



HALF THE SKY: Turning Oppression into Opportunity for Women Worldwide **Public Television Stations FAQ**

Half the Sky: Turning Oppression into Opportunity for Women Worldwide is a multi-platform project centered around two two-hour major primetime broadcast events based on Nicholas Kristof and Sheryl WuDunn's widely acclaimed book, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. ITVS is pleased to present *Half the Sky* as a special presentation of *Independent Lens* this fall on PBS on October 1 and 2, 2012.

In addition to presenting the PBS broadcast, ITVS also presents *Half the Sky* as a pillar program of the [Women and Girls Lead](http://www.pbs.org/independentlens/half-the-sky/) campaign, offering numerous opportunities and resources for local station engagement activities. You can also find more information about *Half the Sky* at <http://www.pbs.org/independentlens/half-the-sky/>.

The following FAQ will answer many of your questions relating to *Half the Sky*!

1. What is the Station Toolkit?

The Station Toolkit is an online clearinghouse of materials and resources to support station activities related to *Half the Sky* and other Women and Girls Lead films leading up to broadcast. Discussion guides, customizable event flyer templates, online engagement tools and more can be accessed after August 1st via the tool kit at <http://itvs.org/women-and-girls-lead/station-toolkit>.

2. How do I host a Community Cinema screening for *Half the Sky*?

Half the Sky Community Cinema preview screenings will occur in 100+ cities across the country in Sept 2012. If you are not an ongoing partner of

Community Cinema, you can request materials to produce a one-off screening for *Half the Sky*. Screenings must take place before March 31, 2013.

Screening resources will include:

- Preview screeners to share with local partners and speakers
- Screening quality DVDs (x2)
- Discussion guides covering each of six issue areas (will be available for download after Aug 1st at <http://itvs.org/women-and-girls-lead/station-toolkit>.)

Note: The mini-series is four hours. The screener will have a menu option to play each of six country/issue stories, about 30 minutes each, plus a 10-minute overview of the documentary. You will have the option to pick and choose the stories you want to screen.

Please submit your request for screening resources by August 17th. The request form can be found at the Station Tool Kit: <http://itvs.org/women-and-girls-lead/station-toolkit>.

3. What is a *Half the Sky* Salon? How do I host a Salon event?

Half the Sky Salons are events designed for small groups to watch and discuss short content from the mini series. Different from a larger Community Cinema public event, salon screenings could be anywhere from 10 to 100 people gathered in a home, community center, faith-based organization, business, or nonprofit. Salons are designed to be a standalone event or part of a larger conference. A salon screening is an intimate affair that focuses on viewer dialogue and coordinating individual action into collective impact.

The *Half the Sky* Salon Toolkit will enable individuals and small groups to become agents of change in their own communities by hosting a *Half the Sky* Salon screening. The toolkit will include a 40-minute reel that contains an overview of the *Half the Sky* movement and its six key issue areas. The toolkit will contain discussion topics, actions items, and handouts that will inspire individuals to become part of the movement!

Toolkits will be available to stations starting August 15. Request a Salon Toolkit at <http://itvs.org/women-and-girls-lead/station-toolkit>.

Tip: If you're hosting a Community Cinema *Half the Sky* screening, make *Half the Sky* Salon Toolkits available to audience members interested in hosting a salon in their home, church, organization, etc.

4. Will there be any grant funds available for stations to organize activities and events for *Half the Sky*?

We will offer a limited number of station engagement mini-grants for *Half the Sky*. The RFP will be released on August 6th at <http://itvs.org/women-and-girls-lead/station-toolkit>. If you have specific questions about mini-grants, contact Allison Inman, National Engagement Consultant, at allison_inman@itvs.org.

5. Can I request a celebrity speaker from *Half the Sky* to come to my community for an event?

Due to a high demand for Nick Kristof, Sheryl Wudunn and *Half the Sky* celebrity advocates, we are unable to accept speaker requests. To learn about Nick and Sheryl's planned appearances on behalf of *Half the Sky*, you can follow them on Twitter @Half.

6. What resources will be available for broadcast and on-air promotion?

For broadcast and on-air resource support, contact Archer Neilson, Distribution Project Manager, at archer_neilson@itvs.org.

7. What resources will be available for educators and youth organizations to use around *Half the Sky*?

Community Classroom lesson plans and film modules drawn from the *Half the Sky* miniseries will be available online in October 2012. Educators, non-profits, and stations will also be able to order free Community Classroom DVDs via the ITVS website at that time. For other Women and Girls Lead educator resources, visit <http://itvs.org/educators/collections>.

If the FAQ does not answer your question, let us know! Contact Allison Inman, National Engagement Consultant, at allison_inman@itvs.org.

Thank you!!

The Women and Girls Lead Team
womenandgirlslead.org