

## CULTURES & COMMUNITIES: EA PROGRAM

# Engage & Activate Your Workplace Through Film

### The Cultures & Communities Initiative

Cultures and Communities (C&C) is a Milwaukee Film initiative committed to producing unique film programs and events for public audiences and corporate partners. Focused squarely on diverse cultural perspectives, C&C programming prioritizes the lived experience of historically underrepresented communities through film, conversation, and auxiliary presentations.

### Are You Ready to Engage to Activate Your Workplace?

The affective power of film allows us to confront stigmas and remove barriers to understanding, as it provides insight into the shared human condition. Using the cinematic experience to engage your workforce, we can activate learning opportunities that help you build a more empathetic and equitable workplace environment.

Through our Engage & Activate program (EA), the C&C Initiative provides workplace diversity, equity, and inclusion (DEI) and soft skills training. Expert facilitators research and select films, help develop discussion topics and moderate staff engagements that emphasize guided reflections and vicarious learning.



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

**-Debbie Roberts**

*Vicarious Learning:  
A Review of the Literature*



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### Engage & Activate Your Workplace Through Film Based Diversity Training

#### What is EA?

The EA program is a film-based vicarious learning model that matches our cultural programming experts with your team to select a film and discussion event that fits your existing DEI efforts. Characterized by active listening and reflective thinking, our vicarious learning methodology facilitates personal discovery through the lived experiences of film subjects. Vicarious learning activities are intrinsically social and require participants to engage intellectually, creatively, and emotionally together, making the learning task more authentic.

Session participants are encouraged to reflect and share expressively as a part of a “learning community.” The support of the learning community then allows group members the emotional safety that comes with the communal experience of sharing personal narratives. This approach is accessible for both novice groups just beginning their DEI journey and more advanced teams looking for non-traditional, high-level engagements.



“Engaging in the Cultures & Communities programming has allowed us to humanize the experiences of those around us, bridging gaps between our (often mislead) assumptions and the greater understanding of one’s truth. Simply put, Milwaukee Film has helped us create the conversations that are necessary for compassion, healing, and growth. Our corporate environments are microcosms of our greater society, and we have a collective responsibility to learn, evolve and lead with belonging. Milwaukee Film helps us do that.”

- Shannon Guild

Vice President and Regional D&I Officer,  
Morgan Stanley Wealth Management



# ENGAGE & ACTIVATE

## Create a customized film-based training (in-person or virtual) to meet the bandwidth of your organization in three easy steps:

### Step 1: Define Your Goals

Choose the specific internal groups you want to engage and then meet with C&C Director of Strategic Partnerships, [Maureen Post](#). Maureen will help assess your needs, provide options, and design a plan of action.

All packages include access to one feature film or short film(s), event facilitation, and a discussion guide. The discussion guide is a roadmap for the talk, providing participants queries to consider while watching the film, and prompts for large group conversations or small group breakout sessions.

### Step 2: Customize Your Program

After you've chosen your EA package, you will talk through film topics and discussion format with an assigned C&C facilitator. Your facilitator will use this information to research and provide a list of films for you to review.

Typically, 5-10 short and feature film selections are provided based on the specific desires of the participating organization. We suggest first considering the type of discussion you want to foster before deciding on a film to offer to your staff. The story is simply the vehicle to draw people in--once you have their attention, your facilitator will help guide individual reflection and group conversation.

### Step 3: Engage Your Team and Activate Conversation

Once you've selected your film and scheduled your discussion event, your facilitator will provide access for you to begin watching your film(s). Following the film screening, your facilitator will lead your team through the group discussion event.

We provide streaming links or passcodes for virtual events or a guest list for in-person viewing at our cinema, the Oriental Theatre. Virtual screenings require films viewed in advance, with the discussion taking place after staff has had time to watch the film independently. In-person conversations typically occur in the theater after the screening or at a separate, nearby location.



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# Let's Talk!

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

**Contact: Maureen Post**  
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