

TEDTALKS

ON PBS

Engagement Guide



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OVERVIEW

ABOUT TED TALKS ON PBS

TED TALKS is a three-part PBS series of one-hour television specials recorded at the Town Hall Theater in New York featuring TED Talks from some of the world's greatest thinkers and doers. The programs also feature performances and short independent films. Hosted by author and comedian Baratunde Thurston, each episode focuses on a specific theme.

TED TALKS: SCIENCE AND WONDER asks, "How do we make sense of the universe around us?" as some of the brightest scientific and artistic minds take us on a journey to answer the riddles of the universe that keep scientists awake at night.

TED TALKS: WAR AND PEACE features those who have experienced every aspect of war — fighters, journalists, psychologists, doctors, and peacemakers — for a look at the impact of war on our world.

TED TALKS: EDUCATION REVOLUTION focuses on how education is adapting to our new digital world, examining what the classroom might look like in the future and the impact of online teaching, with talks from innovators in the field of education.

TED Talks on PBS is a co-production of TED and ITVS in partnership with PBS, and is funded by the Corporation for Public Broadcasting. For more information, visit pbs.org/tedtalks

WATCH TED TALKS ON PBS

TED Talks on PBS includes three national broadcast premieres throughout 2016 and a digital series of short content. Community events hosted in partnership with public television stations across the country invite viewers to join the conversation locally. Find broadcast dates, and watch full episodes and digital shorts at

pbs.org/tedtalks

ENGAGE YOUR COMMUNITY WITH TED TALKS ON PBS

TED Talks on PBS episodes and clips provide a powerful way to spark conversation in your community. Bring people together to watch and discuss innovative ideas that are changing our world. Here are a few general suggestions for how to use *TED Talks on PBS* to inspire deeper conversations and engagement in your community. Find episode-specific suggestions — including recommended partners and speakers — in the episode guides included in this toolkit.

Host a Community Event

- Screen a full episode and follow it with a panel discussion featuring scientists, veterans, educators, and other community champions that can put issues into a local context.
- Curate a custom presentation by mixing in talks from other episodes, online clips, and locally produced content.
- Organize a TEDx event or a TED-inspired presentation for your community.
- Engage and recruit donors by organizing a private, pre-broadcast event featuring local thought leaders and speakers.
- Host an online screening on OVEE at ovee.itvs.org and invite experts from anywhere in the country.

Incorporate into Local Education

- Bring *TED Talks on PBS* to a local business as part of its professional development training for employees.
- Share the episodes and this guide with local educators for use in classroom curriculum.

Produce Complementary Content

- Produce your own news piece, short documentary, or interstitial featuring innovators in your area and air it alongside the national broadcast(s) of *TED Talks on PBS*.

HOSTING ONLINE EVENTS ON OVEE

Expand the reach of your engagement efforts by hosting an online OVEE event for a regional or national audience. OVEE online screening events enable friends, fans, and subject matter experts from anywhere to watch together and chat live in a virtual theater. Your organization or public media station may be eligible to use the OVEE online screening platform developed by ITVS.

Need help thinking through the best format for your OVEE event?

Contact TEDengagement@itvs.org for suggestions.

Email ovee@itvs.org to sign up for an account.

FREQUENTLY ASKED QUESTIONS

How do I access screening content?

You can access screening content — full episodes and short films — for streaming online at **pbs.org/tedtalks**. Full episodes will be available online the day after broadcast until 2021. Short films will be available online in perpetuity.

A very limited quantity of screener DVDs will also be available to order for free until September 30, 2016 or until supplies run out. Email **TEDengagement@itvs.org** to order your DVD.

Can *TED Talks on PBS* speakers come to my event?

Due to the very high demand for speakers to appear at events, we cannot accommodate speaker requests for individuals who are featured in *TED Talks on PBS*. We recommend you identify local advocates and speakers to attend your event.

Can I host my own TEDx event?

Yes, you can host your own TEDx event, but please check first if you have an existing TEDx program in your community: **ted.com/tedx/events**. If you do not have a TEDx program in your community and would like to host your own event, learn more here: **ted.com/participate/organize-a-local-tedx-event**.

How do I share the results of my screening event?

We'd love to hear about your screening! After your event, please complete this short online report: **bit.ly/TEDtalksPBS_Report**.

TEDTALKS

SCIENCE AND WONDER

EPISODE OVERVIEW

PBS Broadcast Premiere: **March 30, 2016**

TED TALKS: Science and Wonder asks, “How do we make sense of the universe around us?” *Science and Wonder* examines the riddles of the universe that keep leading scientists awake at night, taking viewers on a mind-blowing journey through space, the human body, disappearing landscapes, and the world of Pixar animation as speakers look at the future of nanotechnology, the science of light, and the rise of genetic manipulation. Hosted by best-selling author, comedian, and activist Baratunde Thurston and taped in front of a live audience, the program features Pixar Director of Photography and Lighting Danielle Feinberg, who explains how she builds a 3-D world inside a computer using math, science, and code, to create stories with soul and wonder; Juan Enriquez, leading authority in genomic code and author of *Evolving Ourselves*, who delves into the complex ethical questions raised by the rise of intelligent design; MIT Chemical Engineering Department Head Paula Hammond, who reveals new technologies being developed to kill cancer cells; artist Zaria Forman, who uses her work to bring attention to the imminent perils of climate change; and Radiolab’s Latif Nasser, with a very special four-legged guest.

The program also includes three short films. *Bridge to the Future* is about robots building a 3-D bridge, and *Our Place in Space*, which features Bill Nye the Science Guy, is about the future of space exploration. *Rapture* is a moving film by award-winning documentarian Ric Burns on late author and neurologist Oliver Sacks.

SPEAKERS

**DANIELLE FEINBERG**

Director of Photography
and Lighting, Pixar

After studying computer science, Danielle Feinberg began her career at Pixar Animation Studios in 1997 on *A Bug's Life*. She quickly discovered her love for lighting and went on to light such films as *Toy Story 2*, *Monsters, Inc.*, *Finding Nemo*, *WALL • E*, and *Brave*. She also works to encourage teenage girls to pursue code, math, and science.

**ZARIA FORMAN**

Artist

Zaria Forman is an accomplished visual artist who uses her work to connect people with the impacts of climate change. In August 2012, Zaria led *Chasing the Light*, an expedition sailing up the coast of Greenland, retracing the 1869 journey of American painter William Bradford and documenting the rapidly changing Arctic landscape. She has also spent time in the Maldives, the lowest-lying country in the world. Zaria uses these expeditions as inspiration for her pieces.

**JUAN ENRIQUEZ**

Author

Juan Enriquez is one of the world's leading authorities on the uses and benefits of genomic code. Juan is the co-founder of Synthetic Genomics, which produced the world's first synthetic life form and the first standard programmable cells, and the founding director of the Harvard Business School Life Sciences Project. Juan writes, speaks, and teaches about the profound changes that genomics and other life sciences will cause in business, technology, politics, and society.

**LATIF NASSER**

Director of Research, Radiolab

Latif Nasser is the director of research at NPR's Radiolab, where he has reported on such disparate topics as culture-bound illnesses, snowflake photography, sinking islands, and 16th-century automata. Passionate about the history of science, Latif wrote his PhD dissertation at Harvard on the Tanganyika laughter epidemic of 1962. At Radiolab, he dives into archives, talks to interesting people, and tells stories as a way to think about science and society.

**PAULA HAMMOND**

Professor and Head, Department
of Chemical Engineering at MIT

Professor Paula Hammond is the head of the Department of Chemical Engineering and the David H. Koch Chair Professor in Engineering at MIT, the first woman and the first person of color appointed to the post. In her lab, she creates technologies so small that you can't see them with most microscopes. Paula has published more than 250 scientific papers and holds more than 20 patents based on her research at MIT.

SHORT FILMS

available at pbs.org/tedtalks

Bridge to the Future

BY DENISE ZMEKHOL AND MAX SALOMON

Designer and inventor Joris Laarman is on the brink of a technological revolution that he believes will change how we build and what our world looks like. *Bridge to the Future* follows Joris and his team as they prepare to push the limits of robotics, engineering, and 3-D printing in order to print a giant steel bridge in Amsterdam.

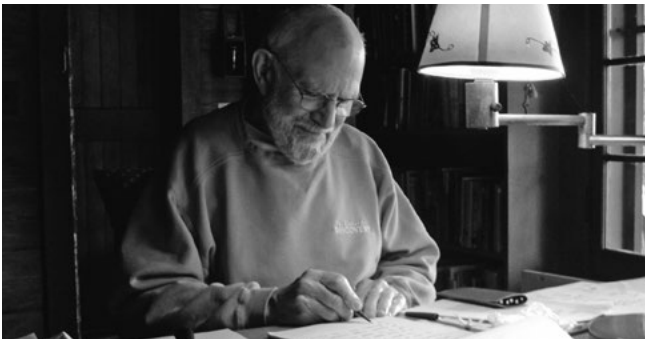


Our Place in Space

BY DAVID ALVARADO AND JASON SUSSBERG

Bill Nye and the Planetary Society are engineering and launching LightSail, a citizen-funded spacecraft that sails on photons and that will gather information from space and send it back to Earth. When accomplished, this launch will be the start of a journey that was first attempted by Carl Sagan nearly five decades ago.

ADDITIONAL SHORT FILM



Rapture

BY RIC BURNS

In early 2015, Dr. Oliver Sacks learned that his ocular melanoma had metastasized to his liver. Shot in the last months of his life, this film illuminates Sacks's searching curiosity, extraordinary powers of observation, compassion, and ability to find joy and beauty in science and in the world around him.



Times Square Time Machine

**BY MARK MANNUCCI, JONATHAN HALPERIN,
ANNA BOWERS, DUSTIN GRELLA,
AND MELISSA FERRARI**

So you're sitting just off of Times Square in midtown Manhattan in 2015 – but what are you sitting on top of? Zooming back a million years to look at the evolution of this little patch of land, this film offers an awe-inspiring view of the speed and ferocity with which humans have utterly transformed the globe.

PERFORMERS

**ANGELA MCCLUSKEY**

Singer-Songwriter

After touring America with Cyndi Lauper and the Kinks, Angela McCluskey wrote the number one best-selling Grammy-nominated song "Breathe" with Telepopmusik. Her dance track "In the Air," with Morgan Page, went to number one in the Billboard Dance Chart, and her songs have been in many films and TV shows, including *Grey's Anatomy*.

**JOHN "SCRAPPER" SNEIDER**

Musician

Composer and musician John "Scrapper" Sneider has gained international recognition as an innovative jazz trumpet player. He records, tours, and performs with a diverse group of artists that includes Chris Potter, the Blues Brothers, the Saturday Night Live Band, and Angela McCluskey.

**PAUL CANTELON**

Musical Director,
Film Composer, and Pianist

Paul Cantelon composed film music for *Everything Is Illuminated* and has since worked with Oliver Stone on *W*, *The Diving Bell and the Butterfly*, and *The Other Boleyn Girl*, for which he was nominated for a BAFTA. Paul is now working on a commission with the American String Quartet and Salman Rushdie.

Watch the full episode and find more speakers and short films from the **TED Talks: Science and Wonder** live performance at pbs.org/tedtalks.

EVENT IDEAS

Here are some ideas for engaging your communities around the themes in *TED Talks: Science and Wonder*:

- Partner with your local science museum to host a free community screening of *Science and Wonder*. Invite museum experts to lead the audience in a post-screening discussion. Search for museums near you on the American Alliance of Museums directory (www.aam-us.org/about-museums/find-a-museum).
- Work with area schools to organize a science fair and inspire attendees with a screening of *Bridge to the Future*. Consider entering the winning participant in the next White House Science Fair (www.whitehouse.gov/science-fair).
- Showcase groundbreaking research happening at your local university and incorporate episode clips, such as the short film *Rapture*. Contact your university's press office for speaker recommendations and search the member directory of the National Academies of Sciences, Engineering, and Medicine (www.nationalacademies.org/memarea/index.html).
- Host a professional development workshop for aspiring animators using Danielle Feinberg's talk as inspiration. Invite local businesses to lead trainings or find instructional videos from Pixar in a Box (www.pixar.com/about/Pixar-In-A-Box).
- Team up with the American Cancer Society (ACS) to curate a program focused exclusively on cancer research using talks from *Science and Wonder* and additional clips from the ACS's website (www.cancer.org/myacs).

SUGGESTIONS FOR ACTION

Here are a few recommendations to keep your audiences engaged after viewing *TED Talks: Science and Wonder*:

- Start a scholarship fund for students pursuing STEM careers. Browse the National Science Foundation for information on funding opportunities (www.nsf.gov/funding/).
- Join the US2020 mentoring network to be matched with a student near you (us2020.org/).
- Explore NOVA Labs for videos, games, curriculum, and opportunities to become engaged in the exciting wonders of science (www.pbs.org/wgbh/nova/labs/).

DISCUSSION PROMPTS

Use these prompts for small-group dialogues, to facilitate a post-screening panel discussion, and as a way to spark social media engagement:

- What issues or ideas presented in *Science and Wonder* most resonated with you and why?
- In your opinion, how important is science, technology, engineering, and math (STEM) education? Do you believe you can play a role in promoting more science-based learning in your family, workplace, and community? If so, how?
- What science resources, such as businesses, schools, and organizations, are located in our area? How might we work with them to prepare the next generation for science careers in the 21st century?
- Pixar's Danielle Feinberg and artist Zaria Forman show us how closely art and science are linked. How important is it to incorporate art into the STEM education movement? Are there opportunities for students to pursue STEAM learning — science, technology, engineering, art, and mathematics — in our community?
- "The story of our world is a dynamic one," Radiolab's Latif Nasser reminds us. What are some of the changes in scientific thought that you have witnessed in your lifetime? How have these developments changed the way you view the world?
- How might innovation and technology address current challenges in our community? Where do you see advances already in progress?

TEDTALKS

WAR AND PEACE

EPISODE OVERVIEW

PBS Broadcast Premiere: **May 30, 2016**

TED TALKS: War and Peace

What does it take to bring about peace?

In *War and Peace*, join host Baratunde Thurston to meet those who have experienced every aspect of war — fighters, journalists, psychologists, doctors, and peacemakers — for a look at the impact of war and combat on our world. Learn how it affects every one of us in these extraordinary, passionate talks and performances. Actor and veteran Adam Driver talks about his experience as a Marine and how acting helped with his transition back to civilian life; journalist Sebastian Junger reflects on posttraumatic stress syndrome (PTSD) after spending years reporting from war zones; author and humanitarian Samantha Nutt examines the proliferation and supply of small arms used to intimidate civilians in war-torn countries; peace activist Jamila Raqib, executive director of the Albert Einstein Institution, works on nonviolent solutions to some of the largest conflicts in the world; and activist and mother Christianne Boudreau relates the emotional story of her son's conversion to radical Islam and subsequent death while fighting for ISIS in Syria.

Along with a special performance from singer Rufus Wainwright, the program features specially curated short films from award-winning filmmakers. *Bionic Soldier* touches on advances in bionic technology for soldiers with physical disabilities. In *All Roads Point Home*, a woman soldier returns home from overseas only to be called upon to keep the peace in Baltimore, and *Talk of War* delves into the tough topic of talking to kids about war.

SPEAKERS

**ADAM DRIVER**

Actor and Marine Corps Veteran

Before he was an actor, Adam Driver was a Marine with the 1/1 Weapons Company at Camp Pendleton. He went on to star in HBO's *Girls* and in multiple films, including *While We're Young*, *Tracks*, *Hungry Hearts*, and, most recently, *Star Wars Episode VII: The Force Awakens*. He co-founded the nonprofit Arts in the Armed Forces.

**JAMILA RAQIB**

Peacemaker and Executive Director,
Albert Einstein Institution

Jamila Raqib is the executive director of the Albert Einstein Institution, which promotes the study and strategic use of nonviolent action worldwide. Her work centers on presenting a pragmatic approach to nonviolent action to activists, human rights organizations, academics, and governments globally.

**SEBASTIAN JUNGER**

Journalist and Author

The Perfect Storm author and *Vanity Fair* and ABC News correspondent Sebastian Junger has covered stories all across the globe. In 2007, Sebastian and photographer Tim Hetherington embedded with the 173rd Airborne Brigade Combat Team in Afghanistan and spent time in Korengal Valley, an experience that became the book *War* and the documentary *Restrepo*.

**SAMANTHA NUTT**

Author and Founder, War Child

Dr. Samantha Nutt, founder of the international humanitarian organization War Child, has worked with children and their families on the front lines of many of the world's major crises. Her international work has benefited hundreds of thousands of war-affected children globally.

**CHRISTIANNE BOUDREAU**

Activist and Mother

Following the death of her son, Damian Clairmont, in Syria, Christianne Boudreau decided she could not be silent on the issue of recruitment and radicalization of young people all across Canada. With her foundation, Hayat Canada Family Support, she works to highlight the impact that well-organized recruitment groups have had on youth across the globe.

SHORT FILMS

available at pbs.org/tedtalks

Talk of War

BY GEETA GANDBHIR AND PERRI PELTZ

Talking with children about war can be a difficult task for parents. But military families have no choice — for them, war is both a global and a personal issue. This film shows military mothers and fathers as they handle this tough topic with their children.



All Roads Point Home

BY MICHÈLE STEPHENSON AND JOE BREWSTER

General Linda Singh, Maryland's highest-ranking soldier, served combat tours in Afghanistan and Kosovo and raised two children while confronting racism, sexism, and inequity. Fast-forward to the Baltimore riots of 2015, when she is called upon to use the same skills she honed in the military, but on a national stage.

ADDITIONAL SHORT FILM



Bionic Soldier

BY MARK MANNUCCI, JONATHAN HALPERIN, AND ANNA BOWERS

At the MIT Media Lab, biomechatronic scientists are creating bionic limbs that emulate the function of natural ones. Led by Hugh Herr, a double amputee himself, their breakthrough advances have provided greater mobility and new hope to those with physical disabilities.



When the War Ends

BY TONY GERBER AND LYNN NOTTAGE

After the Vietnam War, Marine veteran Doug Graybill was broken, isolated, and full of rage. He credits his wife Liz, an Army veteran, with saving his life. Through Doug and Liz, the film introduces veterans of the wars in Iraq and Afghanistan and explores how soldiers can support one another after they come off the battlefield.

PERFORMERS



RUFUS WAINWRIGHT
Musician

Vocalist and songwriter Rufus Wainwright began taking piano lessons at age 6, and at the age of 14, he was named Canada's best young musician. He has released seven studio albums, three DVDs, and three live albums, including *Rufus Does Judy*. Rufus has collaborated with such artists as Elton John, David Byrne, Joni Mitchell, and producer Mark Ronson, among many others.



PAUL CANTELON
Musical Director,
Film Composer, and Pianist

Paul Cantelon composed music for the film *Everything Is Illuminated* and has since worked on *W*, *The Diving Bell and the Butterfly*, and *The Other Boleyn Girl*, for which he was nominated for a BAFTA. Paul is now working on a commission with the American String Quartet and Salman Rushdie.



WOLFRAM KOESSEL
Cellist

Wolfram Koessel is the cellist in the American String Quartet, widely recognized as one of the world's foremost string quartets. He is a frequent performer and collaborator with the Mark Morris Dance Group. A highly sought-after chamber musician, recitalist and teacher, Wolfram is on the faculty at the Manhattan School of Music.

Watch the full episode and find more speakers and short films from the **TED Talks: War and Peace** live performance at pbs.org/tedtalks.

DISCUSSION PROMPTS

Use these prompts for small-group dialogues, to facilitate a post-screening panel discussion, and as a way to spark social media engagement:

- Which issues or ideas presented in **TED Talks: War and Peace** most resonated with you and why?
- What are some of the resources available for veterans and active service members in our community? What more is needed?
- The short film *Talk of War* asks, "How do you talk to children about war?" Is it important to engage children in conversation about war and peace? If so, how might you approach the subject?
- Sebastian Junger suggests that for veterans returning home, "post-deployment alienation" is as dangerous as PTSD for veterans returning home. How might our community decrease the alienation felt by returning veterans? What events or initiatives would help bridge the gaps between soldiers and citizens?
- Jamila Raqib argues that "nonviolent action is widely misunderstood." Do you agree? Are there examples of nonviolent action that have brought about social change in our community? How well known are they?
- How can you as an individual or as part of an organization promote peace in our community and support those affected by violence?

EVENT IDEAS

- Partner with local veteran groups to host free community screenings of *War and Peace* followed by a panel discussion. Look to public media's Veterans Coming Home campaign for partner ideas and resources (veteranscominghome.org/engaged-stations/).
- Use art and storytelling to amplify the voices of area veterans. Invite a theater production, such as the Telling Project, to your community (thetellingproject.org/get-involved/).
- Bring together local law enforcement, members of the National Guard, and community leaders to watch the short film *All Roads Point Home* and discuss General Linda Singh's strategies for reducing violence in the community. Find additional recommendations from the Office of Community Oriented Policing Services (www.cops.usdoj.gov/).

SUGGESTIONS FOR ACTION

Here are a few recommendations to keep your audiences engaged after viewing **TED Talks: War and Peace**:

- Volunteer with Veterans Affairs Voluntary Service, or VAVS, to provide transportation or other support to wounded veterans (www.volunteer.va.gov/).
- Work alongside veterans on community service and disaster relief projects through organizations such as the Mission Continues and Team Rubicon (www.missioncontinues.org/get-involved/; www.teamrubiconusa.org/join-the-team/).
- Support programs that aim to foster peace around the world, such as AmeriCorps, the Peace Corps, and UNICEF (www.nationalservice.gov/programs/ Americorps/; www.peacecorps.gov/; <http://www.unicef.org/>).
- Stay informed and civically engaged on issues that affect veterans and foreign policy (www.usa.gov/register-to-vote).
- Learn more about nonviolent action from free resources offered by the Albert Einstein Institution and through conflict resolution training offered by the U.S. Institute of Peace (www.aeinstein.org/free-resources/; www.usip.org/training-education).

- Partner with a United Nations Association chapter to watch talks from Jamila Raqib or Samantha Nutt and discuss local opportunities to promote peace globally (www.unausa.org/membership/directory).
- Host a job fair for veterans and invite recruiters from area businesses. Learn more about the benefits of hiring veterans at the U.S. Department of Labor's CareerOneStop (www.careeronestop.org/ReEmployment/Veterans/hire-a-vet.aspx).

TEDTALKS
EDUCATION REVOLUTION

EPISODE OVERVIEW

PBS Broadcast Premiere: **September 2016**

TED TALKS: Education Revolution, hosted by author, producer, and comedian Baratunde Thurston and actor and singer Sara Ramirez, focuses on how education is adapting to our new digital world. The program features talks from educator Sal Khan, who examines what the classroom might look like in the future and the impact of online teaching, Victor Rios, who takes a deep dive into the problems of the school-to-prison pipeline, and Principal Nadia Lopez, whose middle school is in the most dangerous borough in New York and whose students, for the most part, live below the poverty line. *TED Talks: Education Revolution* also addresses the issue of overparenting, with some revolutionary ideas from Julie Lythcott-Haims, author of *How to Raise an Adult*, who believes chores and love are more important than a checklist childhood. The program also features music from Meshell Ndegeocello and a piece from the legendary Anna Deavere Smith, who performs an excerpt from her one-woman show, *Notes from the Field: Doing Time in Education*.

TED TALKS: Education Revolution also features short films by award-winning filmmakers. *Modern Classroom* looks at the classroom of the future; *Freedom University* examines what it's like to be an undocumented student trying to get an education in Georgia; and *Unconscious Bias* uses animation and live action to show a young boy of color navigating bias in the classroom and its impact on his future.

SPEAKERS

**SAL KHAN**

Educator and Social Entrepreneur

Sal Khan is the founder and CEO of Khan Academy, a nonprofit with the mission of providing free, world-class education for anyone, anywhere. Khan Academy has more than 15 million registered users from 190 countries, and it offers basic math through economics, art history, computer science, health, medicine, and more.

**JULIE LYTHCOTT-HAIMS**

Academic and Bestselling
Author of *How to Raise an Adult*

Julie Lythcott-Haims spent a decade as Stanford's dean of freshmen, where she was known for her fierce advocacy for students — and for her criticism of the growing trend of parental involvement in the lives of college students. She speaks and writes on the phenomenon of helicopter parenting, the subject of her book *How to Raise an Adult*.

**VICTOR RIOS**

Sociology Professor and Author

Building on his own experience of living on the streets, dropping out of school and being incarcerated as a juvenile, Victor Rios researches and develops interventions for marginalized youths. He's a professor at the University of California at Santa Barbara, and he works with local school districts to develop programs aimed at improving the interactions between authority figures and kids.

**NADIA LOPEZ**

Principal, Mott Hall Bridges Academy

Nadia Lopez, founding principal of Mott Hall Bridges Academy, became known after the blog Humans of New York featured a student of hers who said that the greatest influence on his life was his principal, Nadia. Lopez leads the She Is Me and I Matter initiatives, which have served thousands of Brooklyn youth through workshops, forums, and mentoring.

SHORT FILMS

available at pbs.org/tedtalks

Modern Classroom

BY GREG WHITELEY

If schools were to be reimagined for the future, what would they look like? *Modern Classroom* explores learning environments where textbooks, seating rows, and classes segregated by age, ability, and even subject matter have been rethought in order to foster an education that equips students for the 21st century.



Freedom University

BY HEATHER COURTNEY AND ANAYANSI PRADO

Georgia is one of three U.S. states that have banned undocumented students from attending state universities. Started by a group of professors, Freedom University provides an underground alternative for undocumented students who are trying to get an education — including Arizbeth, a high school senior whom the film follows.



Unconscious Bias

BY GEETA GANDBHIR AND PERRI PELTZ

In this combination animated/live-action film, a young boy of color navigates bias in the classroom and its impact on his future. The film also includes the voices of children sharing their experiences, at school and at home, as they grow older.

PERFORMERS



MESHELL NDEGEOCELLO
Musician

Meshell Ndegeocello is a singer-songwriter, rapper, bassist, and vocalist. A vast array of influences informs her work, from go-go and hip-hop to R&B, new wave, and punk. In addition to her own recording, Meshell is a busy producer and as a bassist has appeared alongside the Rolling Stones, Madonna, Alanis Morissette, and many others.



JOHN "SCRAPPER" SNEIDER
Musician

Composer and musician John "Scrapper" Sneider has gained international recognition as an innovative jazz trumpet player. He records, tours, and performs with a diverse group of artists that includes Chris Potter, the Blues Brothers, the Saturday Night Live Band, and Angela McCluskey.



ANNA DEAVERE SMITH
Actress, Playwright, and Professor

Actress Anna Deavere Smith, known to many for her roles in *The West Wing* and *Nurse Jackie*, is head of the Anna Deavere Smith Pipeline Project, which creates theatrical material from interviews with people whose lives are affected by the school-to-prison pipeline. Deavere Smith is the founder and director of the Institute on the Arts and Civic Dialogue at New York University.



SARA RAMIREZ
Actress and Singer

Tony Award-winning singer and actress Sara Ramirez plays orthopedic surgeon Dr. Callie Torres on ABC's *Grey's Anatomy* and was Lady of the Lake in *Monty Python's Spamalot* on Broadway. She's on the board of directors for the True Colors Fund and was honored earlier this year with the Ally for Equality Award from the Human Rights Campaign.

Watch the full episode and find more speakers and short films from the **TED Talks: Education Revolution** live performance at pbs.org/tedtalks.

EVENT IDEAS

Here are some event ideas for engaging your communities around the themes in *TED Talks: Education Revolution*:

- Work with local educators to host a free community screening of *Education Revolution* at a nearby school. Look to public media's American Graduate campaign for partner ideas and resources (www.americangraduate.org/), and brush up on your state's education data at the Alliance for Excellent Education (all4ed.org/state-data/).
- Partner with a local PTA to screen the talk by author Julie Lythcott-Haims and consider organizing a book club reading of *How to Raise an Adult*. Find your state PTA office in the national PTA directory (www.pta.org/members/content.cfm?ItemNumber=2575).
- Organize a theater or spoken word performance and invite local youth to share their education experiences in a creative way. Find a local performance group or check out the Brave New Voices network from Youth Speaks (youthspeaks.org/bravenewvoices/).
- Connect with a local juvenile justice facility to watch and discuss the talk by Victor Rios with students in detention. Before you go, learn more about the U.S. Department of Education's principles for providing quality education in juvenile justice facilities (www2.ed.gov/policy/gen/guid/correctional-education/index.html).
- Teach media production skills to local youth by participating in the PBS NewsHour Student Reporting Labs (www.studentreportinglabs.com/). Present student work to the community at a screening event or on air.

DISCUSSION PROMPTS

Use these prompts for small-group dialogues, to facilitate a post-screening panel discussion, and as a way to spark social media engagement:

- What issues or ideas presented in *Education Revolution* most resonated with you and why?
- Sal Kahn reminds us that we're moving from an "industrial revolution" to an "information revolution." What 21st-century skills are required for the new information age? Do you think our local schools are equipped to teach them? Why or why not?
- The short film *Modern Classroom* asks, "If we were to reimagine schools today, what would those new classrooms need to look like?" How would you answer this question? What innovative teaching models do you think hold promise for inspiring a new generation of learners?
- What role do parents play in the education revolution? In your opinion, which parenting strategies help students succeed? How can we make sure that parents from all walks of life — whether affluent, immigrant, or low-income — have the resources they need to raise graduates?
- The short film *Unconscious Bias* tells us, "African American and Latino students are expelled at a rate three times greater than whites." What underlying factors do you think contribute to this disproportionate disciplinary trend, and what are the consequences for students, their families, and the community? What strategies might a school adopt to address unconscious bias?
- How can our community be a support network for students at risk of dropping out of school and for those who have already dropped out? What activities, conversations, and programs can we offer to increase the graduation rates locally?

SUGGESTIONS FOR ACTION

Here are a few recommendations to keep your audiences engaged after viewing *TED Talks: Education Revolution*:

- Browse free sites like the Khan Academy and PBS Learning Media for student, teacher, and parent learning modules (www.khanacademy.org/; www.pbslearningmedia.org/).
- Join the movement to raise the graduation rate by becoming an American Graduate champion (www.americangraduate.org/become-champion/).
- Mentor a young person through organizations such as the National Mentoring Partnership, Big Brother Big Sister, and Boys and Girls Clubs of America (www.mentoring.org/; www.bbbs.org/; greatfutures.org/).
- Learn more about alternative discipline models, such as restorative justice, from the National Association of Youth Courts (www.youthcourt.net/).
- Research your state's policies on students of undocumented status or get involved with the Freedom University (www.freedomuniversitygeorgia.com/volunteer.html).
- Pledge your financial support to a scholarship fund, a local after-school program, or your public media station's education efforts (pbs.org/donate).

EVENT CHECKLIST

BEFORE YOUR EVENT

Two months before your event

- [] Confirm a date, time, and venue.
- [] Watch the DVD and web clips and curate the content to screen at your event.
- [] Start compiling your invitation list.
- [] Consider inviting local guest speakers or partner organizations.

One month before your event

- [] Create an RSVP link for your event.
- [] Customize and distribute event flyers.
- [] Create and send your email invitation.
- [] Announce the event on social media.

Two weeks before your event

- [] Test your event equipment.
- [] Rewatch the episode or the clips you selected for the event.

One week before your event

- [] Send out a reminder about the event.
- [] Arrange any refreshments and snacks for your guests.

Two days before your event

- [] Write a welcome message using information included in this toolkit.
- [] Distribute a final reminder to everyone you invited, along with a map and parking information.

DAY OF YOUR EVENT

Before the screening

- [] Test your equipment the morning of the event.
- [] Set up a literature table with the additional resources and suggestions for action included in this toolkit.
- [] Read your welcome message at event start time.

After the screening

- [] Introduce any guest panelists and/or moderators.
- [] Facilitate a post-screening conversation with the audience.

DAY AFTER YOUR EVENT

- [] Send a thank-you note to everyone who attended. Consider including some action items (or invite them to become a member donor!).

PROMOTE YOUR EVENT

order screener DVDs and download materials at bit.ly/TEDtalksPBS-toolkit

CREATE A FLYER

Download the customizable flyer at bit.ly/TEDtalksPBS-toolkit.

Be sure to include the date, time, location, and contact information for guests to RSVP.

Mail the flyer to your guests, hand them out in person, or post them around your community.

CREATE AN EMAIL INVITATION

Create an email invitation using images from **TED Talks on PBS** available at

bit.ly/TEDtalksPBS-toolkit. Consider trying free invitation tools such as

Eventbrite (eventbrite.com), Paperless Post (paperlesspost.com), or Evite (evite.com).

SAMPLE SOCIAL MEDIA POSTS

Build interest in your event by leveraging the power of social media using these hashtags and sample posts:

#TEDTalksPBS

Twitter (@TEDTalks, @PBS)

1. On [insert date] spend time w/ some of the most talented brains in the country.
Attend our free **#TEDTalksPBS** event: [insert link]
2. **#TEDTalksPBS** features talks, short films, & music performances you don't want to miss.
Attend our free screening: [insert link]
3. Be inspired by some of the greatest minds of our time.
Join us on [insert date] for a free screening of [insert link].

Facebook (@TED, @PBS)

1. "**@TEDTalks** [insert episode here]" features talks, short films, music performances, and storytelling you don't want to miss. On [insert date], join us for a free screening and discussion of the inspirational **@PBS** special. [insert link]
2. On [insert date], spend time with some of the most talented brains in the country. Attend our screening of "**@TEDTalks** [insert episode here]" and walk away feeling inspired by how they're tackling the most difficult issues facing society today. [insert link]

CREDITS

The TED Talks on PBS Engagement Campaign is produced by ITVS with generous support from the Corporation for Public Broadcasting.

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ITVS

Independent Television Service (ITVS) funds, presents, and promotes award-winning independently produced documentaries and dramas on public television and cable, innovative new media projects on the web, and the Emmy® Award-winning series *Independent Lens* on PBS. ITVS receives core funding from the Corporation for Public Broadcasting, a private corporation funded by the American people.

www.itvs.org

TED

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where technology, entertainment, and design converged and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

www.ted.com

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For more information, visit pbs.org/tedtalks

