

SCREENING TOOLKIT for MAINSTREAM, USA



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.

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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!

QUESTIONS ABOUT THE SERIES?

Contact Us at info@futuromediagroup.org

STAY CONNECTED

ACCESSING THE FILM

This is how you can access a copy of the "Mainstream, USA" documentary for your screening.

STREAM FROM THE INTERNET

1. Follow this link: <http://vimeo.com/111754931>
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: <http://vimeo.com/111754931>
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.



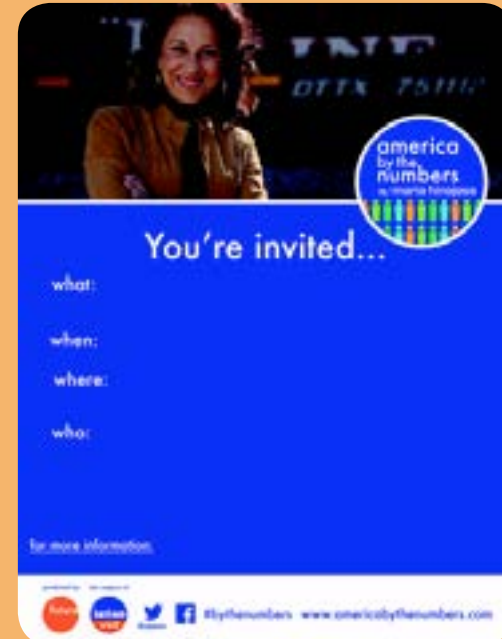
5. Save the video file on your hard drive.
6. When ready, navigate to the file and open using your video player of choice.
7. ENJOY!

PLANNING

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

1. REGISTER: Email info@futuromediagroup.org 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 "Mainstream, USA" Provide link to event. @abtntv #bythenumbers

Two days away! Join our screening of "Mainstream, USA" Provide link to event. @abtntv #bythenumbers

Three hour countdown!! Join our screening of "Mainstream, USA." Provide link to event. @abtntv #bythenumbers

SAMPLE POSTS

Behind every number, there's a story. Join our screening of "Mainstream, USA." Provide link to event. @abtntv #bythenumbers

Behind every number, there's a story. Clarkston, GA is one of America's most diverse square miles - home to 43 different nationalities. @abtntv #bythenumbers

Behind every number, there's a story. More than 70,000 refugees have been resettled in Georgia. @abtntv #bythenumbers

Behind every number, there's a story. 85% of Clarkston's businesses are now owned by refugees and immigrants. @abtntv #bythenumbers

[@abtntv](#) [#bythenumbers](#) [@maria_hinojosa](#)

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

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



ABOUT THE EPISODE

MAINSTREAM, USA

By the numbers, a laboratory for the future of America

<http://www.pbs.org/wgbh/america-by-the-numbers/episodes/episode-101>

Welcome to Clarkston, Georgia—one of America’s most diverse square miles. Designated as a refugee resettlement site in the 1980s, Clarkston is home to people from over 40 different countries. Once a hub for the Ku Klux Klan, the city has gone from being 89% white to 82% non-white in just 30 years. We examine how Clarkston’s daily realities reflect wider demographic trends, and explore the collaborations and collisions that are occurring between the old and new South.



BY THE NUMBERS

- The South had the greatest multicultural growth from 2000 to 2010, with 34% growth in its non-white population.
- By the numbers Clarkston, GA is one of America’s most diverse square miles – home to 43 different nationalities.
- In three decades, this city of 7600, has gone from being 89% white, to 82% non-white. And 97% American born in 1980 to 46% foreign born in 2010.
- 85% of Clarkston’s businesses are now owned by refugees and immigrants.
- 80% of refugee households in Georgia are working – and paying U.S. taxes – within 6 months of their resettlement.
- More than 70,000 refugees have been resettled in Georgia. Over 9,000 of them, or about 13% of the state’s total, were placed in a single city – Clarkston.
- Each two-year election cycle about 1.4 million immigrants get citizenship and the right to vote. In the 2014 elections, these naturalized citizens will make up 15% of new voters.

DISCUSSION QUESTIONS

1. What are your initial impressions of the film?
2. What are your thoughts on the changing demographics of the U.S?
3. What does the browning of America mean to you?
4. If this demographic change occurred in your community, how would you feel?
5. How has your neighborhood changed over the past three decades?
6. How does immigration fit into your ancestry (if at all)?
7. Should the U.S adopt an open arms policy for all refugees?
8. How necessary is it for a political representative to have the same cultural/ethnic identity as his/her constituents?



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: