

SCREENING TOOLKIT for SURVIVING YEAR ONE



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 "Surviving Year One" documentary for your screening.

STREAM FROM THE INTERNET

1. Follow this link: <http://vimeo.com/112065347>
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>

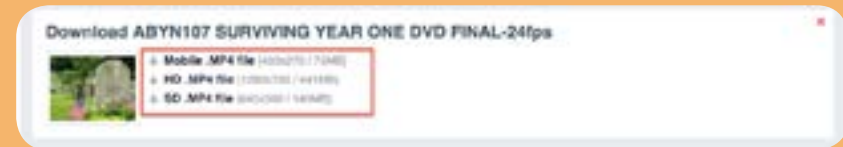
PLAY FROM COMPUTER, OFFLINE

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/112065347>
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.

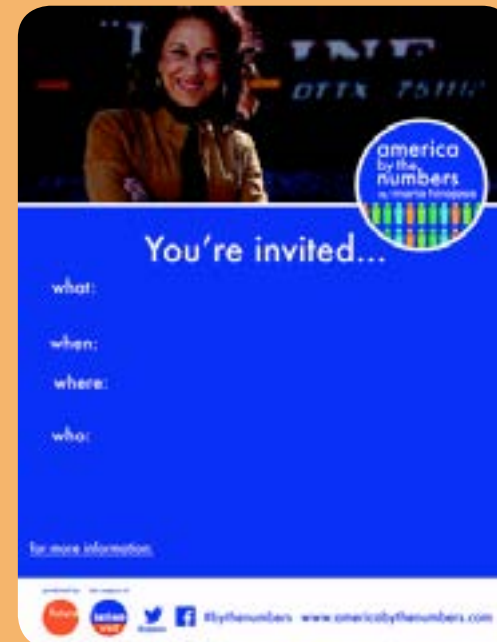
3. BUILD A PANEL: Reach out to local community leaders and subject matter experts in a related field to construct a panel for a discussion to follow the screening.

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 "Surviving Year One" Provide link to event. @abtntv #bythenumbers

Two days away! Join our screening of "Surviving Year One" Provide link to event. @abtntv #bythenumbers

Three hour countdown!! Join our screening of "Surviving Year One" Provide link to event. @abtntv #bythenumbers

SAMPLE POSTS

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

Behind every number, there's a story. The US ranks 56th in the world in infant mortality. @abtntv #bythenumbers

Behind every number, there's a story. Rochester is the 5th poorest city in the country. @abtntv #bythenumbers

Behind every number, there's a story. 24,000 American babies die each year before reaching their first birthday. @abtntv #bythenumbers

Behind every number, there's a story. African American babies are more than twice as likely to die before their first birthday as white babies. @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

SURVIVING YEAR ONE

By the numbers, Black and Latino babies have the lowest chance of making it to their first birthdays

<http://www.pbs.org/wgbh/america-by-the-numbers/episodes/episode-107/>

The U.S. spends more on healthcare than any other nation, and the biggest portion goes towards pregnancy and childbirth. Despite that, the nation ranks 56th lowest in the world for infant mortality. To find out more about this critical issue, we visit Rochester, New York—where babies are dying at a rate almost twice the national average, and where mothers of color are two times as likely as white mothers to lose their babies before their first birthday. As we search for answers, we also visit the programs that are working to reverse these dramatic disparities.



BY THE NUMBERS

- Even though the U.S. spends more on health care than any other country – over \$3 billion a year -- we rank 56th in the world when it comes to infant mortality.
- If Rochester were a country, it would rank even worse, in 95th place.
- African American babies are more than twice as likely to die before their first birthday as white babies. Native Americans and Puerto Ricans also have significantly high rates of infant mortality.
- Rochester, composed of over 50% African American and Latino residents, is the fifth poorest in the entire country.
- 24,000 American babies die each year before reaching their first birthday. The top 3 causes are preterm birth, birth defects and SIDS.

DISCUSSION QUESTIONS

1. What are your initial impressions of the film?
2. What did you find surprising about the film?
3. What are your thoughts on the changing demographics of the U.S?
4. What did you previously know about infant mortality rates in the U.S?
5. What other health disparities have you experienced in your own communities?
6. How can we address the issue of infant mortality?
7. Do you think the level of resources for mothers are adequate in your community? How might they be improved?



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: