

TRANSFORMFILMSINC presents a documentary by KEITH MCQUIRTER

MILWAUKEE

53206

FACILITATOR'S GUIDE



STRENGTHENING FAMILIES. HEALING COMMUNITIES.

A NOTE FROM ODYSSEY NETWORKS

When we set out to make MILWAUKEE 53206 our goal was not simply to make a film, but to make a change. With your help, we can accomplish this. By choosing to screen the film, you are now part of MILWAUKEE 53206's nationwide Social Impact Campaign: Strengthening Communities, Healing Families, Overcoming the Effects of Mass Incarceration--a grassroots movement that utilizes the stories within the film to educate and activate audiences on the issue of mass incarceration.

As part of this campaign, we encourage you to use MILWAUKEE 53206 as a tool for training, lobbying and/or teaching, keeping in mind the following campaign goals:

1. to build empathy and awareness for those affected by incarceration in your community and around the country.
2. to identify and establish support networks for the children and families of those incarcerated.
3. to promote the de-stigmatization of incarceration in your community.
4. to inspire your community to mobilize around reforming local, regional and national mass incarceration policies.

This document is simply a guideline that offers up ideas and questions you might consider in preparing for you screening. We invite you to make it your own by tailoring it to the specific needs of your community. Our only request is that you uplift the campaign goals listed above.

Screening MILWAUKEE 53206 is only the first step in making this change. The stories in this film are springboards to larger discussions you can have about mass incarceration, race and inequality with your community. Use the stories of Beverly, Chad and Dennis to inspire and mobilize your audience. In doing so, your community will lend its voice to the national conversation on mass incarceration and the current opportunity for reform. Your ZIP code will be one of the many ZIP codes across the country, like 53206, who have joined in this much needed conversation.

Thank you for bringing MILWAUKEE 53206 to your community! Now let's get to work!

Sincerely, The Odyssey Networks Team.

TRANSFORMFILMSINC

ODYSSEY IMPACT™

ABOUT THE FILM

MILWAUKEE 53206 chronicles the lives of those living in the ZIP code that incarcerates the highest percentage of black men in America, up to 62%. Through the intimate stories of three 53206 residents, we witness the high toll mass incarceration takes on individuals and families that make up the community. The film not only examines Milwaukee's ZIP code 53206, but also illuminates the story of people from across the United States who live with the daily affects of mass incarceration.

THE FILMMAKERS

TRANSFORM FILMS INC., a documentary production company that tells stories of hope, compassion and the quest for a more just world, presents MILWAUKEE 53206.

ODYSSEY IMPACT™ is a multi-faith media non-profit that builds impact campaigns and brings together changemakers in order to address the most pressing social issues facing our world.

DIRECTOR/PRODUCER KEITH MCQUIRTER is an award winning producer and director with credits in TV documentary, new media and commercials. He co-produced the five-part Peabody Award winning and Prime Time Emmy nominated docu-series “Brick City” for the Sundance Channel.

A NOTE FROM THE DIRECTOR

In 2008, while still young in my career as a filmmaker, I visited a halfway house in New Jersey. As I sat and listened to community leaders give speeches about the life and challenges of returning ex-offenders, I looked around the room and saw the faces of young black men who looked like me. I was stunned. Statistically, half these men would probably be returning to the same or a similar correctional facility in the near future. Equally disturbing is the fact that in most cases, their children and grandchildren will follow. Coming from a black family from the Deep South, my grandparents and parents fought their whole lives to break down barriers so that their families and communities of color could live better lives. For some reason that fight halted at the gates of the criminal justice system.

This led me to Milwaukee's ZIP code 53206, two square miles that holds the title of incarcerating the highest percentage of black men in America where real people struggle to survive as victims of this system. I want their stories to become a part of the national dialogue for change in our criminal justice system, and I hope this documentary will open up the hearts and minds of audiences who may be exposed to this crisis for the first time.

Sincerely, Keith McQuirter

BEFORE YOUR SCREENING

USING THE FILM AS A CATALYST FOR CHANGE

- What type of support is needed in your community in regards to mass incarceration?
- Are there other organizations, congregations, and/or community leaders that would benefit from attending this screening and who could collaborate on a Call to Action?
- Are there models of action other communities have used that you could adopt in your own community?
- What goals do you have for the outcome of your screening event?

WHAT YOU'LL NEED: SCREENING MATERIALS AND EQUIPMENT

MATERIALS (screening toolkit available [HERE](#))

- MILWAUKEE 53206 Poster & Flyers
- MILWAUKEE 53206 DVD
- MILWAUKEE 53206 Discussion Guide
- Display Survey Instructions
- Sign-in Sheet & Pens
- Any Other Organizational Materials You Wish To Distribute

EQUIPMENT

- Speakers and Sound Systems
- Wi-Fi Access Preferred (in order to access Post Screening Survey)
- Microphone(s) for Panel Discussion/Audience Q & A
- Necessary Cables and Extension Cords
- AV Equipment for DVD Playback (one or more of the following):
 - Projector and Screen
 - Monitor or TV
 - Computer

PROMOTION AND OUTREACH IDEAS

PUBLICIZE YOUR EVENT:

- Use our [MILWAUKEE 53206 toolkit](#) to promote your event. Here are some specific materials you might find useful:
 - [Press Release Template](#)
 - [Email Template](#)
 - [Screening Flyer Template](#)
 - [Social Media Photos & Language](#)

YOUR POST SCREENING DISCUSSION

DETERMINE THE BEST FORMAT FOR YOUR POST SCREENING DISCUSSION.

- Are you leading an intimate discussion or a panel discussion with experts in the field?
- Will you allot time for an audience Q & A?

LOCATE EXPERTS AND KEY CHANGEMAKERS IN YOUR COMMUNITY TO PARTICIPATE.

Identify local experts on topics related to mass incarceration, recidivism, etc. and consider asking them to participate in your screening as a moderator or panelist. Some individuals to consider might include:

- Re-Entry Organization Leaders
- Faith-Based Activists
- Leaders of Prison Ministries, Churches, Synagogues, Mosques or other houses of worship
- Community Leaders
- Impacted Community Members
- Elected Officials
- Mental/Behavioral Health Experts
- Educators
- Policy Makers & Experts
- Law Enforcement
- Women & Family Experts

DURING YOUR SCREENING

SCREENING TIMELINE BREAKDOWN

2.5-3.5 HOURS

SET UP YOUR EVENT	30-60 MINUTES
CONDUCT TECH CHECK <ul style="list-style-type: none"><input type="checkbox"/> Test DVD playback & make sure there are no audio or visual problems. (This step is crucial to ensuring the success of your screening.)	15 MINUTES
WELCOME GUESTS TO YOUR SCREENING <ul style="list-style-type: none"><input type="checkbox"/> Sign-in all guests.<input type="checkbox"/> Give people time to mingle and find their seats.<input type="checkbox"/> Have a PowerPoint slide (or physical sign) up with your venue's Wi-Fi name & password and the URL link to the post screening surveys.<input type="checkbox"/> Introduce the film & discuss how it connects to your organization's mission.	15-20 MINUTES
SCREEN MILWAUKEE 53206	54 MINUTES
ISSUE POST SCREENING SURVEY <ul style="list-style-type: none"><input type="checkbox"/> Direct attendees to complete post screening surveys on their smartphones.	5-10 MINUTES
BEGIN POST SCREENING DISCUSSION	20-30 MINUTES
LEAD AUDIENCE Q & A	15 MINUTES
ANNOUNCE A CALL TO ACTION <ul style="list-style-type: none"><input type="checkbox"/> Discuss ways your guests can take action after they leave.<input type="checkbox"/> What is your organization doing as a next step?	10 MINUTES
WRAP UP YOUR SCREENING <ul style="list-style-type: none"><input type="checkbox"/> Thank your audience for attending.<input type="checkbox"/> Remind participants who missed the initial sign-in period to please sign in at this point.<input type="checkbox"/> Encourage attendees to network with one another and continue the discussion amongst themselves.	5 MINUTES

FACILITATING A CONSTRUCTIVE DISCUSSION

BE PREPARED:

- View the film once or twice before your screening to familiarize yourself with the subjects' names & to discuss key themes & important scenes from the film.
- Determine what themes and/or scenes from the film might resonate with your audience members. These can be used as springboards for discussion (for discussion questions ideas, please reference the [Discussion Guide](#)).
- Identify specific actions to mobilize your community.
- Research incarceration statistics and local legislation that may directly affect your audience.

KNOW YOUR AUDIENCE:

- Get a sense of who will be attending your screening. Will members of a particular organization attend? If so, what is that organization's mission/perspective? Will any experts or community influencers attend? How about individuals who are personally affected by incarceration?
- Realize that not all attendees will come into this screening with the same points of view, life experiences or prior knowledge.
- Be open to all points of view and encourage attendees with differing perspectives to participate in discussion.

THE ROLE OF THE MODERATOR:

- Create a safe space so that attendees feel respected and willing to engage in conversation.
- Feel comfortable to gently correct any misinformation.
- Supplement the discussion with background information and facts when necessary but make sure not to dominate the conversation.
- Be conscious of time and kindly remind attendees to keep their comments brief so that everyone has the chance to speak.
- If you are having an audience Q & A, gauge how many audience members would like to speak by asking them to raise their hands and ensure that the pacing of the conversation allows time to field as many questions as possible.
- Listen carefully to find the right moments for follow up questions.

SO YOUR AUDIENCE HAS SEEN THE FILM. NOW WHAT?

Please reference the supplemental [Call to Action Handout](#) in your [Screening Toolkit](#) at this point. You can print and share this handout with attendees after your discussion which outlines ways they can get involved following the screening.

ANNOUNCE A CALL TO ACTION:

Are there specific local programs and policies that you would like your community to back following your screening? Here are some research questions that can help you devise a community-specific Call to Action:

- What is the current rate of incarceration in your community?
- How many members of your own community are personally affected by having an incarcerated family member?
- Do you have resources to support the family members of incarcerated individuals in your community?
- Do local schools have the resources to support the family members of incarcerated individuals in your community?
- Do you know your local prison chaplain?
- Are there volunteer opportunities through your local prison that your community members can partake in?
- What are some local organizations dealing with mass incarceration and/or prison reform?
- Are there ways for you to partner with these organizations?
- What are examples of projects that have worked in other communities and would these programs work in your community? (for some examples of innovative programs and volunteer opportunities, please head to www.milwaukee53206.com/partners.)
- Is there local legislation around prison reform that you can ask your community members to support?

For a list of local programs and laws you can back, check out FAMM.org and for more ideas on action you can take with your community head to www.milwaukee53206.com.

AFTER YOUR SCREENING

REPORT YOUR IMPACT

To maximize our efforts for change, it's crucial that the outcome of your screening is reported within the context of the nationwide MILWAUKEE 53206 social impact campaign. We need your help to evaluate the impact of each grassroots screening across the country!

Please be sure to complete the Post Screening Host Survey that will be sent to you following your event and send any photos and/or press covering your event to MILWAUKEE 53206's Social Impact Campaign Manager, Melissa Nuber at: mnuber@odysseynetworks.org.

CONTINUE THE DISCUSSION

Keep the conversation on mass incarceration going on social media using the hashtag:

#MKE53206



THANK YOU for bringing MILWAUKEE 53206 to your ZIP code! In doing so, you've joined a nationwide movement that's changing the way we think about our criminal justice system and all of those it affects one ZIP code at a time!