



ODYSSEYIMPACT!

TRAPPED

Cash Bail In America

Facilitator's Guide

for Virtual and In-Person Screenings

Dear Screening Host,

Thank you so much for hosting a screening of the documentary film, **Trapped: Cash Bail in America!** By hosting a screening, you are now a key part in the Odyssey Impact national social impact campaign for the film. There are folks all over the country hosting virtual / in-person screenings of **Trapped: Cash Bail in America**, with the goal of increasing awareness, shifting attitudes, and mobilizing individuals and communities to take action around the issue of cash bail in America.

The Odyssey Impact national social impact campaign is designed to educate, engage and activate the public around the important and timely issue of cash bail in America, while highlighting the multifaceted ways in which cash bail punishes individuals, upends families, and destabilizes communities; all without a guilty verdict.

As part of this campaign, we encourage you to use **Trapped: Cash Bail in America** as a tool for training, and/or teaching, keeping in mind the following campaign goals:

1. Educate audiences on how cash bail punishes those living in poverty and how it contributes to the criminal legal system's disparate impact on minority communities.
2. Promote the de-stigmatization of pretrial incarceration for those who are unable to post bail. Dissuade audiences from presuming that those who are detained are guilty and deserving of punishment; reinforcing the concept that everyone is innocent until proven guilty.
3. Uplift the voices of those who have been directly impacted by cash bail.
4. Engage communities who are unactivated on the issue of cash bail and its impact.
5. Inspire audiences to advocate for the end of the cash bail system by supporting the efforts of organizations seeking to disrupt the use of cash bail and pretrial detention as well as supporting local efforts to reform the system.

This document is simply meant to be a guideline that offers ideas and questions you might consider as you prepare for your 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 **Trapped: Cash Bail in America** is only the first step. The personal stories and powerful message within the film is a springboard to larger discussions you can have within your community about those "trapped" in the cash bail system.

Thank you for bringing **Trapped: Cash Bail in America** to your community. Now let's get to work!

Sincerely,

The Odyssey Impact Team

About The Film

Trapped: Cash Bail in America (62min)

Every year, millions of Americans are incarcerated before even being convicted of a crime - all because they can't afford to post bail. How did we get here? "Trapped: Cash Bail in America" shines a light on our deeply flawed criminal justice system and the activists working to reform it. This new documentary explores the growing movement to end the inherent economic and racial inequalities while highlighting victims impacted by an unjust system, the tireless campaigners fighting for criminal justice reform, and a bail industry lobbying to maintain the status quo. "Trapped: Cash Bail in America" is produced and written by Chris L. Jenkins and edited and directed by Garrett Hubbard.



Chris L. Jenkins

Producer/Writer, *Trapped: Cash Bail in America*

Chris L. Jenkins is an award winning journalist, producer and executive producer whose work has covered politics, poverty and social policy over a 20-year career as a reporter and editor at The Washington Post and independent filmmaker. As a Post editor, he supervised the paper's local political and criminal justice reporters, where he led award winning journalism on police involved shootings in the Washington, D.C. area and the rise of the Black Lives Matter Movement. As a reporter, he covered immigration, social policy and politics, including the 2004 presidential election and was on the Post team that won the 2008 Pulitzer Prize for Breaking News Reporting for their coverage of the Virginia Tech shooting massacre. He also served as managing editor for the online magazine, The Root. Chris is the co-founder and executive

producer of *BrotherSpeak: Exploring the Lives of Black Men*, an award winning 5-part video series published on The Washington Post website, which is now being turned into the full length docu-series, *Mavericks*. As an independent filmmaker, his short films also include *Rikers: Innocence Lost*, several political and social justice campaigns, and upcoming productions for YouTube Originals and NBC Sports.



Garrett Hubbard

Director/Editor, Trapped: Cash Bail in America

Garrett Hubbard is a visual storyteller because he believes in the power of authentic stories. He utilizes both video and still photography to connect his clients with their audience. Garrett believes that visual storytelling is the language that saturates our reality, and that stories revealing truth can change lives. Garrett learned from some of the best storytellers out there—journalists. He has spent the past four years cultivating a documentary and narrative driven video style mixed with an artful photographic vision at USA TODAY. This work has taken him to the White House, the Olympics, The Royal Wedding, and many other places around the world. Prior to joining the USA TODAY staff, he had the opportunity to tell stories for The Washington Post and The New York Times. Garrett’s work has been honored by some of

the most prestigious awards in journalism including the National Press Photographers Association and White House News Photographers Association. These awards have landed him in the Oval Office twice to shake the President’s hand (Garrett opted instead for a fist bump and a high-five). These awards have given him a platform to speak around the country to teach others about the art of visual storytelling. More important than the recognition, Garrett has seen his work bring relief and partnership to some of the most difficult places on earth.



Before Your Screening

Using the Film as a Catalyst for Change

- Educate audiences on how cash bail punishes those living in poverty and how it contributes to the criminal legal system's disparate impact on minority communities.
- Promote the de-stigmatization of pretrial incarceration for those who are unable to post bail. Dissuade audiences from presuming that those who are detained are guilty and deserving of punishment; reinforcing the concept that everyone is innocent until proven guilty.
- Uplift the voices of those who have been directly impacted by cash bail.
- Engage communities who are unactivated on the issue of cash bail and its impact.
- Inspire audiences to advocate for the end of the cash bail system by supporting the efforts of organizations seeking to disrupt the use of cash bail and pretrial detention as well as supporting local efforts to reform the system.

Steps to Host a Virtual Screening Event

- Select a date for your virtual screening event.
- Receive digital access to the film that can be shared with your audience.
- Establish if your event will be open to the public, or for a private group.
- Decide when and how your audience will watch the film. You can either give your audience a time frame to watch the film, or set a specific time when everyone watches together.
- Create an RSVP system through Eventbrite or similar to gather the email address of your audience, which you may use to send private access to the film.
- Send your audience access to the film, as well as the link to the survey.

- Plan a post screening discussion. There are a variety of ways to host virtual, post screening discussion with audience members after the film has been viewed. Some suggested ideas include a webinar or town hall style format for panel, Q&A, or a talkback. Suggested platform options include Zoom, Google Hangouts, Facebook Live, Instagram Live, Webex, or CrowdCast.
- Invite a moderator and/or panelists for a post screening discussion. See page ten for tips and best practices for facilitating post-screening discussion.
- Make sure that all audience members who viewed the film register for any virtual post screening discussion.
- Set up a tech test for how the film will be streamed, as well the virtual post screening discussion to ensure audio/visual success.
- Publicize your event on social media. Use promotional materials and encourage your network and or community to help spread the word!
- Take pictures of the virtual screening, and screenshots of the post screening discussion.
- Encourage your audience to complete the post-screening survey.
- Engage in a post-screening activity and/or announce your call to action.
- Send Odyssey Impact pictures and complete the host survey.
- Remember, you can always reach out to Odyssey Impact for screening questions, concerns, or for tips and best practices!

Hosting an In-Person Screening Event

What You'll Need

► MATERIALS

- Trapped: Cash Bail in America Film Access
- Trapped: Cash Bail in America Screening Toolkit
- Survey Instructions
- Any Other Organizational Material You Wish to Distribute

Screening Materials and Equipment

► E Q U I P M E N T (you provide these)

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

Publicize Your Event

Use the **Trapped: Cash Bail in America** 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



Sample Outreach Message

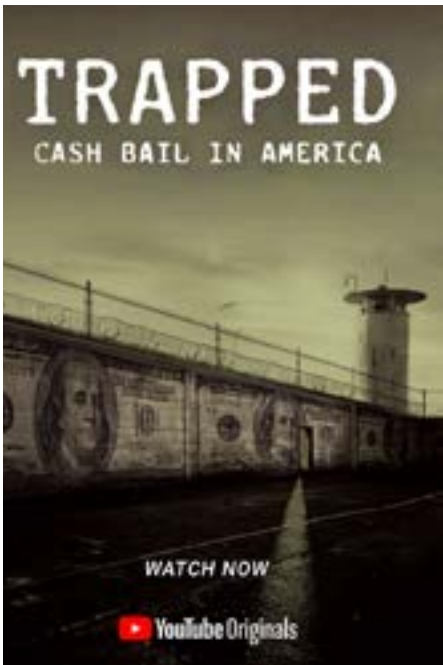
Join us for a screening of **Trapped: Cash Bail in America**

Presented by [YOUR ORGANIZATION HERE]

About The Film

Trapped: Cash Bail in America (62min)

Every year, millions of Americans are incarcerated before even being convicted of a crime - all because they can't afford to post bail. How did we get here? "Trapped: Cash Bail in America" shines a light on our deeply flawed criminal justice system and the activists working to reform it. This new documentary explores the growing movement to end the inherent economic and racial inequalities while highlighting victims impacted by an unjust system, the tireless campaigners fighting for criminal justice reform, and a bail industry lobbying to maintain the status quo. "Trapped: Cash Bail in America" is produced and written by Chris L. Jenkins and edited and directed by Garrett Hubbard.



Trapped: Cash Bail in America

A film produced and written by Chris L. Jenkins, edited and directed by Garrett Hubbard. Followed by a (discussion, panel discussion, Q&A, etc.)

WHEN: [INSERT HERE]

WHERE: [INSERT HERE]

DIRECTIONS: [INSERT HERE]

RSVP AND CONTACT: [INSERT HERE]

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, Key Changemakers, and Influencers in your community to participate. Identify local experts on topics related to the criminal legal system and cash bail, and consider asking them to participate in your screening as a moderator or panelist. Some individuals to consider might include:

- Bail Out Organization Leaders
- Social and Racial Justice Leaders and Activists
- Faith-Based Activists
- Leaders at Churches, Synagogues, Mosques or other houses of worship
- Community Leaders
- Impacted Community Members
- Elected Officials
- Lawyers
- Educators
- Policy Makers & Experts
- Law Enforcement

Screening Timeline Breakdown 2-2.5 Hours

Event Set Up: 30-60 Minutes

Conduct Tech Check: 15 Minutes

- Test the film & make sure there are no audio or visual problems. (This step is crucial to ensuring the success of your screening.) We recommend testing the entire film prior to the event.

Welcome Guests to Your Screening: 15-20 Minutes

- Sign-in all guests.
- Give people time to mingle and find their seats.
- Have a PowerPoint slide (or physical sign) up with your venue's Wi-Fi name & password and the URL link to the screening surveys.
- Ask attendees to take the Pre-Screening Survey (if provided by Odyssey Impact)
- Introduce the film & discuss how it connects to your organization's mission.

Screen Trapped: Cash Bail In America: 62 Minutes

Issue Post-Screening Survey: 5-10 Minutes

- Direct attendees to complete post screening surveys on their smartphones.

Begin Post-Screening Discussion: 20-30 Minutes

- Take pictures during the post-screening discussion to share on social media and with Odyssey Impact.

Lead Audience Q&A: 15 Minutes

Announce a Call to Action: 10 Minutes

Discuss ways your guests can take action after they leave. What is your organization doing as a next step?

Wrap Up Your Screening: 5 Minutes

- Thank your audience for attending. Remind participants who missed the initial sign-in period to please sign in at this point.
- Encourage attendees to network with one another and continue the discussion amongst themselves.

Virtual or In-Person

Best Practices for Facilitating a Constructive Post Screening 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.
- Identify specific actions to mobilize your audience and community.

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?
- 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 (in person, or virtually), 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

Thank you for screening the film and being
a part of the Impact campaign