

# SCREENING TOOLKIT for PASS OR FAIL IN CAMBODIA TOWN



## INTRODUCTION

Thank you for your interest in hosting an *America By The Numbers with Maria Hinojosa* screening in your community. This screening toolkit provides information about the series as well as some hints for planning your screening event.

The Futuro Media Group, the makers of *America By The Numbers with Maria Hinojosa* (ABTN), is thrilled that our series is being broadcast on WORLD Channel and PBS stations nationwide. ABTN's 8 episodes focus on the dramatic demographic shifts that are taking place in this country and explore underreported stories from every corner of the nation, revealing the human face and local phenomena behind the biggest population change in U.S. history. *America By The Numbers* investigates these dynamic developments using a combination of infographics, statistical analysis, sense of community, in-depth reporting, and compelling storytelling with anchor and executive producer Maria Hinojosa.

In addition to making these stories available through multiple public broadcasting distribution sources and online, The Futuro Media Group is also deeply committed to community engagement and using the ABTN programs to foster dialogue and community change.

## Table of Contents

SECTION	PAGE
Civic Engagement	1
Accessing the Film	2
Planning	3
A Promotion Campaign	4
Day of the Event	5
About the Episode	6
Discussion Questions	7
Audience Survey	END

## OUR COMMITMENT TO CIVIC ENGAGEMENT

Civic engagement is at the core of the mission of The Futuro Media Group. It is our hope that *America By The Numbers* community screenings will serve as a catalyst for networking, partnership, and inclusive outreach, creating space for new voices and audiences to join the public conversation about policy, critical issues and local community needs. We at Futuro Media are committed to convening events to engage and listen to the views of all community members, while being inclusive and reaching out to engage new audiences, such as youth and college students, people of color and multicultural families, new residents and immigrant communities. This grassroots approach provides a strong model of public media working as an effective community partner, something that we aspire to accomplish in partnership with you!

We invite you to use this screening kit to organize events in your community and to partner with similarly missioned local organizations. We are hopeful that your screening of *America By The Numbers* episodes and your support of the series will help you further your mission, and that our documentary films can serve as a tool for education and outreach to your constituents, partners, and community members. Please draw on parallels within your own experience to use *America By The Numbers* to inspire further progress in your community.

Thank you for your commitment to civic engagement and furthering the conversation!

## PUBLIC BROADCASTING'S COMMITMENT TO IMPROVE STUDENTS' ACADEMIC ACHIEVEMENT

The ABTN episode, "Pass or Fail in Cambodia Town" which is focused on the high school drop-out crisis among Cambodian American youth in Long Beach, California is a part of the Corporation for Public Broadcasting's American Graduate: Let's Make It Happen initiative, which aims to increase awareness, understanding and dialogue around America's drop-out crisis. To find out more about "Let's Make It Happen" and the American Graduate outreach resources that are available, go to:



## QUESTIONS ABOUT THE SERIES?

Contact Us at [info@futuromediagroup.org](mailto:info@futuromediagroup.org)

## STAY CONNECTED

## ACCESSING THE FILM

This is how you can access a copy of the “Pass or Fail in Cambodia Town” documentary for your screening.

### STREAM FROM THE INTERNET

1. Follow this link: <https://vimeo.com/112065344>
2. Enter the password: ABTN2014



3. Make sure that the video finishes buffering before you hold your screening.
4. ENJOY!

... OR PURCHASE  
YOUR OWN BOX SET!

<http://goo.gl/npnMut>

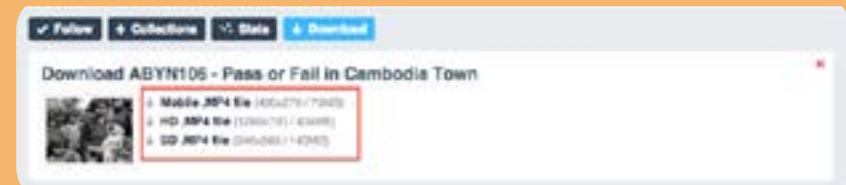
### PLAY FROM COMPUTER, OFFLINE

For instances where your internet connection might be faulty during the screening, download the video ahead of time and play from your computer.

1. Follow this link: <https://vimeo.com/112065344>
2. Enter the password: ABTN2014
3. Click the “Download” button, located underneath the video.



4. Select the appropriate file size based on your own technical specifications.



5. Save the video file on your hard drive.
6. When ready, navigate to the file and open using your video player of choice.
7. ENJOY!

## PLANNING

Here are step-by-step guidelines on how to plan your ABTN screening event.

1. REGISTER: Email [info@futuromediagroup.org](mailto:info@futuromediagroup.org) the following information:

- Your Name/Name of the Organization
- Location/City and State
- Episode to be Screened
- Date of screening
- Target Audience
- Program details like panel discussion or cultural performances
- Social Media Info

2. LOGISTICS: Secure a location and time for your event. Make sure to book spaces in advance.

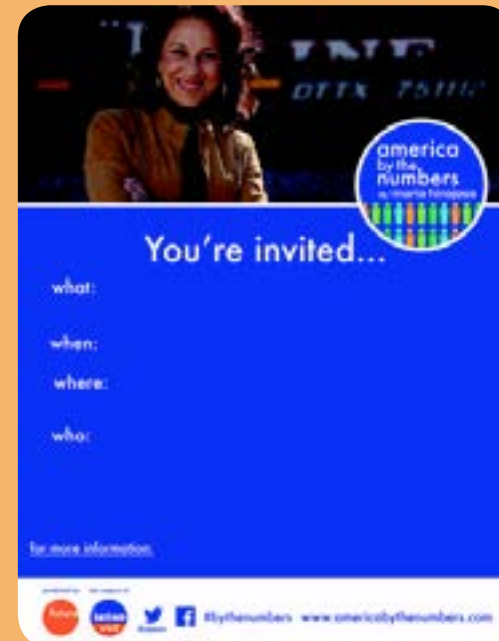
3. BUILD A PANEL: Reach out to local community leaders and subject matter experts in a related field to construct a panel for a discussion to follow the screening.

4. INVITES: Now that you have a place and have confirmed the specifics of your program, tell the world! Design an evite, a flier or poster and distribute widely in your community both virtually and electronically. Eblasts, phone calls, newsletter announcements, Facebook events - all means of communication will help. Make sure that your organizational partners are also using their communication resources to help get the word out.

5. PROMOTION:

a. Editable Poster: Using Adobe Photoshop, feel free to edit our poster template to include your own details. See preview below. Link to the Photoshop file here:

<http://adobe.ly/1xArlpG>



b. Reach out to media outlets and community event calendars in local and weekly newspapers, and arrange for public service announcements (PSAs) on commercial and public media.

c. Contact your community boards and organizations with connected interests and ask them to come and to invite their constituents.

d. Social Media: Post, post, post. Even if it's just a few words, remember to promote your event. See our suggested twitter posts below.

e. If you have distributed evites by email, send reminder posts 2-3 days before your event.

## A PROMOTION CAMPAIGN

Whether you're planning the screening as an organization or individual, promotion is key. Keep these general guidelines in mind:

- **TELL YOUR STORY:** Bring yourself into the mix. Why are these issues important to you? Why and how are they relevant to your community? Be sure to engage your colleagues, partners, neighbors, friends and family.
- **CONNECT:** Follow us on Facebook and on Twitter
- **SHARE:** Promote *America By The Numbers* to partner networks using #bythenumbers and americabythenumbers.org on websites, newsletters, eblasts, and other communications.
- **ENGAGE:** Distribute this toolkit to your staff, especially your Marketing Department, Social Media Lead or Web Manager.
- **POSTING SCHEDULE:** Design a schedule of social media posts which you can plan and compose in advance.

**NOTE:** For every episode, provide a twitter countdown for the event, starting about five days before. Here are some sample tweets:

Behind every number, there's a story. Join our screening of "Pass or Fail in Cambodia Town" Provide link to event.

@abtntv #bythenumbers

Two days away! Join our screening of "Pass or Fail in Cambodia Town." Provide link to event. @abtntv #bythenumbers

Three hour countdown!! Join our screening of "Pass or Fail in Cambodia Town." Provide link to event. @abtntv #bythenumbers

### SAMPLE POSTS

Behind every number, there's a story. Join our screening of "Pass or Fail Cambodia Town." Provide link to event. @abtntv #bythenumbers

Behind every number, there's a story. While less than 4% of all Americans suffer from PTSD, in Cambodia Town it's over 17 times that rate with 62% of first-generation Cambodian refugees suffering from PTSD. @abtntv #bythenumbers

Behind every number, there's a story. Thank a teacher who helped you, your child, or grandchild stay on the path to graduation. @abtntv #bythenumbers

Behind every number, there's a story. Give a shout out to a high school student that you know. @abtntv #bythenumbers

Behind every number, there's a story. Post a recent story about education. @abtntv #bythenumbers

Behind every number, there's a story. Give some inspiring words of advice to the Class of 2015. @abtntv #bythenumbers

## DAY OF THE EVENT

1. **24-HOUR PUSH:** You're almost there! Make sure to test the link, watch the episode and check your screening technology beforehand to avoid any technical problems. Continue your social media posts and general outreach throughout the day leading up to the event.

2. **THE EVENT-SCREENING:** It's happening! Live blog and live tweet to keep the conversation alive for those who could not attend.

3. **THE EVENT-POST-SCREENING:** If you are including audience Q & A in your event, feel free to use our questions in the discussion section guidelines, or compose your own.

4. **AFTER:** Once the event is over, please ask your audience to complete the following two surveys:

**The Futuro Media Group Survey:** created by ABTN in an effort to gather feedback about the effectiveness of our community engagement efforts

Survey Link: <https://www.surveymonkey.com/s/9GMKZ7R>

You can also distribute a physical copy of the survey (see the final page of this kit) and mail to:

Maria Hinojosa  
The Futuro Media Group  
361 W. 125th Street, 6th Floor  
New York, NY 10027

**American Graduate Survey:** created by CPB's American Graduate: Let's Make It Happen public media initiative, this survey aims to measure the direct impact of this film on four of the initiative's main goals: student engagement, caring adults, pathways to success, and college and career readiness.

Survey Link (online only): <http://bit.ly/1E3OKUC>

5. **YOU DID IT!** Give yourself a pat on the back for staging a successful event!



## ABOUT THE EPISODE

### PASS OR FAIL IN CAMBODIA TOWN

*By the numbers, the untold story of Southeast Asian dropouts*

<http://www.pbs.org/wgbh/america-by-the-numbers/episodes/episode-106/>

Asian Americans are the best-educated and highest-income group in the United States. As a result, they have been referred to as the “model minority,” suggesting that, as a group, Asians are successful in school and in life. But Southeast Asian Americans have some of the lowest high school completion rates in the nation. *America By The Numbers* visits Long Beach, California—the city with America’s largest Cambodian community—to find out why this educational crisis is happening and what people are doing about it.



## BY THE NUMBERS

- Asian Americans are the best-educated group in the country, with 50% of adults holding a bachelor’s degree or higher, compared to 29% of Americans overall.
- The category Asian American includes over 24 different ethnic groups – as well as a startling number of Southeast Asian Americans who aren’t making it through high school.
- In the years after the Vietnam War, 24,000 Khmer refugees from Cambodia settled in Long Beach, CA.
- Cambodian Americans are less likely to have a high school diploma than African Americans, whites or most other Asians.

Statistics on lack of high school completion:

- o White: 11.6%
- o Asian American: 14.3%
- o African American: 16.7%
- o Cambodian: 35.5%
- o Latino: 36%

- Up to 51% of Southeast Asian Americans aren’t fluent in English, compared to 9% of the general population.
- While less than 4% of all Americans suffer from PTSD, in the Cambodian community, the rate is over 17 times that. Roughly 20% of veterans returning from U.S. wars in Iraq and Afghanistan are diagnosed with PTSD, and three times that rate, or 62% of first-generation Cambodian refugees reportedly are suffering from PTSD, according to the American Medical Association.

## DISCUSSION QUESTIONS

1. What did you think about the film?
2. How does the story of second generation Cambodian-American youth relate to you?
3. Is your community experiencing a dropout crisis? If so, what are you doing about it?
4. Does your community have a problem with gangs and gang violence? If so, what are you doing about it?
5. Do you think that trauma has been passed down from generation to generation in your community? If so, how is that being expressed and what are you doing about it?
6. Does your community have adequate after-school programs available to support students who may be at risk of dropping out?
7. To what extent should a school district's curriculum reflect the history and ancestry of its community?
8. What should the role of education be in supporting socially fractured communities?
9. Reflect on your own high school experience. Who were your favorite teachers and/or mentors? Why were they effective?





## THE FUTURO MEDIA GROUP AUDIENCE SURVEY



1. How did you first find out about *America By The Numbers with Maria Hinojosa*? (circle one)

Friends/Family

Press

Social Media

Latino USA

Other: \_\_\_\_\_

2. What are your initial impressions of the event?

3. How effective were the discussion questions in fostering conversation?

Very Effective

Effective

Somewhat Effective

Not Effective

4. General Comments: