

The Color of Care Affiliate Engagement Opportunities from the Smithsonian Channel

OVERVIEW

In partnership with Oprah Winfrey's Harpo Productions, the Smithsonian Channel is launching a robust social impact campaign around the documentary, *The Color of Care*.

View the trailer - <https://q1.mediasilo.com/#q1/6255ee943773f34884360260/5da71dfc-47ef-4cca-986f-1f67339f7f6b>

This timely and vital documentary chronicles long-standing inequities in the US healthcare system brought to the forefront by the recent pandemic. Among those affected by Covid-19, communities of color bear the brunt. We aim to inform and inspire change.

HOW TO GET INVOLVED

The campaign kicks off on April 27, 2022, with a premiere screening event at The National Museum of African American History and Culture, and a cable television premiere on Smithsonian Channel on May 1 at 8/7c. There are several ways Affiliate organizations can participate in *The Color of Care* campaign, each with funding associated with the level of engagement:

HELP GET THE WORD OUT (No funding)

Affiliates not able to screen the film can still participate by spreading the word about the campaign.

- Engage with social media to help promote the film and impact campaign by utilizing a social media toolkit provided by Smithsonian Channel
- Link to the Impact Campaign Website here- <https://www.thecolorofcare.org/>
- Share the trailer in your theater or online

HOST A SCREENING (\$1,000)

Host an in-person or digital screening of the film. Participating Affiliates will have access to:

- The full film or select clips
- A screening toolkit to help produce the event
- Marketing assets and materials to promote the event
- A pre-recorded message from Oprah Winfrey to the Smithsonian Affiliate audience to precede the film

HOST A SCREENING WITH A PROGRAM FEATURING LOCAL SPEAKERS (\$2,000)

Host an in-person or digital screening of the film followed by a Q&A or panel discussion.

Participating museums will have access to:

- The full film or select clips
- A screening toolkit to help produce the event
- Marketing assets and materials to promote the event
- Discussion guide to inform a panel, Q&A, or community conversation around the film

- Depending on your location, we can help facilitate connections with experts, advocates, the filmmakers, or even people highlighted in the film to participate in your panel discussions
- A pre-recorded message from Oprah Winfrey to the Smithsonian Affiliate audience to precede the film

HOST A SCREENING PLUS A PROGRAM WITH LOCAL SPEAKERS IN COLLABORATION WITH AT LEAST ONE COMMUNITY PARTNER (E.G. NON-PROFIT, HEALTH CENTER, SCHOOL, ETC.) (\$3,000)

- The full film or select clips
- A screening toolkit to help produce the event
- Marketing assets and materials to promote the event
- Discussion guide to inform a panel, Q&A, or community conversation around the film
- Depending on your location, we can help facilitate connections with experts, advocates, the filmmakers, or even people highlighted in the film to participate in your panel discussions
- A pre-recorded message from Oprah Winfrey to the Smithsonian Affiliate audience to precede the film

TIMELINE AND NEXT STEPS

Affiliates interested in any of the funded opportunities can **apply online. Deadline is May 18, 2022**

Apply here- <https://affiliations.si.edu/color-of-care-affiliate-funding-application/>

Screenings and events must take place **May through December 31, 2022**

To receive funding, participating Affiliates will submit the following at the conclusion of any events and/or screenings:

- Attendance numbers (online and in-person)
- Photographs with credit and captions
- Examples of promotional materials and social media posts
- Final report summarizing event and overall feedback (evaluation questions will be provided)

TRANSCRIPT OF APPLICATION

You cannot save and return to the application. Please review the required material before beginning your application:

- Affiliate Organization
- City/State
- Primary Point of Contact Name
- Primary Contact Title
- Primary Contact Email
- Primary Contact Phone
- Please select which funding opportunity you are applying for:
 - Host a screening (\$1,000)
 - Host a screening with a program featuring local speakers (\$2,000)
 - Host a screening + program with local speakers in collaboration with at least one community partner (e.g. non-profit, health center, school, etc.) (\$3,000)

- Please provide a general overview of how you plan to use the film. Please include information regarding the following: Who is the audience? How does this fit in with your strategic priorities or other programming plans? If you plan to have speakers or community collaborators, please provide a sample list.
- Please provide a general budget for how you intend to use the funds. Expenses might include staff time, promotion, honoraria, supplies, etc. If you prefer to upload a spreadsheet to a shared file site such as Dropbox or Google, please include that link here.
- When do you plan to screen the film? You may select multiple dates and times. Please check all that may apply. When prompted, please include estimated dates, times, and length of use. For example: May 2022 and June 2022, each Saturday, 10 am and 2 pm.
 - May 2022
 - June 2022
 - July 2022
 - August 2022
 - September 2022
 - October 2022
 - November 2022
 - December 2022
- What topics are you most interested in focusing your event and/or discussion around? Please select all that apply
 - COVID-19 Experiences, as described by Medical Experts
 - Public Health & History of America, Structural Racism
 - Statistical Data on Health Disparities
 - U.S Contracting COVID-19
 - Essential Workers & Class
 - Racism in Medicine
 - Healthcare System (operations, products and insurance)
 - Black Maternal Death and Black Life Expectancy
 - Ideal Institutional Medicine - Achieving an Equitable System

If you have any questions about this application or the opportunity, please email affiliates@si.edu