

# THE GRIEF PROJECT



The Grief Project explores the transformative experience of losing a family member in a death- and grief-avoidant society. This national public media initiative will include a television documentary, a media-rich website, a social media campaign, and numerous community engagement events, all aimed at starting a national conversation about grief. Produced by WPSU Penn State with philanthropic support and outreach collaboration from the New York Life Foundation, The Grief Project officially launches in January 2020 and the broadcast premiere of the documentary will follow in May 2020.

## CHANGING THE NARRATIVE

Moving away from the idea that grief is a problem that needs to be “fixed,” The Grief Project validates the experience of griever and guides those wishing to support them. There is no “right” way to grieve. By sharing diverse representations of bereavement experiences, The Grief Project illustrates that grief is a universal, yet individual experience.

## CONVENING A NATIONAL CONVERSATION

There is nothing more human than the act of grieving, yet grief has become taboo in our society. So, it’s not surprising that many of us struggle with how to respond to someone who is grieving. By normalizing grief through candid interviews featured in the documentary and on the website, The Grief Project will help people become more comfortable with the many faces, forms, and personal timelines of grief and how it can be supported.

PRODUCED BY



PHILANTHROPIC SUPPORT FROM



NEW YORK LIFE  
FOUNDATION

# COMPONENTS

- 60-minute documentary for public television
- online education and support resources
- mini-grants for PBS member stations to produce local radio stories or screening events
- online toolkit to support screening events
- community outreach activities
- social media and marketing campaign

# WORKING WITH GRIEF ORGANIZATIONS

Collaboration is at the heart of this project. The New York Life Foundation is at the forefront of investing in this childhood bereavement field by supporting organizations and initiatives that increase awareness and access to grief services in addition to providing free bereavement resources. Their support is making possible the development of these new resources from WPSU to add value to the important work already being done in this field. WPSU is working with grief professionals and organizations across the country to identify families to interview and to shape our stories. We will continue to engage these collaborators as we move forward with this project and to forge new relationships as we seek to research and provide resources.

# MILESTONES

- November 2019 - Announce mini-grant opportunity on website
- January 2020 – Launch preliminary website and debut documentary trailer
- April 2020 – Launch full website with toolkit and hold premiere events
- May and November 2020 – Nationwide broadcasts of the documentary
- January 2021 – Post full documentary to website

# CONTACTS

**Cassie Caldwell**  
Project Manager  
cgm17@psu.edu

**Lindsey Whissel Fenton**  
Senior Producer/Director  
lrw14@psu.edu  
(814) 863-1769

**Elaine J. Brzycki**  
Manager of Project Development  
ejb23@psu.edu  
(814) 863-5604

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