

# SCREENING TOOLKIT for THE NEW MAD MEN



## 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](mailto:info@futuromediagroup.org)

## STAY CONNECTED

## ACCESSING THE FILM

This is how you can access a copy of the "The New Mad Men" documentary for your screening.

### STREAM FROM THE INTERNET

1. Follow this link: <https://vimeo.com/112081152>
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/112081152>
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.

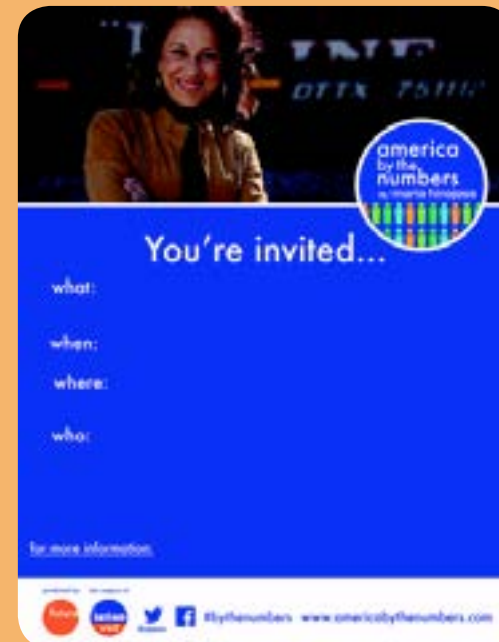
3. BUILD A PANEL: Reach out to local community leaders and subject matter experts in a related field to construct a panel for a discussion to follow the screening.

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/1xArIpG>



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 "The New Mad Men" Provide link to event. @abtntv #bythenumbers

Two days away! Join our screening of "The New Mad Men" Provide link to event. @abtntv #bythenumbers

Three hour countdown!! Join our screening of "The New Mad Men" Provide link to event. @abtntv #bythenumbers

## SAMPLE POSTS

Behind every number, there's a story. Join our screening of "The New Mad Men." Provide link to event. @abtntv #bythenumbers

Behind every number, there's a story. The combined purchasing power of non-white Americans totals \$3 trillion—a fifth of the US gross domestic product. @abtntv #bythenumbers

Behind every number, there's a story. Millenials make up make up a quarter of the entire US population. @abtntv #bythenumbers

Behind every number, there's a story. Latino purchasing power in the US is \$1.3 trillion. @abtntv #bythenumbers

Behind every number, there's a story. One out of every four babies born in the U.S. today is Latino. @abtntv #bythenumbers

Behind every number, there's a story. Latinos make up almost a quarter of the millennial generation. @abtntv #bythenumbers

Behind every number, there's a story. Share an ad that you feel spoke to you. @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

### THE NEW MAD MEN

*By the numbers, the new target consumers for advertising*

<http://www.pbs.org/wgbh/america-by-the-numbers/episodes/episode-108/>

With a collective purchasing power of \$3 trillion, people of color are quickly becoming the nation's most sought-after consumers. Iconic brands are re-examining their marketing strategies in order to stay competitive in the changing marketplace. Latinos, with a buying power of \$1.2 trillion, are at the heart of this new consumer focus. We take an exclusive look inside LatinWorks, one of the most successful multicultural ad agencies in the country, and learn how they are speaking to the multicultural millennial market.



## BY THE NUMBERS

- The combined purchasing power of non-white Americans totals \$3 trillion - a fifth of the US gross domestic product. Latino purchasing power makes up nearly half of that at \$1.3 trillion.
- Latino women control a large majority of the growing Latino purchasing power. In fact, 86% of Latinas identify as being the primary shopper in their household, a higher rate than the nearly 75% of total women, in the US.
- Larger than the baby boomer generation, millennials—those between the ages of 18 and 34, make up nearly a quarter of the entire US population. Of the 77 million millennials in the country, almost 1 in 4 is Latino.
- One out of every four babies born in the U.S. today is Latino.
- Within the last ten years, budgets for Latino media have nearly tripled from \$2.8 billion in 2003 to \$7.9 billion in 2012.

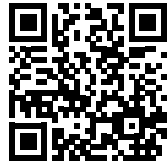
## DISCUSSION QUESTIONS

1. What are your initial impressions of the film?
2. What are your thoughts on the changing demographics of the U.S.?
3. What have you heard about this issue?
4. What did you find surprising about the film?
5. How often do you feel that advertisements are speaking directly to you?
6. How important is it for you to see faces like your own in advertising?
7. Do you think that increased representation in advertising is a step forward for people of color or another version of commodification?





## 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: