25th annual
Full Frame Documentary Film Festival

April 7–10, 2022
Full Frame is a festival where there’s nothing but the love of the art and the craft of making movies.

– Roger Ross Williams, Academy Award®-winning filmmaker

About Full Frame

Based in Durham, North Carolina, Full Frame serves the documentary form and its community by showcasing the contemporary work of established and emerging filmmakers through year-round programs and initiatives, including the annual Full Frame Documentary Film Festival.

The festival is an internationally recognized, Academy Award® qualifying event that draws thousands of enthusiastic fans from around the globe.

Audiences come together to celebrate documentary film, engage in meaningful conversation, and experience the impact of exceptional nonfiction cinema first hand.

Full Frame is a program of the Center for Documentary Studies at Duke University.
Full Frame Snapshot

- **4 days**
- **70+ films & events**
- **10k+ attendees**
- **300+ volunteers**
- **26k+ tickets distributed**

In-Person Audience

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Non-binary/third gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32%</td>
<td>67%</td>
<td>1%</td>
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</tbody>
</table>

Virtual Audience

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Non-binary/third gender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27%</td>
<td>71%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Age

- **<18**: 2% 16% 1%
- **18–30**: 18% 31% 24%
- **31–40**: 14% 24%

Income

- **Under $50k**: 26%
- **$50k–100k**: 32%
- **$100–250k**: 26%
- **$250k+**: 7%
- **Prefer not to answer**: 9%

Income

- **Under $50k**: 12%
- **$50k–75k**: 13%
- **$75k–100k**: 36%
- **$100k+**: 33%
- **Prefer not to answer**: 6%

Location

- **Durham**: 43%
- **North Carolina**: 36%
- **United States**: 20%
- **International**: 1%

- **Durham**: 39%
- **North Carolina**: 30%
- **United States**: 30%
- **International**: 1%

*In-person event data compiled from 2016–2019 festival ticket and survey data.*

**Virtual event data compiled from 2020-2021 festival ticket and survey data.**

Economic Impact

As a major cultural event in the region, the annual festival has become an important economic driver for the city of Durham.

Each year from 2016 through 2019, Full Frame generated $2 million+ for local businesses.
Building Community Through Film

With the support of dedicated partners, Full Frame has produced dozens of impactful programs for a highly engaged audience both at the festival and year-round:

Filmmaker Q&As
Panel Discussions
Free Community Screenings
Parties & Events

"Nothing brings me more joy than seeing the power of documentary over audiences and observing people’s perspectives transform from a film. I am honored to be a part of a festival that allows these moments to happen, thrive, and change the world... all within my hometown."

– Jamila Davenport, Full Frame volunteer
Marketing

Reach

On-screen
250k+ opportunities for on-screen impressions at the 4 day event

Online
310k+ pageviews
173k+ sessions

Social Media
40k+ followers across all platforms

13.9k+ Facebook
4.8k+ Instagram
20.8k+ Twitter
1.1k+ LinkedIn

14 million impressions across platforms

Press

Full Frame has been featured in:

- Indiewire
- Variety
- Realscreen
- Filmmaker
- Indy Week
- The News & Observer

Full Frame has been featured in:
Saladelia and The Mad Hatter’s have been partners with Full Frame for over 20 years and we’ve had the privilege to watch Full Frame transform our city throughout this time, bringing international recognition and breathing new life into Durham’s historic downtown.

– Fida Ghanem,
Owner, Saladelia and The Mad Hatter’s

Full Frame is as important of an asset to Durham as the Bulls. Full Frame has helped make our city’s point on the map a little bigger and a little brighter for countless visitors. We are proud to support the world class asset that is Full Frame.

– Michael Goodmon,
Vice President of Real Estate at Capitol Broadcasting Company, Inc.
Education Programs

Full Frame is dedicated to diversifying and growing the next generation of documentary filmmakers and fans through impactful education programs:

School of Doc
Teach the Teachers
Fellows Program

Awards

$47k+
in cash awarded annually to filmmakers

Garrett Scott Documentary Development Grant

Now in its 15th year, this high-profile grant for first time filmmakers has supported the careers of many award-winning filmmakers, including:

RaMell Ross,
Hale County This Morning, This Evening

Bing Liu,
Minding the Gap

Lyric R. Cabral,
(T)ERROR
Advisory Boards

Triangle
Leon Capetanos
Bobbi Hapgood
Bill Hayes
Eric Johnson
Nancy Kalow
Julie Morris
Barry Poss
Gregory Rapp
Benjamin Reese, Jr.
Kimberley Rehberg
Tobias Rose
Wyndham Robertson
Arthur Rogers
Michael Schoenfeld
Jenny Warburg

National
Martin Scorsese,
Honorary Chair
Alan Berliner
Doug Block
Nancy Buirski,
Founder
S. Leo Chiang
Marshall Curry
R.J. Cutler
Chris Hegedus
Steve James
Barbara Kopple
Ross McElwee
Stephen Nemeth
Laura Poitras
Sam Pollard
Barbra Rothschild
Bernardo Ruiz
Toby Shimin
Andrew Solt
David Sontag
Roger Ross Williams
Marie C. Wilson

2021 Official Selections
Ready to get involved?

Let’s connect.

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