

“I heard your interview with Rosie O’Donnell on XM/Sirius while on highway I-70 in Kansas.”

Sarah Jury

Kansas City, MO

Purchased Going Blind on 11/22/2010

Endorsements from **both the American Academy of Ophthalmology and the American Academy of Optometry** have greatly contributed to the film.

The **American Academy of Ophthalmology** approved a pilot program to incorporate *Going Blind* into new Comprehensive Vision Rehabilitation Curriculum for ophthalmology residents in academic ophthalmology departments. Dr. Mary Lou Jackson, Chairperson of the **AAO SmartSight Initiative**, is overseeing the program. **Reader's Digest Partners for Sight Foundation** has provided funding for the pilot.



Alcon purchased **25** copies of the film to distribute to all optometry schools in the United States for staff sensitivity training.



The *goal* of **GOING BLIND & GOING FORWARD**, the film's ongoing outreach effort, is to educate, instruct and eventually alter the standard of care. There needs to be a structure in place enabling different medical and rehab professionals to work together for the benefit of the patient.

What we've done to date:

- **65+** Total screenings (US & Abroad)
- **95+** Educational DVD purchases – From the following:
 - Veterans Administration hospitals
 - Blind & visually impaired service agencies
 - Schools for the blind
 - University colleges
 - University libraries
 - Lions clubs
 - Foundations
 - Low vision centers
 - Guide dog schools



Outreach Contacts To Date

- **400+** Universities with ophthalmology, public health or related departments
- **300+** Lions clubs (US & Abroad)
- **300+** University academic libraries in eastern US
- **50+** Schools for the blind across US & Canada
- **50+** Blind industries
- **40+** Low vision therapists and low vision centers
- **40+** Optometrists and optometry organizations
- **20+** Blind & visually impaired service agencies



How Did It Start?

Going Blind began in 2004 with a proposed production budget of **\$750,000**

- Short fundraising trailer was shot & edited
- Initial funding from Reader's Digest Partners for Sight Foundation
 - Challenge grant of **\$100,000**
- Pfizer Ophthalmics met challenge with **\$100,000** in production funds
- Pfizer Ophthalmics later contributed **\$100,000** in finishing funds
- Other foundation contributions = **\$113,500**
 - Gibney Family Foundation = \$40,000
 - Allene Reuss Foundation = \$25,000
 - National Eye Institute = \$20,000
 - Allergan Foundation = \$10,000
 - Fred A. Lennon Charitable Trust = \$5,000
 - Rudin Foundation = \$5,000
 - May and Samuel Rudin Family Foundation = \$5,000
 - Reid Williams Foundation = \$2,500
 - Glaucoma Optometric Society = \$1,000
- Individual donations = **\$15,815**
 - Major individual donors:
 - James & Ellyn Polshek = \$2,500
 - David Duplantis = \$2,000
 - Richard and Kathleen Levin = \$1,500
 - Barbara & Barry Coller = \$1,000
 - Drew & Jessica Guff = \$1,000
 - Carol & Lawrence Saper = \$1,000
 - Lorenzo & Stanley Weisman = \$1,000

Total production funding to date = \$429,315

(Lovett Productions contributed the balance)

All funding has been fully tax-deductible through arrangements with the IFP, our 501-C3 fiscal sponsor.



Outreach Funding

Reader's Digest Partners for Sight awarded \$100,000 towards the outreach and offered a challenge grant of another \$100,000 to match additional funding.

- Reader's Digest Partners for Sight Foundation = \$200,000
- The De Coizart Trust = \$50,000
- Bloomberg Foundation = \$15,000
- Allergan Foundation = \$10,000
- Gill Family Foundation = \$5000
- Anonymous donor = \$5000
- James & Ellyn Polshek = \$3000
- Reid Williams Foundation = \$2500

Total outreach funding to date = \$290,500

What the outreach funds went towards:

- Full time outreach coordinator and part-time assistants
- Travel to and promotion for vision conferences
- Publicity (press agent, graphic designer & materials)
- Additional post-production (publicity clip creation, sound mixing, color correction)
- Web design & programming
- DVD audio description for blind and visually impaired
- Translations
- Advertising and promotion

Where do we go from here?

Phase Two:

- Target **Veterans Hospitals** and other organizations receptive to the film
- Continue **screenings** of *Going Blind* around the world
- Encourage organizations that have already shown *Going Blind* to do so again for the upcoming **World Sight Day on October 13, 2011**
- Make **Vision and Blind Rehabilitation Conferences in 2011** aware of *Going Blind*.
- Continue **library outreach** in local communities and universities
- Make the film available at a low cost through online streaming

Phase Three:

- Make *Going Blind* available with a lesson plan
- Get it into all medical schools
- Get it into public and independent schools
- Get it into public libraries
- Have it shown for congressional and state legislators

*Going Blind & Going Forward
Evaluation Report – Phase One*

Reaching professionals and the public

The effect on audiences began while the film was still in production. As the Lovett team edited, finished sequences were loaded onto the *Going Blind* website <http://www.goingblindmovie.com> and made available to the public.



In 2008, we were invited by the **World Ophthalmology Congress in Hong Kong** to show clips from *Going Blind*. Coverage of the event did much to publicize the film as well as bring it to the attention of prominent low vision pioneer, **August Colenbrander, MD**.

Going Blind caught the attention of Fedra Pavlou; an editor at the *Ophthalmology Times*. She wrote a cover story on the film helping its message travel around the world.

For **World Glaucoma Day in 2007 and 2008**, **Pfizer** invited Joe Lovett to participate with three leading ophthalmologists (*pictured below*) in a **satellite media tour** to bring attention to glaucoma.



George A. (Jack) Cioffi, MD



James Tsai, MD



Richard Parrish, MD

Yale SCHOOL OF MEDICINE

This media tour resulted in approximately **300** television and radio appearances around the country. Later in 2008, James Tsai, MD, chair of ophthalmology at Yale, invited Joe to speak and show clips from ***Going Blind*** at **Yale Medical School's ophthalmology department**. One resident said how good it was to actually talk with a patient. She lamented how her patient load didn't allow for such a discussion.

Also in 2008, Pfizer brought Joe to speak and show clips at a Glaucoma panel at the **American Academy of Ophthalmology's** annual meeting in **Atlanta**. In 2009, Pfizer showed selected clips from the film at the AAO's annual meeting in San Francisco.

On May 4, 2010, as the film neared completion, it was screened for students and residents at **Mount Sinai Medical School**. An excellent panel discussion followed, consisting of Joe and Jessica Jones, an art teacher living with Diabetic



Retinopathy and a character in ***Going Blind***. Bruce Rosenthal, Chief of Low Vision programs at **Lighthouse International** in New York joined the discussion.

One fourth year student said that she had always felt that she was totally responsible for her patient's well being. Upon seeing the film, she realized that many skilled professionals were available to help her beyond what she alone could do for her patients.

Outreach toolkit launched in June 2010

We created an **online toolkit** to help smaller organizations through the steps of holding a screening, getting panelists and using the film to raise funds and increase local visibility.

We decided to peg the first effort to **World Sight Day, October 2010** so that it could be picked up as a news or feature item. We conferred with Abigail Smith, the **World Sight Day coordinator at Vision 2020** in London and made plans to go forward.



http://www.goingblindmovie.com/letters/outreach_toolkit.pdf

Going Blind was screened at the **2010 World Ophthalmology Congress in Berlin** on June 8th for ophthalmologists from around the world. An engaging panel discussion followed the film with Joe, August Colenbrander, MD a leading Low Vision Ophthalmologist and Mary Lou Jackson, MD, Medical Director of the Vision Rehab Center at the **Massachusetts Eye and Ear Infirmary** & Chairperson of the **American Academy of Ophthalmology SmartSight Initiative** (*pictured below*).



During the **WOC**, Abigail Smith introduced us to others involved with **World Sight Day** (October 14) to formulate a plan to reach an even greater number of people. This entailed focusing *Going Blind* screenings around World Sight Day.



On June 21st at the **Massachusetts Eye and Ear Infirmary**, Dr. Jackson hosted a screening of the film and panel for Boston area vision agencies, encouraging them to use the film in their educational efforts. Dozens of therapists and others attended.



(L-R, Jackson, Lovett, Colenbrander)

The film received a rousing standing ovation in September at the **2010 Envision Conference in San Antonio** for Vision Rehabilitation Practitioners.



Special Preview Screening – October 7, 2010

You are cordially invited to a
Special Preview
Screening of

GOING BLIND

A feature film on coping with vision loss.

Thursday, October 7th at 6 PM
SUNY College of Optometry
33 West 42nd St.

A cocktail reception begins at 5 PM
with a panel discussion to follow the film.

RSVP by October 1st to
Oliver Mosier
212-242-8999 x10
oliver@lovettproductions.com

For more information on the outreach effort
Going Blind & Going Forward,
Please visit www.goingblindmovie.com and
Follow [GoingBlindMovie](#) on Twitter and Facebook.

Major funding provided by Reader's Digest Partners for Sight Foundation,
Pfizer Ophthalmics, the National Eye Institute and the Allergan Foundation

GOING BLIND OPENS OCTOBER 8TH AT THE QUAD CINEMA



On October 7th a special preview screening of *Going Blind* was held at SUNY College of Optometry to an audience of over **100 people**. This screening was followed by an in depth discussion centered on audience questions. A panel was comprised of many doctors, advocates and others with helpful knowledge regarding vision loss.

(panel participants listed below)



• Dr. Jay Cohen, Professor of Optometry and Low Vision Specialist at **SUNY College of Optometry**

- Carl Jacobsen, President, New York Chapter, **National Federation of the Blind**
- Jessica Jones, Art Teacher, **Lavelle School for the Blind**
- Dr. Bruce Rosenthal, Chief of Low Vision Programs, **Lighthouse International**
- Douglas Lazzaro, MD, FAAO, FACS, Professor and Chairman of Ophthalmology, **SUNY Downstate Medical Center**
- Christopher Teng, MD, Clinical Assistant Professor of Ophthalmology, **New York Eye and Ear Infirmary**
- Nancy Miller, Executive Director, **Visions: Services for the Blind & Visually Impaired**
- Patricia Williams, Program Support Assistant for Home based Primary Care Veterans Administration



People remarked how unusual it was that professionals from different disciplines would be sitting on the same stage discussing and agreeing on patient care.

Theatrical Premiere & Run – October 8 through 14

From October 8th through the 14th, *Going Blind's* theatrical run consisted of **42** total screenings at New York City's famous **Quad Cinema**. The night of the premiere, **140 people** packed into the theatre. A panel afterwards included much of the cast and crew of the film alongside advocates and doctors.

Members of the New York Chapter of the **National Federation of the Blind** participated in the Q&As that followed each showing.

Positive reviews of *Going Blind* appeared in **Variety** and the **Village Voice**.



GOING BLIND

This film answers so many questions people have had but were afraid to ask me.

Opens **Friday, October 8th** at **Quad Cinema** 34 West 13th St.

For Tickets Call 777-FILM #636 or Buy online from www.movietickets.com

For more information on the outreach effort *Going Blind & Going Forward*, Please visit www.goingblindmovie.com and Follow *GoingBlindMovie* on Twitter and Facebook

Major funding provided by Reader's Digest Partners for Sight Foundation, Pfizer Ophthalmics, the National Eye Institute and the Allergan Foundation

LOVETT PRODUCTIONS

LIMITED RUN THRU THURSDAY, OCTOBER 14TH!



*"The word "inspirational" is so overused as to be hackneyed but writer-director Joe Lovett's documentary *Going Blind*—in which he chronicles his excruciating battle with glaucoma...is exactly and profoundly that."*

-The Village Voice, October 6, 2010

"...the low-tech off-handedness with which Lovett depicts impaired eyesight – dividing the frame up into panels with some open and some shut, simulating blind spots by selectively fogging parts of the lens – effectively demystifies the process of going blind."

-Ronnie Scheib, Variety October 11, 2010



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Screenings of *Going Blind* following the premiere

October 14th, **World Sight Day**, the **Massachusetts Eye and Ear Infirmary** hosted a second screening of *Going Blind* at their facility in Boston.

The **Veterans Administration Connecticut Healthcare** showed the film on October 19th at their hospital in West Haven, CT.

The San Antonio Blinded Veterans Association screened the film on October 20th for its members and the public. They are planning a future screening of the film for all optometry interns, residents and general medical staff.

On October 21st, the film was screened at the **American Academy of Ophthalmology's** annual meeting in Chicago.

The **Low Vision Center of New Jersey** in conjunction with **Rutgers University** screened the film on October 30th.

From November 7th through November 20th, the **Community Services for the Blind & Partially Sighted in Washington State** sponsored 5 screenings of *Going Blind* in Tacoma, Everett & Bellevue.



On November 9th, *Going Blind* was screened in Germany at the **University of Magdeburg** where Joe answered questions from the audience and the press. A feature on the film appeared in the local press.



WGTV-TV, the PBS affiliate in Grand Rapids, Michigan, broadcasted *Going Blind* on November 10th. That broadcast was followed by a **forty minute televised discussion panel** and call-in show. The film went over extremely well with those in the medical and rehab community as well as the blind and visually impaired. **WGTV-TV** plans on having additional broadcasts of the film in **2011**.

On November 15th, Joe was the opening speaker at the **Optometric Glaucoma Society's** annual meeting in San Francisco. That evening, *Going Blind* was screened for the

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society and a spirited discussion followed. Afterwards, David Sattler, the Director of Professional Relations at **Alcon**, agreed to order copies of the film for **every optometry school** in the United States.

At a fundraiser on November 20, **Visions: Services for the Blind and Visually Impaired** showed the film. Jessica Jones and Patricia Williams, two characters from **Going Blind**, participated in a lively discussion afterwards.



On Wednesday afternoon, January 19, 2011, the **Canadian National Institute for the Blind (CNIB)** premiered **Going Blind** for an audience of **Lions club heads**. Later that evening, the film was shown at the **Scotia Bank Theatre** in Toronto to over **200 people** – including the public as well as staff and supporters of the CNIB.



The following day, the **University of Toronto** screened the film to **70 ophthalmologists**.

The Chronicle Herald and **The Winnipeg Free Press** mentioned the film with articles on Joe and the outreach effort. A news story on **Going Blind** aired January 19 on CFTO-TV (CTV Toronto) and

Canada's 24-hour cable channel (CP-24).

To celebrate White Cane Week, the **Centre de Readaptation MAB** in Montreal, Quebec hosted a screening of the film on February 7, 2011 as their event's kick off activity.

On **March 7, 2011** the Concord Lions Club of New Hampshire will show their second screening of **Going Blind**. The first screening on January 24 included a lengthy panel discussion hosted by James Mancini, OD.

The Congress of the Asia-Pacific Academy of Ophthalmology will present **Going Blind** at their 2011 Conference from March 20th through the 24th in Sydney, Australia.

In **April 2011**, at **Yale University's Global Health & Innovation conference** sponsored by **Unite For Sight**, Joe will speak, show clips and conduct a workshop.

Endorsements for *Going Blind*

“The documentary is a poignant piece that captures the spirit and challenges faced by many of our patients with vision loss.”

David W. Parke II, MD
CEO – American Academy of Ophthalmology



“Your warm and uplifting story-telling reveals the varying shades of gray that so many of these conditions create, and exposing your audience to examples of so many positive human beings living with one of these conditions will go a long way towards relieving the angst of so many who are facing one of these thieves of vision.”

Mark W. Eger
President – American Academy of Optometry



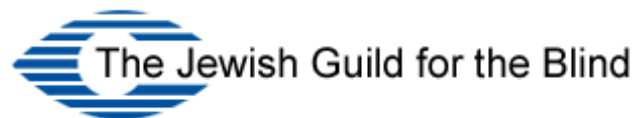
“In addition to presenting seven gripping personal stories, the film shows the many strategies – from medical treatment to low vision care and vision rehabilitation...it underscores the need for the medical community to understand and prepare patients for various options that can offer them hope and allow them to continue to lead independent, productive lives.”

Tina Georgeou
Former Chief Marketing Officer - Lighthouse International



“It is a rare occurrence when one project brings together so many of the issues that individuals who are visually impaired and their families face each day. That is what you have achieved.”

Peter C. Williamson
Director, Communications – The Jewish Guild for the Blind



“Your film not only informs, but gives hope to the millions of people who could benefit, if only they knew where to run.”



Nancy D. Miller

Executive Director/CEO – Visions: Services for the Blind & Visually Impaired

“Going Blind covers every concern about losing vision, but it also offers important information and hope. And it does so effectively without resorting to maudlin emotion or pity.”



MD SUPPORT
The Eyes of the
Macular Degeneration
Community

Dan Roberts

Director - Macular Degeneration Support, Inc.

“I wish every medical school in the country would have this film to show to the third year medical students, as they begin to examine patients so they are more exposed to the impact of these common blinding diseases.”



Thomas Zampieri

Director Government Relations – Blinded Veterans Associations

“We applaud your commitment to increasing the public’s awareness and understanding vision loss...we hope that it stimulates an open dialogue about vision loss, including the fears and misconceptions that exist and the obstacles that those fears and misconceptions might create.”



Carl R. Augusto

President & CEO – American Foundation for the Blind

“Throughout this educational film the audience will empathize with the very human tension and real fear of you, the orchestrator of Going Blind, struggling to cope with the potential loss of more and more vision”



Anne Yeadon

Executive Director – VisionAware

Audience reaction

“Vision loss is a particularly sensitive topic for me, as my great-grandfather dealt with macular degeneration and my grandmother deals with it, as well...Your film made it all a little less frightening for me.”

Michele Snyder

Whitney American Museum of American Art

“Your film introduced me to the blind as individuals, as real people, and today I hardly hesitated in asking the young man I saw waiting on the corner with his cane whether he’d like my help.”

Ken Coughlin

“Going Blind is a must see for the sighted and low vision community, and a must hear for the blind and near blind. The concise, clear and compelling overview of various aspects of causes of blindness and the ways to deal with these challenges is revelatory.”

Lloyd Burlingame

“It was truly moving and as others said during the discussion, it should be seen by optometrists around the country, as well as by the general public.”

Joan Muyskens Pursley

Art Education for the Blind

“I have been totally blind for 7 ½ years now and just to watch the clip of your movie gives me comfort...Thank you for producing this film and educating the world to vision loss.”

Melody Goodspeed

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Going Blind organizational purchases to date

Alcon	Fort Worth, TX
Allergan Foundation	Irvine, CA
American Academy of Ophthalmology	San Francisco, CA
American Optometric Association	St. Louis, MO
Acucela	Seattle, WA
Alphapointe Association for the Blind	Kansas City, MO
Ann Arbor District Library	Ann Arbor, MI
Bucks County Association for the Blind & Visually Impaired	Newton, PA



Cincinnati Association for the Blind & Visually Impaired	Cincinnati, OH
Community Services for the Blind & Partially Sighted	Seattle, WA
Concord Lions Club	Concord, NH
Educational Vision Services	New York, NY
Envision	Wichita, KS
Fordham University	Bronx, NY
Glaucoma Service University of Pittsburgh School of Medicine	Pittsburgh, PA
Eye & Ear Institute	
The Hadley School for the Blind	Winnetka, IL
Himalayan Cataract Project	Waterbury, VT

Indiana University Libraries
 Ithaca College Library
 Joint Commission on Allied Health
 Leader Dogs for the Blind
 Lighthouse For the Blind of Fort Worth
 Louisiana State University Health Science Center

Bloomington, IN
 Ithaca, NY
 St. Paul, MN
 Rochester Hills, MI
 Fort Worth, TX
 New Orleans, LA



Low Vision Center of New Jersey
 Massachusetts Eye and Ear Infirmary
 Montana Audio Information Network
 New Hampshire Association for the Blind
 Northern Illinois University
 Oklahoma School for the Blind
 Ohio State University College of Optometry
 Pennsylvania Association for the Blind
 Perkins School for the Blind
 Southern College of Optometry
 RRTC on Blindness and Low Vision
 Richmond VAMC

Somerset, NJ
 Boston, MA
 Missoula, MT
 Concord, NH
 DeKalb, IL
 Muskogee, OK
 Columbus, OH
 Mechanicsburg, PA
 Watertown, MA
 Memphis, TN
 Mississippi, MS
 Richmond, VA

SAFE Foundation	Sacramento, CA
San Antonio Lighthouse	San Antonio, TX
The Smith-Kettlewell Eye Research Institute & California Pacific Medical Center	Novato, CA
Southeast Community College	Lincoln, NE
Southeastern Guide Dogs	East Palmetto, FL
South Texas Regional Group/Blinded Veterans Association	San Antonio, TX
Storm Eye Institute	Charleston, SC
SUNY College of Brockport: The Research Foundation	Brockport, NY
SUNY College of Optometry	New York, NY
United Disability Services	Akron, OH
University of Arkansas Medical Sciences Medical Center Jones Eye Institute	Little Rock, AR
University of Louisville	Louisville, KY
University of Wisconsin – Whitewater	Whitewater, WI



VAMC
Volunt
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Service

Martin
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WV
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Admini

stration Connecticut Healthcare	Norwalk, CT
Veterans Administration Malcom Randall VAMC	Gainesville, FL
Veterans Administration Medical Center	Lexington, KY
Vermont Association for the Blind & Visually Impaired	Burlington, VT
West Virginia University Eye Institute	Morgantown, WV
Yapavi Association for the Blind & Visually Impaired	Prescott, AZ

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Individuals

Barbara Bascetta
 Donald Fletcher
 Leslie Hinlo
 Sarah Jury
 Ray Kornman
 Roger Kwapich
 Carl L. Nolin
 Alyson Perry
 Jeff Wolfe

International Orders

Centre de Readaptation MAB-Mackay
 CNIB Hamilton Office
 CNIB Centre
 The Data Group
 Durham District School Board
 Lee Eye Centre
 Moorfields Eye Hospital
 Paradigma Ophthalmology Clinic
 Renwick Centre Royal Institute for Deaf & Blind Children

Address

Akron, OH
 San Francisco, CA
 Franklin, TN
 Kansas City, MO
 Morristown, NJ
 Maumee, OH
 Concord, NH
 Newport News, VA
 Dacula, GA

Address

Montreal, Canada
 Hamilton, Canada
 Toronto, Canada
 Brampton, Canada
 Whitby, Canada
 Perak, Malaysia
 London, England
 Sucaeva, Romania
 North Rocks, Australia

Domestic screenings to date

Date	Organization	City	State
May 4	Mt. Sinai Medical School	New York	NY
June 21	Mass. Eye & Ear Infirmary	New York	NY
June 30	SUNY College of Optometry	New York	NY
September 24	Envision Conference 2010	San Antonio	TX
October 7 ¹	SUNY College of Optometry	New York	NY
October 8-14 ²	Quad Cinema	New York	NY
October 14	Mass. Eye & Ear Infirmary	Boston	MA
October 19	VA Healthcare Connecticut	West Haven	CT
October 20	San Antonio Blinded Veterans	San Antonio	TX
October 21	AAO Conference	Chicago	IL
October 30	Low Vision Center of NJ	New Brunswick	NJ
November 7	Community Services for the Blind & Partially Sighted	Tacoma	WA
November 10	PBS Western Michigan	Grand Rapids	MI
November 13	Community Services for the Blind & Partially Sighted	Everett	WA
November 14	Community Services for the Blind & Partially Sighted	Bellevue	WA
November 15	Optometric Glaucoma Society	San Francisco	CA
November 20	Community Services for the Blind & Partially Sighted	Tacoma	WA
November 20	Visions	New York	NY
December 14	Ann Arbor District Library	Ann Arbor	MI
January 24, 2011	Concord Lions Club	Concord	NH

¹ Special Preview Screening

² Includes 42 Screenings during
Theatrical Run of film

International Screenings 2010-Present

June 4, 2010	WOC 2010	Berlin	Germany
October 14	Lee Eye Centre	Ipoh	Malaysia
November 9	University of Magdeburg	Berlin	Germany
January 19, 2011	CNIB for Lions Clubs Heads	Toronto	Canada
January 19	Scotia Bank Theatre	Toronto	Canada
January 20	University of Toronto	Toronto	Canada
February 7	Centre de Readaptation	Montreal	Canada

State by State Domestic Distribution of Going Blind Sales (88 sales, 32 states)

Texas = 28
 New York = 6
 California = 5
 Ohio = 5
 Missouri = 3
 Pennsylvania = 3
 Florida = 2
 Illinois = 2
 Kentucky = 2
 Massachusetts = 2
 Michigan = 2
 New Jersey = 2
 New Hampshire = 2
 Tennessee = 2
 Virginia = 2
 Vermont = 2
 Washington = 2
 West Virginia = 2
 Arizona = 1
 Arkansas = 1
 Connecticut = 1
 Georgia = 1
 Indiana = 1
 Kansas = 1
 Louisiana = 1
 Minnesota = 1
 Montana = 1
 Mississippi = 1
 Nebraska = 1
 Oklahoma = 1
 South Carolina = 1
 Wisconsin = 1



States Targeted for Phase 2 of Outreach (18 States and the District of Columbia)

Alabama
 Alaska
 Colorado
 Delaware
 Hawaii
 Idaho
 Iowa
 Maine
 Maryland
 Nevada
 New Mexico
 North Carolina
 North Dakota
 Oregon
 Rhode Island
 South Dakota
 Utah
 Washington, DC
 Wyoming