Do-It-Yourself Screening Kit

Stage a community event about

Unsung Women who Changed America
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ABOUT THE SERIES

UNLADYLIKE2020 is an innovative multimedia series featuring diverse and little-known American heroines from the early years of feminism, and the women who now follow in their footsteps. Presenting history in a bold new way, the rich biographies of 26 women who broke barriers in male-dominated fields 100 years ago, such as science, business, politics, journalism, sports, and the arts, are brought back to life through rare archival imagery, captivating original artwork and animation, and interviews with historians, descendants, and accomplished women of today who reflect on the influence of these pioneers.

Narrated by Julianna Margulies (ER, The Good Wife, Billions) and Lorraine Toussaint (Selma, Orange is the New Black, The Glorias), the series features 26 ten-to-twelve-minute animated documentary films released digitally on PBS’s flagship biography series American Masters, along with a television hour on PBS showcasing the stories of trailblazers in politics and civil rights, plus a resource-rich interactive website, a grades 6 through 12 U.S. history curriculum on PBS LearningMedia, and a nationwide community engagement and screening initiative staged in partnership with public television stations and community organizations.

Although the series was timed to honor the 100th anniversary of the 1920 passage of the 19th Amendment giving women suffrage, this content is evergreen, and merits screening and discussion anytime!

The following guide aims to give you all the tools you need to host a robust screening of UNLADYLIKE2020 shorts that is tailored to your goals and community needs.
LETTER FROM THE UNLADYLIKE2020 TEAM

By UNLADYLIKE2020 Creator and Director Charlotte Mangin

Several years ago my two boys and I discovered a non-fiction picture book titled Soar Elinor by Tami Lewis Brown. We were fascinated to learn for the very first time about Elinor Smith, who in 1927, at age 16, became the youngest licensed pilot in the world. When the men at her airfield expressed doubt that ‘a girl could fly,’ she took up a dare: to fly under a bridge. Doing aerial stunts, or barnstorming, was a popular form of entertainment at the time. To truly prove herself, Elinor ended up flying under all 4 bridges of New York’s East River! Dodging boat traffic in a rickety biplane, when she flew under the Brooklyn Bridge she had to tip sideways to squeeze in between two oncoming boats. The stunt earned her the nickname “Flying Flapper.” She went on to become a celebrated test pilot who broke many endurance records and worked with NASA on shuttle landing simulators late in her career.

By the end of reading this story, I was deeply moved. Inspired, but also frustrated. Why had I never heard of Elinor Smith? Why was her story not part of mainstream history?

So I started to research Smith, and she led me to other aviators, and they led me to women in other professions at the turn of the 20th century. What I uncovered was a treasure trove of life stories, each more extraordinary than the next, of rebellious, persistent, and daring — unladylike! — women from all walks of life who overcame severe sexism and racism to pave the way for future generations of empowered women. What blew me away most of all is that a majority of the exceptional but little-known women I came across were women of color. I can only imagine the courage and determination it took to do what they did!

My executive producer Sandra Rattley and I want UNLADYLIKE2020 to profoundly change our collective understanding of American history and of women’s history, and we hope you will be as inspired as we are by these unsung heroes. Special thanks to Amelie Chabannes for creating the original artwork for the series, and to Alice Quinlan for writing this screening kit and leading our impact operations.
THE MISSION

The mission of UNLADYLIKE2020 is to inspire, engage and educate audiences in an underrepresented narrative: how women, and in particular women of color, changed America 100+ years ago — paving the way for future generations to do many ‘unladylike’ things. Because the women we feature were behaving in ways that placed them outside the mainstream of expected behaviors for ‘ladies’ at the time, the title for the series is derived from the negative perceptions which their contemporaries typically held of them. As journalist and political activist Louise Bryant (1885-1936) proclaimed in 1919, “I do not want to be treated like a lady, but I want to be treated as a human being,” and as historian Laurel Thatcher Ulrich echoed in the 1970s, “well-behaved women seldom make history.”

The 26 UNLADYLIKE2020 women were rebellious, persistent, and daring. Each accomplished incredible milestones at a time when women in America did not have the right to vote, had only recently won the right to own property, faced limited career and education choices, and in some places, could even be arrested for wearing pants in public. These women accomplished a lot of firsts and their stories are inspiring and amazing because their accomplishments occurred in the most challenging of times. Most surveys and curricula of U.S. history mention women as sidebars or relegate them to marginal roles, and the role of women of color has been consistently overlooked in the writing and teaching of history. UNLADYLIKE2020 has helped to reverse these pervasive information gaps in American history.

While these trailblazers lived more than a century ago, we hope that their stories of overcoming unimaginable societal forces and conditions will inspire all audiences, especially the youth of today.

We also hope screenings of UNLADYLIKE2020 will help to foster intergenerational dialogue about history, how our perception of history changes when women are placed at its center, the societal forces impacting women’s successes today, and other contemporary issues related to girls’ and women’s empowerment. The events will also give audiences an opportunity to network and to learn about the activities and services of local and national women’s and girls’ groups that are active in your community, and that you are inviting to participate.

“You have never lived until you have flown. The air is the only place free from prejudice.”

—BESSIE COLEMAN
BRINGING UNLADYLIKE2020 TO YOUR COMMUNITY

This series was created not only to shine a light on unsung historical heroines, but also to lift up the stories of women who are excelling today, and to inspire boys and girls with their stories of accomplishment and pursuing their dreams.

Hosting a screening of UNLADYLIKE2020 is an opportunity for rich reflection on the women who shaped our national values and expanded our experience of democracy, to celebrate the women who are following in their footsteps, and to inspire us all to push through challenges and to persevere. By profiling women who are diverse racially, economically, geographically, and in their professions, this series provides endless possibilities for crafting an event that speaks to the unique local history and community that you serve.

We hope this screening kit will prove to be a useful resource for you in the planning, execution and evaluation of your event. Here are some steps to consider before you start that may help inform the shaping of your event:

MAKE IT VIRTUAL
The unprecedented global effects of the coronavirus pandemic in 2020 has necessitated that event organizers across the world move their events online. In response to this rapidly evolving situation, you will find tips to “make it virtual” throughout this guide. These tips and tools can help make your digital events a positive and inspiring experience for attendees. If you are considering staging an in-person event, we encourage you to follow CDC guidelines, orders from local or state government, and to prioritize the health and safety of your community.

SETTING GOALS AND IDENTIFYING AUDIENCES
What are you trying to accomplish? Identifying your goals early on can help inspire the programming, timing and feel of your event. Are you hoping to engage a particular constituency? Spark dialogue about a specific issue that has local ramifications? Bring together different organizations to inspire a new coalition or collaboration? Consider putting these goals for the event in writing and referring back to them when making event decisions. These may also be talking points in your marketing and promotion.
POTENTIAL GOALS INCLUDE:

- Connecting with and inspiring young women
- Highlighting the unsung work of women in your local community
- Celebrating women’s suffrage
- Encouraging civic participation and engagement around a specific issue
- Exposing audiences to information about little-known local history
- Providing access to inspiring and educational content that has cross-generational appeal

We believe the diverse nature of UNLADYLKE2020 content provides something for everyone — all ages, interests and audiences. However, the series may be of particular interest to the following audiences:

- Civic engagement groups
- Women and girl’s leadership organizations
- Educational programs and initiatives
- Local trade and professional organizations
- Historical societies
- Community groups working in the field of the women you select to feature

Based on your goals for the screening, identify the audience or audiences you are trying to serve and bring to the table. From there, you can select which digital shorts you’d like to feature in your program.
SELECTING CONTENT

Each of the 26 women profiled in the series have a story rife with challenges, accomplishments, inspiration and perseverance — their stories provide almost infinite ways to build an UNLADYLIKE2020 event. Start by reading through the Series Guide (available to download on our website at unladylike2020.com/host-an-event/) which includes a biography of each woman and information on the other women featured as a part of her story. Whose story do you think would resonate with the audience or audiences you are trying to reach? Which short sparks ideas for programming for you? Each short is approximately 10 minutes in length, so we recommend selecting three to four shorts depending on what you want your program length to be.

“You can’t have freedom for anybody in a society unless you have freedom for everybody... We women should picket everything. This is no time to be polite.”

—JEANNETTE RANKIN

SETTING A DATE

When selecting a date for your screening, plan to give yourself at least two months to plan, promote and execute your planning for the event. There are many local considerations to selecting an event date – are there local festivals or celebrations that your event could tie into? Are there days of the week and particular times of day that work well for events in your community? Days that are less successful in your experience? If you don’t host events often, consider consulting a local organization that regularly hosts events to see what has worked best in their experience. There are also numerous national commemorative months and days that relate to each of the women profiled in the series. Once you’ve selected the shorts you’d like to feature, see if it will be advantageous to time your event with a commemorative day or month (such as screening our short on prolific botanist Ynés Mexía close to Earth Day, or our shorts on African American women during Black History Month in February, etc.).

MAKE IT VIRTUAL

When building out your program for a virtual event, you may want to take into consideration the attention span of an online audience, which differs from that of an in-person event. We recommend programming no more than 1.5 hours for a virtual event, unless you are doing more in-depth programming like a training, webinar, or small group sessions.
BUILDING YOUR PROGRAM

After selecting the content you’d like to show at your event, the next step is to consider what speakers you’d like to invite to add background and context, extend the conversation after the screening, and make local connections. Here are some ideas for programming a post-screening panel:

![Hat Icon] Invite local women who excel in the fields featured in the films you have selected. For example, if you are screening the short film featuring Bessie Coleman, invite local female pilots to speak about their career paths. Generate ideas by reviewing the biographies of our modern-day interviews, available to download on our website at unladylike2020.com/host-an-event/.

![Book Icon] Invite a local historian to shed light on women who were prominent as history makers in your local community who were also “unladylike.”

![Face Icon] Add an element of performance - for example, after screening the short film featuring Sissieretta Jones, ask a local opera singer to perform for the audience and to talk about her career path.

![Chat Icon] Create opportunities for interaction. Ask audience members to think about what “unladylike” means to them, and to then share an experience when they portrayed “unladylike” behavior, or to highlight a member of their family or a friend who embodies the “unladylike” spirit by defying barriers and charting new paths.

![Smile Icon] Consider incorporating youth participation into your event, such as having a student or young person moderate the conversation with panelists, solicit questions from younger members of the audience, or ask them in advance of your event to identify and collect stories from women in their families or community they think are heroes and to share their stories at the event.

![Envelope Icon] If you are interested in inviting a member of the filmmaking team to speak at your event, please fill out the form at unladylike2020.com/host-an-event or email us at info@unladylike2020.com.

A great source for identifying potential panelists or partners will be local humanities councils, historical societies and women’s clubs or groups. Visit our website’s Event page to get inspiration from events our partners have hosted at unladylike2020.com/events.
MAKE IT VIRTUAL

If you are hosting an event virtually, there are many platforms available with robust features to consider. The platform that will work best for you will depend on how many participants you anticipate having and the run-of-show for your event. Here are some of the platforms that our team has used and can recommend:

ZOOM:

A flexible platform that can reliably handle large crowds and is extremely customizable - especially handy if you need to utilize break out rooms, or want to foster intimacy with a small event where the audience can see each other.


CROWDCAST:

Also handles large events well with tools for audience interaction like polls and Q&As - however the audience is not able to be on video or to speak.

Tutorial: https://docs.crowdcast.io/en/articles/699973-how-to-rock-your-first-crowdcast-event

OVEE:

This platform is made by ITVS and is popular with PBS stations - OVEE can incorporate videos reliably from Youtube, Vimeo or the PBS media player.

Tutorial: https://ovee.itvs.org/pages/get_started

SAFETY TIP

Be sure to secure your event against bad actors who may want to interfere with your program. This useful article explains how to protect yourself from “Zoom-bombing.”
PROMOTING YOUR SCREENING

This is a good time to revisit the goals you set for your screening and your target audience(s). How you promote the screening will change based on who you are trying to reach. Here are some steps to consider for promoting your event:

1. Issue a press release
2. Place event notices on radio and TV community calendars
3. Produce or request public service announcements to be broadcast at local radio and TV stations
4. Request interviews on public service and radio and TV interview programs
5. Consider engaging audience-specific news outlets, local public access news and media organizations, and your public radio or TV station
6. Consider engaging writers/bloggers and influencers in your community that write about social and cultural issues and events.
7. Share promotional assets with all partners, including event moderators and panelists
8. Include the information in your organization’s and/or your partner organizations’ newsletters
9. Promote the event on social media with the help of all partner organizations you have engaged
10. Reach out to local community groups, museums, historical societies, churches and clubs that have a specific tie-in to the women you have selected to feature at your screening to help you spread the word.
11. Distribute physical flyers at locations where you know the audience members you want to target frequent

You will find resources for promoting your screening on our website at unladylike2020.com/host-an-event/, including:
EDUCATIONAL VALUE

Are there local scholars who focus on women’s history and/or the fields of the women you have selected to feature at your screening? Invite them to bring students to the screening. Suggest to teachers of high school or college courses with similar content that they offer extra credit to their students for attending your event and writing a review of the documentary shorts.

DISCUSSION PROMPTS

Each digital short in the series prompts different questions and points of discussion – and different communities will be drawn to different facets of each woman’s story. With this in mind, the direction and flow of the conversation will be unique to every event and to your audience and community. The discussion prompts below are intended to be a starting point to spark ideas and questions that can resonate with the communities you are hoping to serve and engage with your event.

BEING “UNLADYLIKE” TODAY

What does being “unladylike” mean to you? How is this relevant and important today, given the state of women’s rights globally, and the rights of other groups?

Was there a moment in the story that resonated with your own journey, either personally or professionally?

Is there a woman in your life who embodies what it means to be “unladylike” or inspires you?

What is something you have done recently that was “unladylike”?

How did the stories featured make you think of your own goals and passions?

What do you think society can do to further the rights of women and girls? What can be done in your community?
THE UNLADYLIKE2020 WOMEN

Why do you think it is important to celebrate these women's unique accomplishments and contributions to their respective fields?

What surprised you about each woman's journey? What did you relate to personally?

Many of the women suffered severe set-backs in their careers and personal life. How do you approach set-backs? Did you find inspiration in their stories?

Each of these women faced unique challenges on their road to making their mark – which part of their journey inspired you the most?

What do you think motivated these women to pursue their work despite facing barriers?

Do you think these women had to make compromises to achieve what they did?

What role did sexism, racism, classism, homophobia, and societal expectations play in limiting or inspiring each woman's accomplishments?

What role did men play in enabling, or limiting, each woman's success?

LINK HISTORY TO THE PRESENT

Many of these women spent the majority of their careers without the right to vote, despite their contributions to society. Do you see parallels to restrictions of voting rights today?

What did the modern day women interviewed have in common with the historical woman? How were they different? Did they face similar obstacles despite living in different time periods?

What has changed for women in their fields today? What challenges do you think remain?

What questions remained for you at the end of the short, and how might you pursue answers?

To tailor the conversation to the films you choose to screen, explore the educational curriculum that we developed for the specific women you are featuring. You can find those educational resources, which include discussion questions and themes for each short film, at unladylike2020.com/lesson-plans/.
MAKE IT VIRTUAL

Each of the virtual event platforms has Q&A and polling functionality that can be used creatively to prompt audience interaction. For example, consider asking the audience to share an “unladylike” moment from their life in the chat, or poll the audience on who are the unsung women in your community.

EVALUATING YOUR SCREENING

Available for download on our website here is an audience evaluation tool you can use to receive feedback on your event, and help evaluate the impact of your screening and how it met your goals for engagement. Please feel free to customize this evaluation tool to fit your event - consider adding questions that speak directly to the goals of your screening, the particular audience you are trying to reach, or other metrics that you want to meet through this initiative.

We've also included a template for a host evaluation that you can use for self-assessment, to assess if the screening met the goals that you identified at the beginning of your planning process.

Please email completed evaluation forms to info@unladylike2020.com so the UNLADYLIKE2020 team can make note of the impact of your event.

“Never cease to act because you fear you may fail. The true secret is to know your own worth. It will carry you through many dangers.”

—QUEEN LILI‘UOKALANI

MAKE IT VIRTUAL

There are several tools available for making surveys available online. Google Forms allows you to create surveys for free. The UNLADYLIKE team uses the survey provided in the resources listed at this link - please feel free to use as a template for your event evaluation purposes. If you are looking for more robust branding possibilities, customization and analytics, check out SurveyMonkey or TypeForm for options that are available for a fee.
IDEAS FOR PARTNERING WITH PUBLIC RADIO AND TV STATIONS

UNLADYLIKE2020 provides an ideal jumping off point to showcase game-changing women in your own community by collecting and documenting family, neighborhood or community oral histories, or by creating your own original digital or broadcast content. In addition, because UNLADYLIKE2020 was distributed by the signature PBS biography series, American Masters, public TV stations in your area may be willing to partner with you for a community event, or public radio or TV stations may also be willing to help you promote your event. Here are some ideas for original local content or spin-offs that tie to the themes of UNLADYLIKE2020 that you may want to consider or propose:

- Invite a local female historian on your local station’s public affairs show(s) to discuss unsung women of the past in your local community. Every community has unique accomplishments - has the role of women been justly included in that story?

- Consider a focus on women of historical importance that may have been marginalized due to their race, ethnicity, sexual preference, religious practice, health challenge, or economic status. Who should we know about, but we don’t? Produce original profiles of unsung women leaders in your community today. This can include civic leaders, artists, scientists, business women, community activists, teachers or other trailblazing women. If your station has a youth media program, consider assigning these profiles to youth reporters.

- Interview young women about the women they look up to, whether personally or professionally. Create a social media campaign asking young women to share stories about these “unladylike” heroes.

- Profile emerging leaders - young women who are innovators and are creating DIY solutions to local issues or challenges.

- Create a “tribute” event recognizing outstanding local women who have positively impacted your community, or honoring an unsung woman of the past.
ADDITIONAL RESOURCES

UNLADYLIKE2020.COM

Our interactive website includes resources and educational information on not only the 26 women featured in our series, but many other women who broke barriers across fields. Additional resources include: a glossary of relevant terms and historical events, timelines, educational curricula, and a filter and search function that categorizes videos and the women we feature by historical context, professional fields, geography, and identity. For further resources like our press kit, social media images and a series guide, visit unladylike.com/press.

AMERICAN MASTERS

All 26 short films are available to watch for free on the American Masters’ Youtube page, accessible here: youtube.com/americanmasters

PBS LEARNINGMEDIA

Featuring in-depth discussion questions, lessons, activities and resources for each woman featured in the series, the UNLADYLIKE2020 curriculum on PBS LearningMedia is a robust and free compendium of resources for bringing this series into the classroom. PBS LearningMedia is also a clearinghouse where you can find educational resources focused on other women. The UNLADYLIKE2020 collection of lesson plans and curriculum materials was created by WNET’s Kids Media and Education Department.

“I don’t think there’s any place in the world where a woman can’t venture.”

—YNÉS MEXIA
UNLADYLIKE2020 is a production of Unladylike Productions, LLC in association with THIRTEEN’s American Masters. Executive Producers for UNLADYLIKE2020 are Charlotte Mangin and Sandra Rattley. Executive Producer for American Masters is Michael Kantor.

This screening kit was written by Alice Quinlan, UNLADYLIKE2020 Impact Operations Producer.

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