Milwaukee Film helps companies like Kohl's and the Brewers understand diversity by building empathy through movies.

Amy Schwabe
Milwaukee Journal Sentinel

Milwaukee Film brings movies such as "Straight/Curve: Redefining Body Image" to local businesses to stimulate conversations about diversity, equity, and inclusion.
A leading program of Milwaukee Film’s Cultures & Communities Initiative, the Engage & Active Program (EA) is a film-based learning model that uses visual storytelling to stimulate individual care and empathy toward the experiences of others.

Equal parts intellectual and entertaining, the EA approach is an effective strategy for expanding personal and professional knowledge through immersive group dialogue and compelling, real-time conversations around various topics and diverse perspectives.

"Interpreting the narratives of others produces knowledge that enlarges the understanding of human experience.”

- Debbie Roberts
Vicarious Learning: A Review of the Literature
Perfect for large corporations with remote and distant employees and organizations with varying schedules and capacities, the virtual option is convenient and accessible for all. Creating customized training or social engagement to meet workplace needs and goals is done in a few easy steps:

1. Engagement begins with discussing your organization's needs to determine a customized approach for improving cultural understanding, social and emotional health, and interpersonal connection.

2. Once we've created a plan and selected a film, we provide your employees and leadership access to watch virtually on their own, or collectively in the “talkback” session. Our facilitated talkback sessions cultivate social engagement, meet individuals in their DEIAB journey, and create a profound connection to one another and your work.

"We’ve been able to bring people into a single group located all across the country. The most recent film discussions we had were really engaging conversations with people who wouldn’t normally get the chance to know each other."

- Anne Ballentine
  Vice President of Marketing and Communications,
  Rogers Behavioral Health
ENGAGE & ACTIVATE:
PRIVATE IN-PERSON EVENTS

For those looking to get your team(s) together in person for a social outing or team-building retreat, join us at The Oriental Theatre. In-person screenings and talkback sessions effectively build a sense of belonging among staff members, especially those often isolated by remote work.

“...We leverage our business resource groups and empower them to pick films that will resonate. Then doing talkback sessions with those select groups give them a chance to dissect content and have good vulnerable conversations with people.”

- Michelle Banks
Chief Diversity & Inclusion Officer, Kohl’s
ENGAGE & ACTIVATE:
PUBLIC IN-PERSON NETWORKING ENGAGEMENTS

EA approaches DEIAB teamwork from a social health perspective. While discussions about systemic racism and gender equity are critical to building vibrant, inclusive communities, so are conversations that develop a sense of belonging and promote a healthy social life.

Designed to engage a cross-sector of young professionals, corporate and community leaders, and employee resource groups, these in-person happy hour events create an inclusive social space for intentional connections and understanding. Attendees view a short film, break into anonymously assigned groups, and discuss to share experiences and widen perspectives.

A couple years ago, I wouldn’t have given much thought to DEI. I would have thought it was all about race. But, especially with watching all these films about different people, I’ve realized there are so many other lanes. There are a lot of different groups of people we need to do better by.”

- Esteban Malacara
Principal, Racine Case High School
Our Community Cinema Initiative offers additional opportunities to host a free screening event at The Oriental Theatre or a non-traditional local venue in collaboration with local schools, non-profit organizations or community members.

It’s our philosophy that if people feel safe, they will actively participate in dismantling barriers that prohibit authentic interaction. EA events are designed to be unique community spaces that ensure equitable access and foster the diverse sociocultural expressions and interactions that enrich our lives.

It’s one thing to hear a speaker or read a book or an article. But when you’re immersed in this kind of artistic or creative expression of an issue or problem, it reaches people at a more emotional level. Then to have a venue where you can talk about it together with other people that experienced it, I’m getting goosebumps just thinking about it.”

- Anne Ballentine
Vice President of Marketing and Communications,
Rogers Behavioral Health
LET’S TALK!

CONTACT INFORMATION

Contact us to learn more about our film-based methods for strengthening your organization’s strategies to build a more empathetic and equitable workplace.

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