



# g3nerations

3 Generations'  
Sex Trafficking Campaign:  
An impact assessment

Written by Jane Wells and  
Lindsay Gebhart



“

***We pledged to make a series of ten short videos...***

***As we met more survivors and experts we created more than twenty videos, two award-winning short films and the feature documentary Tricked.***”

In 2010, when 3 Generations first set out to re-define sex trafficking in the United States as a human rights abuse, we pledged to make a series of ten short videos telling the stories of sex trafficking survivors, collaborating with four NGOs working for the cause.

The sex trafficking campaign grew organically and exponentially. As we met more survivors and experts we created more than twenty videos, two award-winning short films and the feature documentary *Tricked*. From there we created a dedicated website and amplified our message via social media. We became thought leaders and championed the rights of survivors, with appearances on national and international television and by authoring numerous articles.

We are immensely proud of the evolution of this comprehensive campaign. This work has allowed us to bring the vision

of 3 Generations full circle. It has enabled us to expose sex trafficking within Native American communities leading us to our newest film, *A Different American Dream*, which explores environmental devastation and genocide, a topic that circles back to our film *The Devil Came on Horseback* and the work of founder Jane Wells' father, Sidney Bernstein, *German Concentration Camps Factual Survey*, which showed the devastation of the Holocaust.

Today *Tricked* is available on DVD and streaming through Netflix, Amazon, iTunes and more. Our sex trafficking-related videos are available on Vimeo, YouTube and the websites of our more than 40-partner NGOs. They have been viewed by hundreds of thousands of people and elicited tens of millions of media hits. Laws, attitudes and interdictions have changed. There has been tremendous progress.





Our 2015 Big Apple Award  
for the *Tricked*  
Engagement Campaign

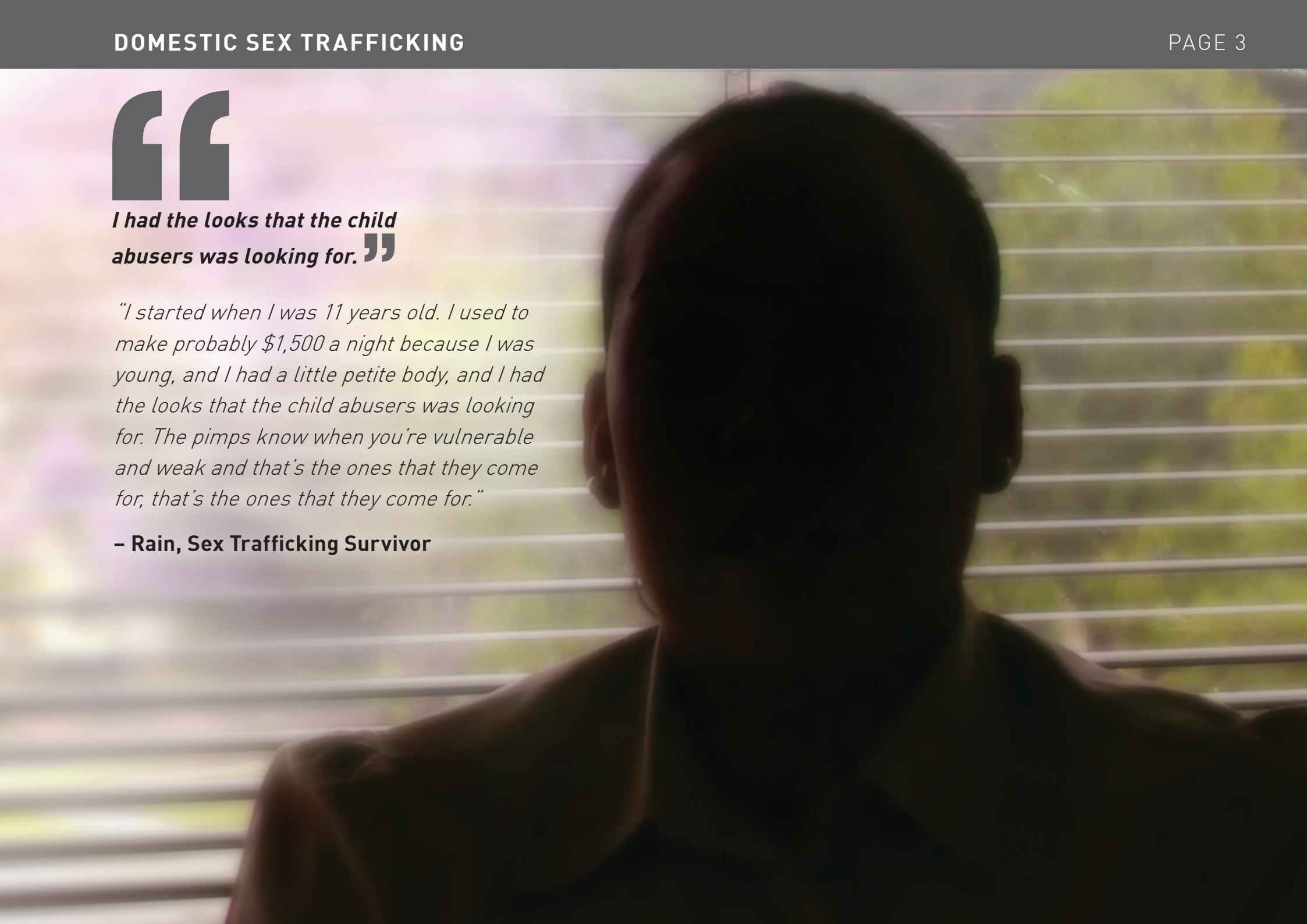
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“

***I had the looks that the child abusers was looking for.”***

*“I started when I was 11 years old. I used to make probably \$1,500 a night because I was young, and I had a little petite body, and I had the looks that the child abusers was looking for. The pimps know when you’re vulnerable and weak and that’s the ones that they come for, that’s the ones that they come for.”*

**– Rain, Sex Trafficking Survivor**





## **MODERN-DAY SLAVERY IS ALIVE AND WELL IN THE UNITED STATES**

Thousands of victims are trafficked throughout the country to satisfy America's \$3 billion-a-year sex trafficking industry.

As our campaign grew and evolved we identified 3 major problems we addressed and hoped to improve:

### PROBLEMS ADDRESSED

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- 1 The belief that prostitution is a victimless crime
- 2 Law enforcement is targeting and arresting the wrong people
- 3 A lack of direct services to help trafficking victims escape the life and transition back into society

### CAMPAIGN ELEMENTS

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- A series of short films and a feature documentary film showing a comprehensive view of sex trafficking from the perspective of survivors, pimps, johns and law enforcement
- A series of films produced to specifically educate and train law enforcement agencies, The District Attorney's Initiative and the creation of The Malone Prize
- To work with precincts around the country to change the perception of prostitution and introduce them to the Nordic Model

### DESIRED OUTCOMES

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- Educate the general public through various media products that the sex industry creates true victims who suffer short- and long-term trauma
- Creation of a fund to help survivors we worked with and videos in support of other NGOs
- To help other nonprofits market their services to donors to expand their work, and to directly assist both those who appear in our films and others



EACH YEAR AS MANY AS **300,000 CHILDREN ARE AT RISK** OF BEING VICTIMS OF SEX TRAFFICKING IN THE UNITED STATES.

Children are being trafficked from urban, suburban and rural communities across the country. The average age of entry into street prostitution is 13 years old, and children as young as five are controlled by pimps. These crimes are taking place in our own backyards to our neighbors, friends, sons and daughters.

Sex trafficking continues to exist and thrive as prostitution moves from the streets to online, and the victims and their fates become even more invisible. Many people have large misperceptions about sex trafficking and the major players within it.



## WHAT IS SEX TRAFFICKING?

The Trafficking Victims Protection Act of 2000 defines sex trafficking as the recruitment, harboring, transportation, provision or obtaining of a person for the purposes of a commercial sex act, in which the commercial sex act is induced by force, fraud or coercion or in which the person induced to perform such an act has not attained 18 years of age. Transportation need not be a factor.





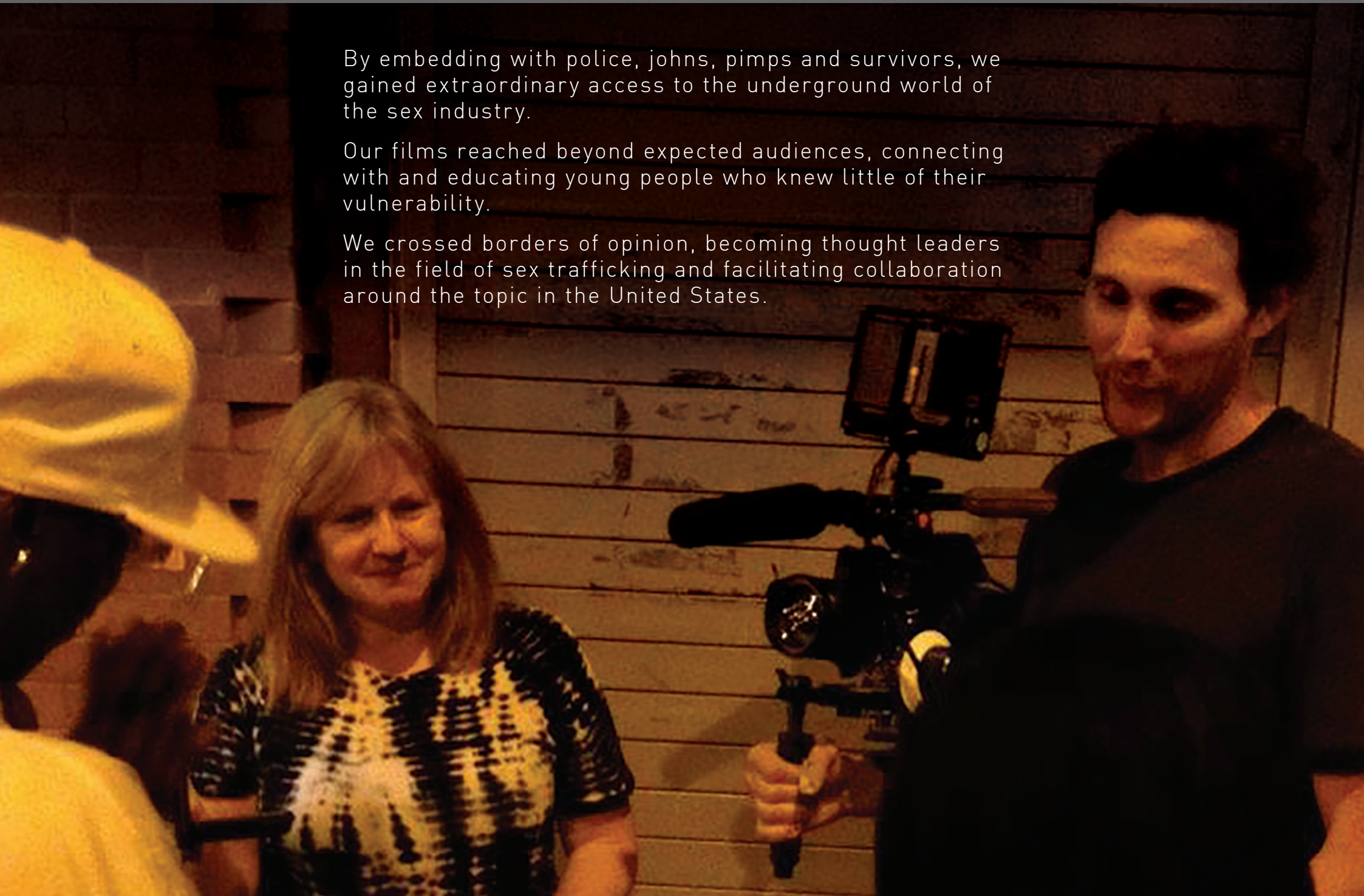
**PERCEPTION****REALITY**

Pimps are obsolete; most sellers of sex use the Internet and are their own bosses.	While the image of a “pimp” as a flashy womanizer has been reduced to a cultural stereotype, the reality is that pimps are still very much the traffickers who profit from the sex work of women and children. Pimps can be anyone, including family members, foster parents, gangs, trusted adults or “boyfriends.” 95 percent of trafficked persons are controlled by pimps.
If prostitution is legalized it could be regulated and that would be better for everyone.	Even if prostitution is regulated, only those who are of age and consenting will be monitored. A vast proportion of trafficking targets underage girls and boys, and legalizing the sex trade would not change that.
The Nordic Model disenfranchises women so it shouldn’t be used.	While the Nordic Model is not perfect, it solves two of the key problems facing sex workers today: It penalizes the johns and pimps, and it recognizes the sex workers for what they are: victims. By reframing the way we view the workers, we open up the opportunity for them to receive the services they so desperately need.
Legalizing prostitution would limit or end sex trafficking.	Studies have shown that legalization does not end sex trafficking. In fact, in many areas it is shown to expand it.
Most prostitutes work in massage parlors or similar places and are illegal, so prostitution is really an immigration problem.	The FBI reports that a vast majority, 83 percent, of sex workers in the United States are U.S. citizens. While it is becoming less likely to see these workers physically on the streets, many are sold online via Backpage and other sites.

By embedding with police, johns, pimps and survivors, we gained extraordinary access to the underground world of the sex industry.

Our films reached beyond expected audiences, connecting with and educating young people who knew little of their vulnerability.

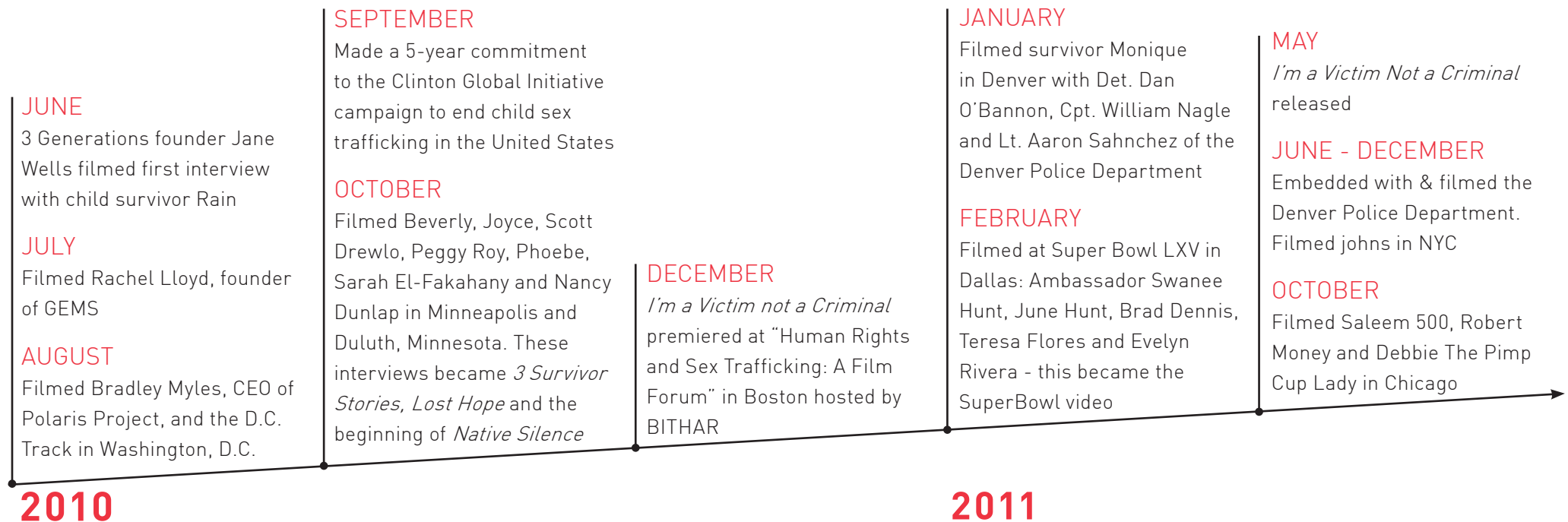
We crossed borders of opinion, becoming thought leaders in the field of sex trafficking and facilitating collaboration around the topic in the United States.

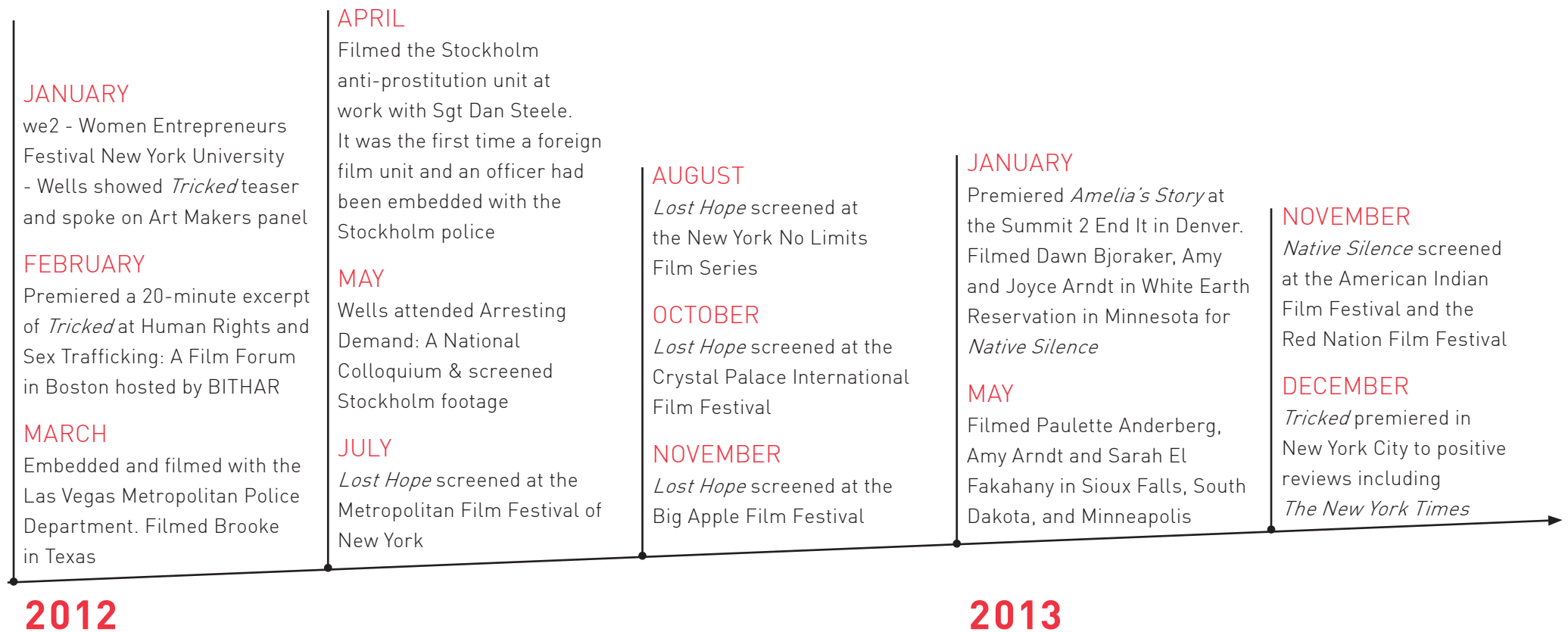




**A TIMELINE OF OUR ENGAGEMENT CAMPAIGN**

We began with the goal of interviewing ten survivors and telling their stories. We went on to interview dozens of people involved in sex trafficking, and created twenty videos, two award-winning short films and the feature documentary *Tricked*. Those stories were heard by millions of people.



*Engagement campaign timeline continued*



*Engagement campaign timeline continued***JANUARY**

Wells and documentary subject Danielle Douglas interviewed by the Associated Press, Al Jazeera America, Katie Couric, Policy Mic, CBS New York WINS and Huffington Post Live. *Tricked* mentioned by Newsday and Deadspin. Screening sponsored by Jewish Federation of Greater MetroWest New Jersey

**FEBRUARY**

Wells and Douglas interviewed by PBS NewsHour, BBC Radio Sportshour, MSNBC Live and CBS News. The Clinton Global Initiative interviewed Wells, and *Tricked* was featured in UNICEF's blog. First GATHR screening held in Memphis, TN

**MARCH**

Wells and Douglas interviewed by Fox 21, featured in Boulder Weekly, and the film was reviewed on the Huffington Post

**MARCH continued**

Theatrical screenings held in Addison, IL, Belton, TX, Denver, CO, Columbus, IN, Tempe, AZ, Beverly Hills, CA, Washington, D.C., St. Louis, MO, and New Jersey. An additional screening held in Arizona was covered by local news, CBS 5 AZ-KPHO, and was attended by Arizona Attorney General Tom Horne and Supreme Court Justice Sandra Day O'Connor

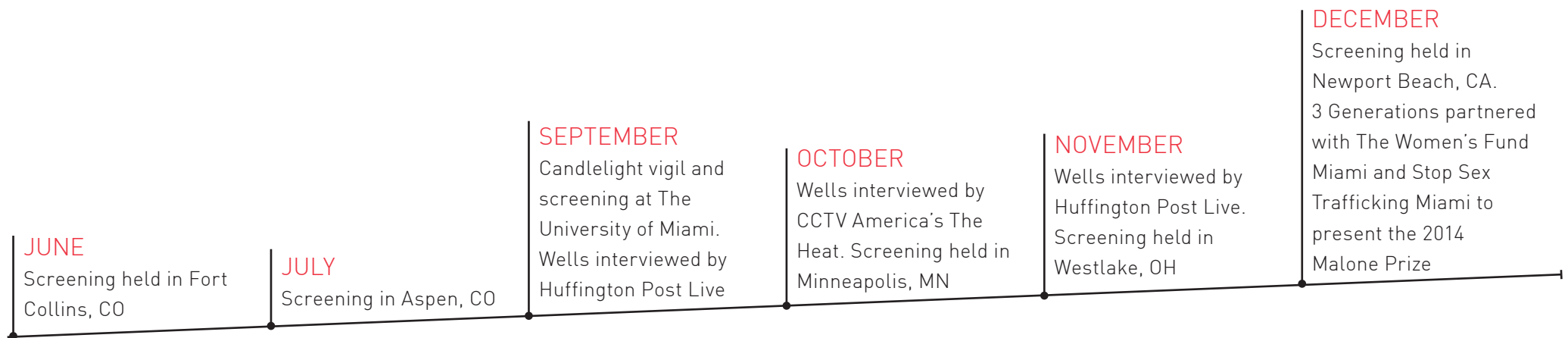
**APRIL**

*Native Silence* screened at Aspen Shorts Film Festival. *Tricked* featured on CBS Philly's special on sex trafficking

**APRIL continued**

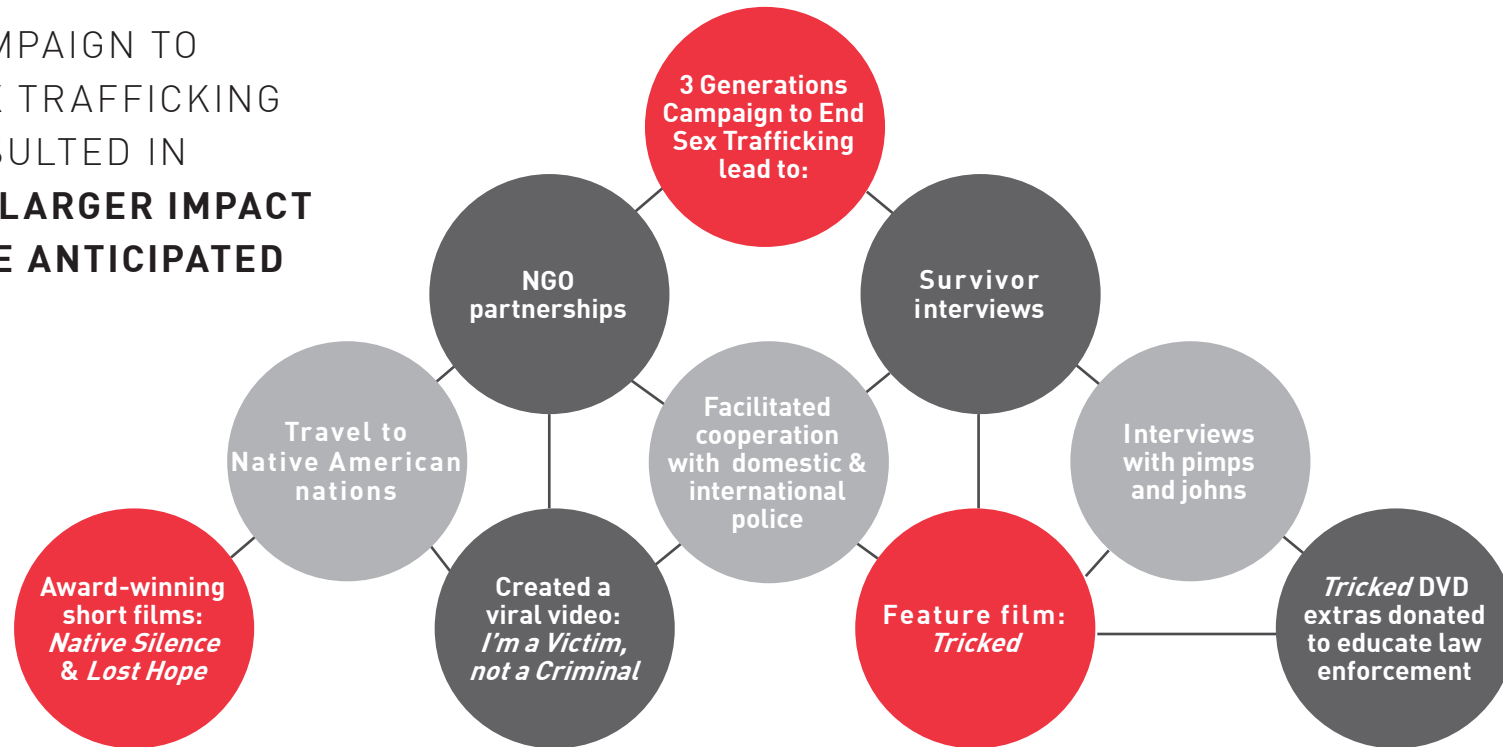
Screenings held in Louisville, CO, Garden Grove, CA, Wesleyan University, the University of Maine at Farmington, New York, NY, Ocala, FL, Fort Myers, FL, Temple, TX, Surprise, AZ, Oceanside, CA, Denver, CO, Brunswick, ME, and Brookline, MA. *Tricked* selected for the 2014 Montclair Film Festival and favorably reviewed on its web site

**2014**

*Engagement campaign timeline continued***2014**



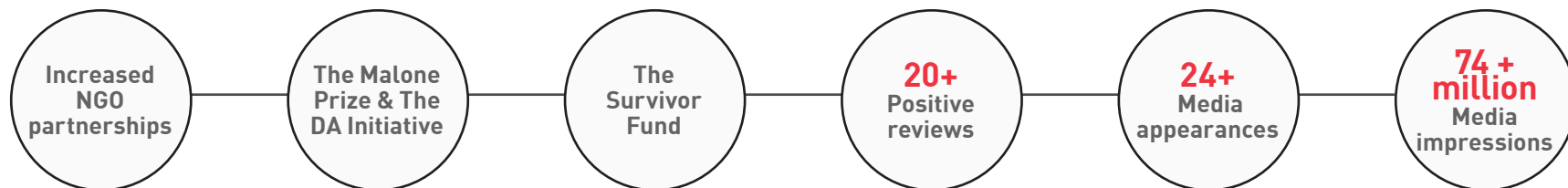
OUR CAMPAIGN TO  
END SEX TRAFFICKING  
HAS RESULTED IN  
**A MUCH LARGER IMPACT  
THAN WE ANTICIPATED**



## SHORT-TERM RESULTS



## LONG-TERM RESULTS



“

***...pimps exploit these girls and control them...***”

*“I certainly knew that there was a lot of prostitution in American cities, but I think like a lot of people I thought that the relationship between these girls - prostitutes - and their pimps was more of a business partnership. Then, as I began to interview these girls and survivors who’d work with them, more and more it became clear that there is no business partnership, that the pimps exploit these girls and control them and use violence in every city around the country.”*

**– Nicholas Kristof**  
***NY Times* journalist**



**FALSE BELIEF THAT PROSTITUTION ISN'T A PROBLEM AND IS A VICTIMLESS CRIME****PROBLEM DEFINITION**

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Across the United States many people, regardless of their education level or socioeconomic background, believe that prostitution is not a problem in our country and that those who do choose to engage in selling sex do so as consenting adults. Since so much of the sex trade has moved online, distancing itself from viewing eyes on the street or in brothels, it's invisibility has led to the belief that sex trafficking has all but disappeared.

**DESIRED OUTCOME**

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A widespread educational campaign to equate prostitution with sex trafficking, defining it as human rights abuse, emphasizing that the selling of sex damages the lives of those caught up in its clutches.

**ELEMENTS USED TO SUPPORT SOLUTION**

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- 20 short videos telling the stories of other nonprofits, survivors, advocates, pimps, johns and law enforcement
- Two award-winning short films: *Native Silence* and *I'm a Victim not a Criminal*
- A feature-length documentary: *Tricked*
- Hundreds of screenings nationwide
- A widespread, ongoing social media presence that highlights issues central to fighting sex trafficking
- The creation of an independent site for *Tricked*
- The creation of an educational packet to accompany screenings of the film
- Dozens of interviews featuring 3 Generations founder and film director Jane Wells and film subject Danielle with a variety of major media entities



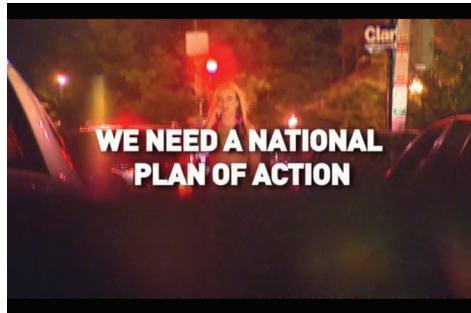


**NATIVE SILENCE**

*Native Silence* is a solemn account of the legacy of forced adoption of Native American children, torn from their tribal communities and placed in foster care and boarding schools.

**LOST HOPE**

*Lost Hope* is a glimpse of a Native American community in Minnesota where trafficking of Native girls is a catastrophic, generational problem.



**'I'm a Victim,  
not a Criminal'**

(02:46)  
Explains sex trafficking in  
America in under 3 minutes.



**'The Best Job  
I Ever Had'**

(05:34)  
Slim discusses his  
experiences as a pimp.



**'Sweden'**

(03:21)  
A look at the Nordic  
Model for combatting  
sex trafficking.



**'The Track'**

(10:13)  
A look at sex trafficking  
in Washington, DC.



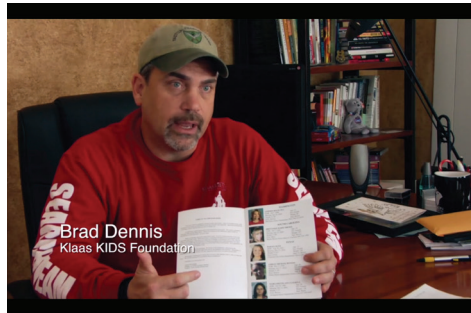
**'Elle: Professional  
Sex Worker'**

(01:51)  
Elle speaks about the legal  
sex work she carries out  
as a dominatrix.



**'Police Enforcement'**

(07:26)  
A look at the different ways  
in which law enforcement  
combat prostitution.



**'Super Bowl'**

(04:05)  
A short film about anti-trafficking activists at the Super Bowl.



**'Frankie'**

(05:19)  
Frankie, a suspected pimp, is arrested, tells his story.



**'Rain'**

(07:39)  
Survivor Rain tells her story.



**'Demand Abolition'**

(02:14)  
Ambassador Swanee Hunt and June Hunt discuss ending the demand for prostitution.



**'Laboratory to Combat Human Trafficking'**

(01:39)  
A short introduction to the work of the Laboratory to Combat Human Trafficking.



**'Brooke'**

(03:32)  
Survivor Brooke tells her story.





**Danielle**

(06:17)  
Danielle discusses her experiences as a sex trafficking survivor.



**'Paying for Sex - Mike'**

(03:58)  
Mike discusses his experience as a john.



**'Danielle Advocacy'**

(01:01)  
Danielle discusses her role as an anti-trafficking advocate.



**'Pimps Sequence'**

(04:38)  
Sequence of interviews with pimps.



**'Jello'**

(02:46)  
Jello, a pimp, is arrested and Det. Dan Steele discusses the case.



**'Det. Chris Baughman'**

(01:24)  
Det. Chris Baughman discusses his opposition to legal brothels.



# TRICKED

**A SHOCKING LOOK INSIDE AMERICA'S SEX TRADE**

## FILM NARRATIVE

The culmination of three years of filming in cities across the country, *Tricked* chronicles the girls, pimps, johns, parents, law enforcement officials and advocates in Boston, Denver, Las Vegas, New Jersey, Orange County, Chicago, Los Angeles and New York.

In Boston we meet Danielle Douglas, who was invited to a party during her first week in college. There she met a man who became her “boyfriend” and violently abused her before forcing her into prostitution.

*Tricked* reveals the pain and trauma that follow Danielle as a result of her two years of forced sex slavery, working on both the streets and as an escort. Danielle’s road to recovery is an integral part of the film, highlighting sex trafficking survivors’ role as victims and not as criminals.

We filmed while embedded with the Denver Vice squad. Within their ranks *Tricked* follows Sergeant Dan Steele and his colleagues in their dogged pursuit of traffickers and their devotion to rescuing victims. After Sergeant Steele and his team arrested “Jello,” a man suspected of trafficking women through strip clubs in Denver, he professed his innocence.

However, days before his trial, he fled to Houston, where he was eventually tracked down and re-arrested. Representative of the complicated psychological relationships between pimps and their victims, four women who lived with “Jello” took to the stand in his defense, ardently protesting the charges against him (pimping, pandering and sexual assault) and making his case extremely difficult to prosecute. Finally, one young woman, Kara, came forward to admit

that “Jello” had been her pimp for eight years. He is currently serving 15 years in federal prison.

As Sergeant Steele’s work unfolds, we also see how his professional battle with the shady underworld of trafficking draws him into a heartbreaking, personal attempt to rescue Jackie, who was prostituted by her own mother as a young girl until her mother was arrested and Jackie was placed in foster care. Sergeant Steele’s family took Jackie in as one of their own.

Despite everyone’s best intentions, Jackie struggled to adjust and was sucked back into the world of prostitution. Eventually she ran away, and has not been heard from since.

In Las Vegas, ground zero for escort services, Las Vegas Police detectives work

**Tricked *film narrative continued...***

to hit traffickers where it hurts them most, by seizing their financial assets. The film follows Detective Baughman, a native of Las Vegas who, early in his life, witnessed the violence of the sex trade first hand. Tired of cavalier pimps who act without fear of repercussion Baughman has made it his mission to hunt down and punish those that operate with impunity in the “city of sin.”

In New York, Colorado and Las Vegas, brash and unrepentant johns reveal the how, why, when and where of what they call “a hobby,” while in Chicago, pimps from all over the country gather to attend “A Player’s Ball.” Sex workers, outfitted in barely-there “nightwear,” are paraded in along with their pimps, constantly keeping their eyes on the ground in order to avoid a practice called “choosing up.” As Danielle explains, “I couldn’t see anything because I was told to look at the ground, because if you looked up and made eye contact with another pimp that meant he owned you.”

By compiling the most diverse cross-section of voices a documentary on this subject has achieved to date, our story of the illicit world of American sex trafficking runs fluidly, unhindered by any missing pieces of the puzzle.



***My pimp was never arrested  
and the Johns were never arrested.  
I was arrested too many times to count.”***



“I had six cases under my real name, then when I racked up too many cases in Boston I was moved to all over the place to work in other states but I was probably arrested at least 50 times more under aliases.

Nobody said to me, ‘Do you need to talk? Do you want to be put in a program? Do you, you know, need this or that?’ It was just, ‘OK this is your third case,’ and then my pimp would come pick me up and I would be working again in within a few hours.”

**– Danielle, survivor, and one of the subjects of the film**



## LAW ENFORCEMENT IS TARGETING AND ARRESTING THE WRONG PEOPLE

### PROBLEM DEFINITION

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By definition anyone under 18 who works in prostitution is considered trafficked and is therefore a victim. However, these children are still routinely targeted for arrest and jailed, while their pimps and johns are often let off with little more than a ticket. More often than not, trafficked children are arrested for prostitution and thrown into juvenile detention centers. Children who fall victim to domestic child sex trafficking are not criminals, but victims of multiple crimes.

### DESIRED OUTCOME

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Propelling cultural change within the existing criminal justice system by introducing police to the Nordic Model and working with precincts around the country to change perceptions of prostitution. We would like to see Safe Harbor laws, which prohibit minors from being prosecuted for prostitution, in all 50 states.

### ELEMENTS USED TO SUPPORT SOLUTION

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- A series of films produced to specifically educate and train law enforcement agencies which led to a DVD compilation of extended interviews with pimps, johns and law enforcement officials
- The creation of The Malone Prize
- The District Attorney's Initiative
- Targeted outreach to police i.e. we handed out flyers to all downtown police precincts prior to the *Tricked* film premiere and offered free tickets to law enforcement officials during *Tricked's* run at the Quad Cinema in NYC



“

***In many cases, interactions with law enforcement are the first point of contact through which a sexually trafficked individual could escape the life.”***

*Since there is no national legislation or policy regarding protocol, the actions taken vary from officer to officer and jurisdiction to jurisdiction. In the case of a few of the victims and other subjects we interviewed:*

- Danielle was **arrested “100s of times,”** often using a number of different pseudonyms. Each time she was released to her pimp, a convicted felon, only to be back on the street hours later, once again selling sex.
- Some jurisdictions have social workers and shelters to assist those arrested for prostitution. Others have no resources, and put those arrested through the criminal justice system as criminals. This reinforces the brainwashing pimps force on their victims: **police can’t be trusted, the pimp is the only person who cares** for them and they are worthless.
- Rain was **forced to have sex with arresting police officers** when she was a child.
- For every one buyer arrested and charged, nine sellers are arrested. This is largely cultural and partly arbitrary; precincts have to plan and coordinate **john stings, which are harder to implement than prostitution stings.**
- Nick was never arrested because his pimp was operating at such a high level his **clients sometimes had police protection.**
- **A john arrested** in one part of greater Denver **was given a ticket** while, in an adjacent jurisdiction, other johns were charged and sent to court.

## THE MALONE PRIZE

To celebrate and encourage cultural change we created The Malone Prize to reward and honor officers who recognize prostitution as modern-day slavery. The Malone Prize is presented in partnership with the Women's Fund Miami-Dade, Stop Sex Trafficking Miami and The Miami Dade Office of the State's Attorney.

### JURISDICTIONS WHO HAVE SUPPORTED THE INITIATIVE INCLUDE:

Denver Police Department  
Las Vegas Police Department  
New York Police Department  
New York City Police Department  
City of Coral Gables Police Department  
Federal Bureau of Investigation  
Sacramento Police Department  
Stockholm Police Force



Denver Police Department Sergeant Daniel Steele holds his Malone Prize.  
(Photo by Mike Coppola/Getty Images for 3 Generations)



“

*These are expensive crimes to prosecute...  
...they can cost more and take longer  
than a murder trial...  
... I have a budget...*”

*– Statements heard while filming*

## THE DISTRICT ATTORNEY'S INITIATIVE

District Attorneys are vital to the prosecution of traffickers and johns. Police have to work within the framework of their budgets and the goals of the local District Attorneys. If a District Attorney is not disposed to understanding prostitution as a human rights issue, then the efforts of local police to convict pimps and johns, rather than those selling sex, are fruitless.

The District Attorney's Initiative educated both District Attorneys and the public on the importance of recognizing the level of abuse faced by those in the commercial sex industry. The campaign empowered voters to hold their local District Attorneys accountable for prioritizing the prosecution of pimps and johns.



A john is arrested in a prostitution sting in Lakewood, CO

AS A RESULT OF, AND BASED ON,  
ADDITIONAL RESEARCH WE CREATED  
THE DISTRICT ATTORNEY'S INITIATIVE TO:

- 1) Encourage voters who care about this issue to bring it up with their District Attorneys and to
- 2) Understand that responses to this issue do not fall along political lines.

## **A LACK OF DIRECT SERVICES TO HELP TRAFFICKING SURVIVORS ESCAPE AND TRANSITION OUT OF THE LIFE**

### PROBLEM DEFINITION

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Traffickers keep victims isolated from loved ones and support systems. Survivors experience violence, trauma and PTSD that can persist for decades. Client-centered, culturally competent services from emergency housing, legal assistance, specialized health care and counseling services in the short term, to job training, permanent housing and community engagement in the long term are essential to helping survivors achieve safety, stability and lives free from exploitation. However, without addressing the systemic issues that allow trafficking to exist, including lack of education and opportunities, we will never fully eradicate the problem.

### DESIRED OUTCOME

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To help other nonprofits market their services to donors emphasizing the pitiful lack of support services in this country. To expand their work and directly assist survivors.

### ELEMENTS USED TO SUPPORT SOLUTION

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- Films made in conjunction with specific nonprofits: Polaris Project, Stop the Traffik, National Crittenden Foundation, Minnesota Women's Resource Centre and SOAP
- Bringing the issue to the forefront by discussing it on various media platforms and heralding survivor-led programs
- Creation of the Survivor Fund



**KEY:** ● We filmed them ● They hosted a screening ● They donated money

## **BEGINNING IN 2010**

The Clinton Global Initiative:  
Women and Girls Program

- The Duluth Police Department
- GEMS: Girl's Education and Mentoring Project
- ● The Hunt Alternatives Fund/Demand Abolition
- Minneapolis Police Department
- Minnesota Indian Women's Resource Centre
- The National Crittenden Foundation
- Polaris Project

## **BEGINNING IN 2011**

APNE AAP Women Worldwide (India)

- The Boston Initiative to Advance Human Rights

- ● A Civil Remedy

- ● Denver Police Department

The Federal Bureau of Investigation: Safe Streets  
Task Force

- Klass Kids Foundation

- The No Project

- The Rebecca Project for Human Rights

- Save Our Youth, Denver

- ● SOAP: Save Our Adolescents from Prostitution

- SWOP: Sex Workers' Outreach Project





**KEY:** ● We filmed them ● They hosted a screening ● They donated money

## BEGINNING IN 2012

BEST: Businesses Ending Slavery and Trafficking

Carolyn B. Maloney – Member of Congress, 14th District, New York

Coalition Against Trafficking in Women

● ● Influence Film Foundation

● Las Vegas Metropolitan Police Department

● LCHT: Laboratory to Combat Human Trafficking

● Office of the District Attorney, Denver, Colorado

● Stockholm Police Anti-Prostitution Unit

● The Summit2End It

## BEGINNING IN 2013

● CAASE: Chicago Alliance Against Sexual Exploitation

The Carr Centre for Human Rights Policy, Harvard University

Girl Be Heard

● MTV: Against Our Will

● New York City Police Department

● State Attorney of Arizona

● Tim Hetherington Society

● UN Gift Box

● US Fund for UNICEF

## BEGINNING IN 2014

● ECPAT USA

● Equality Now

● Inter-Varsity Christian Fellowship  
Jewish Foundation of Greater NJ

● My Life My Choice, Boston

● The National Council of Jewish Women

Sanctuary For Families

● State's Attorney Miami-Dade

● Stop Sex Trafficking, Miami

● Stop the Traffik

● Street's Hope

● Trust AZ

Wesleyan University

Women's Foundation  
Miami-Dade University of Miami



**PROBLEM 1      FALSE BELIEF THAT PROSTITUTION ISN'T A PROBLEM AND IS A VICTIMLESS CRIME**

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RESULTS      The impact of our series of films, and *Tricked* in particular, was far greater than we had hoped and anticipated. A report commissioned to track media hits on this campaign between March 2013 and May 2014 identified 321 unique media hits which, in turn, generated 75 million media impressions. In 2016 *Tricked* will be distributed globally.

**PROBLEM 2      LAW ENFORCEMENT IS TARGETING AND ARRESTING THE WRONG PEOPLE**

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RESULTS      Success is ongoing. There has been a demonstrable shift in law enforcement culture since 2010, more states have implemented Safe Harbor laws and we are engaged with District Attorneys and Attorney Generals through *Tricked*. The 3rd Annual Malone Prize ceremony will be held in Miami in February 2016 and co-hosted by the State's Attorney of Miami-Dade and Camillus House. Both of these agencies are now working together to address sex trafficking in their area.

**PROBLEM 3      LACK OF DIRECT SERVICES TO HELP TRAFFICKING SURVIVORS ESCAPE THE LIFE & TRANSITION OUT**

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RESULTS      We were able to make dozens of nonprofit partnerships and produced nearly two dozen short films featuring many of them.



**JANE WELLS**

## DIRECTOR &amp; PRODUCER

Wells is an Emmy award-nominated filmmaker, best known for producing and directing the documentary, *Tricked*, about sex trafficking in the USA and the award-winning short, *Native Silence* about the impact of forced adoption and boarding schools on Native American families. She produced the groundbreaking documentary feature *The Devil Came on Horseback* about the genocide in Darfur. As founder of 3 Generations, a 501(c)3 not-for-profit organization whose mission is to tell the stories of survivors of human rights abuses, she has written, produced and directed over 40 short films and videos. Her films have been selected at film festivals including Sundance, AFI/Silverdocs, Hotdocs, Tribeca, Montclair, Nashville, Red Nation and The American Indian Film Festival.

**JOHN-KEITH WASSON**

## CINEMATOGRAPHER &amp; DIRECTOR

Wasson is an award-winning documentary filmmaker. His directorial debut, *Surviving Hitler: A Love Story* (2010), premiered on the BBC, won the Inspiration Award at the Full Frame Documentary Film Festival and won the Ojai Film Festival Theme Award. The film was screened in over 40 festivals worldwide and continues to air in 13 countries. It was awarded the Kroll Fund for Jewish Documentary film.

Wasson's credits as a cinematographer include shows on the Discovery Channel, History Channel, National Geographic Channel and TruTV and the feature length documentary, *The Devil Came on Horseback*, which premiered at Sundance in 2007.

**DIRECTED BY:**

JOHN-KEITH WASSON  
JANE WELLS

**PRODUCED BY:**

JANE WELLS

**PRODUCERS:**

CRISTINA LJUNGBERG  
NADIA ZILKHA

**MUSIC BY:**

WENDY BLACKSTONE

**EDITED BY:**

CRAIG McKAY A.C.E.  
BETH MORAN  
FRANCESCO PORTINARI

**DISTRIBUTED BY:**

FIRST RUN FEATURES

**RUNNING TIME:**

75 MINUTES

**COUNTRY:**

UNITED STATES

**LANGUAGE:**

ENGLISH





**JANE WELLS** FOUNDER AND EXECUTIVE DIRECTOR *(see previous page)*

**HANNAH EDDY**

DEVELOPMENT AND OUTREACH COORDINATOR

Hannah joined the 3 Generations team in October 2013. She holds a bachelor's degree in History and Anthropology from American University in Washington, DC. While in college, Hannah traveled to Turkey, Croatia and Guatemala to learn more about post-conflict countries. Now living in New York City, Hannah pursues her interests in human rights through travel, reading and her work as the Development and Outreach Coordinator at 3 Generations.

**LINDSAY GEBHART**

DIRECTOR OF DEVELOPMENT

Born in a small Ohio town just north of Cincinnati, Lindsay arrived in New York City via San Francisco, where she cut her teeth in nonprofit work at ACORN. Since then she has spent the last several years working in fundraising in a number of Manhattan nonprofits, most notably the historic Hale House and Junior Achievement of New York. She has an undergraduate degree from Kent State University in Journalism and a Master's of Public Administration from Baruch College.

**EMILY HALL**

HEAD OF FINANCE

Emily grew up in Austin, Texas, and moved to NYC to attend Barnard College. In college she pursued a degree in Architecture and Fine Arts and subsequently went on to get her MFA at Virginia Commonwealth University in Richmond, Virginia. Since earning her degree she has used the other part of her mind to work with nonprofits. As an avid reader of human rights issues, she enjoys working with 3 Generations.

**LILI HAMLYN**

MEDIA AND PRODUCTION ASSOCIATE

Lili grew up in London and moved to New York after gaining her BA in English Literature from Oxford University. While at Oxford, Lili founded the Tim Hetherington Society, a documentary film and photojournalism society, in memory of the late Tim Hetherington. The society screened *Tricked* during its 2013 film festival, which introduced Lili to the impact of 3 Generations' work.





Wells and Douglas are interviewed by Katie Couric

#### OUR WORK FROM MARCH 2013-MAY 2014 INCLUDED:

- *Tricked* premiere/run at Quad Cinema, NYC
- Documentation of sex trafficking at Super Bowl XLVIII
- GATHR screenings in 22 markets
- Local *Tricked* screenings (Denver, LA, NYC, Colorado)
- *Tricked* at Montclair Film Festival
- *Native Silence* at Aspen Film Festival
- *Tricked* epk development
- 3 Generations website feedback
- *Tricked*/3 Generations strategic partnership development

FROM MARCH 2013-MAY 2014 OUR DOMESTIC SEX TRAFFICKING CAMPAIGN GENERATED  
**321 MEDIA HITS & 74,198,467 MEDIA IMPRESSIONS.**

#### PROMINENT MEDIA COVERAGE INCLUDED:

- ABC
- BBC Radio
- PBS NewsHour
- Associated Press
- Glamour [Online]
- Cosmopolitan [Online]
- FOXNews [Online]
- HuffPost Live (3 segments)
- The Huffington Post (blog series)
- PolicyMic
- CNN [Online]
- Al Jazeera America Consider This with Antonio Mora
- Al Jazeera America The Stream
- The Wall Street Journal (via AP)
- MSNBC Craig Melvin
- PBS [Online]



A FEW OF MANY POSITIVE REVIEWS FOR *TRICKED*:

“

*...heartbreaking.*

**The New York Times**

*...truly hair-raising...*

the village  
**VOICE**

**FILM JOURNAL**  
INTERNATIONAL

*A sobering portrait of the scourge that dares not speak its name, Tricked deserves its own hybrid classification: the horror documentary.*

**SLANT**  
MAGAZINE

*...Wells and Wasson offer an unflinching look into the ways sex slavery continues to perpetuate...*

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