

**State College of Florida, Manatee-Sarasota  
Diversity/Multicultural Awareness Committee (D-MAC)  
Film Series**

**Introduction:** The Diversity / Multicultural Awareness Committee are a cross-functional team including administrators, faculty and staff of diverse backgrounds and encompass members from both campuses and our Lakewood Ranch location.

**Purpose:** To use the film series to increase awareness and/or educate the audience. The goal is to highlight different aspects of diversity topics utilizing film as the medium.

**Method/How:** After each film, a discussion was held to review the issues raised in the film and explore (as well as expand) our current way we view others. Wonderful dialogue occurred when the environment was open and willing to accept all feedback.

**Collaboration:** D-MAC and Student Film Club worked together to select the film schedule. During Black History Month, the committee worked with the Family Heritage House Museum on campus to select the four films shown during February. We also were able to utilize the museum to show the films. [Family Heritage House Museum is a gallery and resource center for the study of African-American achievements.]

**Faculty:** Faculty coordinated the film series with class assignments asking students to create an essay regarding the film or offered extra credit for attending the film.

**Ambassadors:** Student ambassadors worked each film and assisted with sign in and clean up. Ambassadors also spread the word about upcoming films. [SCF Ambassadors: an organization into which students are nominated. Selected students represent the College at a variety of functions, including recruitment activities.]

**Wellness Credit:** The Film Series was approved to offer wellness credit to students who participate in the Wellness Program and attended the films. [The Lancer Wellness Program is designed for full or part-time SCF students and is made up of a variety of activities from the Seven Dimensions of Wellness-physical, spiritual, social, emotional, intellectual, occupational and environmental.]

**Volunteer Services:** Our Volunteer Services Coordinator attends the beginning of each film to inform the public of our volunteer program.

**Audience:** Over 300 students, staff, and members of the public attended the Film Series which was held in the spring semester 2009.

**Public Interaction:**

All films were shown in the new Film Classroom which resembles a movie theatre (during Black History Month, all films were shown in the Family Heritage House Museum). Members of the public were able to view the new facility and interact with students during the discussion piece. Having varied audience members of all racial backgrounds, age, and gender made interesting discussion sessions.

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**Marketing:** Internally, we worked with the student government and other student organizations to inform the student body. Flyers were posted around campus as well. Email flyers were sent to employees.

Externally, our Public Affairs and Marketing department created press releases to inform the public of our film series. Each week the films were posted in the local newspapers to reach out to our community and welcome them to our campuses.

**Cost:** All films were free and attendees were offered a drink and snack sponsored by the Film Club.

**Essay Contest:** The D-MAC team created a contest for students whose entries had to be written in response to one of the films screened in the Committee's Film Series. In the essay, the student had to answer: How did the film help you understand or appreciate diversity in a new way? The student winner of the contest received a \$50 prize.

**Film Series titles and brief summary:**

**To Each His Own Cinema (2007)**

A collection of 33 short films made by a group of 35 directors, hailing from 5 continents and 25 different countries. The participants each made their own three-minute film on the theme of the movie theatre, a place sacred to the world's film buffs.

**Shadow Magic (2000)**

Beijing, 1902: an enterprising young portrait photographer named Liu Jinglun, keen on new technology, befriends a newly-arrived Englishman who's brought projector, camera, and Lumière-brothers' shorts to open the Shadow Magic theater. Liu's work with Wallace brings him conflict with tradition and his father's authority, complicated by his falling in love with Ling, daughter of Lord Tan, star of Beijing's traditional opera. The film questions if movies can preserve tradition as they bring change.

**Ethnic Notions (1987)**

Marlon Riggs' Emmy-winning documentary that takes viewers on a disturbing voyage through American history, tracing for the first time the deep-rooted stereotypes which have fueled anti-black prejudice. Through these images we can begin to understand the evolution of racial consciousness in America.

**Body-n-Soul (1925)**

Director: Oscar Micheaux - A charismatic preacher is also a con-artist and rapist in this incendiary silent film starring Paul Robeson.

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Nothing but a Man (1964)

Drama depicting African-American hardships in pre-Civil Rights South. Patient, sensitive drama fans seeking a personal approach to socially conscious storytelling will be moved by this film.

Miracle at St. Anna (2008)

Miracle at St. Anna follows four black soldiers of the all-black 92nd Infantry Division who get trapped near a small Tuscan village on the Gothic Line during the Italian Campaign of World War II after one of them risks his life to save an Italian boy. The story is inspired by the August 1944 Sant'Anna di Stazzema massacre perpetrated by the Waffen-SS in retaliation to Italian partisan activity.

Fire (1996)

The first film in Deepa Mehta "Elements Series," *Fire*, is set in contemporary India and tells the story of two middle-class Indian women trapped in arranged marriages. It was a highly controversial film among certain more conservative quarters in India due to its depictions of gender, marriage, and homosexuality.

Earth (1998)

*Earth* is about the 1947 partition of India and Pakistan as seen through the eyes of a young Parsi girl.

Water (2005)

The final film in the trilogy, *Water*, is set in the 1930s and focuses upon the difficult lives of an impoverished group of widows living in an ashram. Production began in 2000. However, Mehta was forced to abandon shooting when violent controversy erupted, instigated by Hindu fundamentalists. The film was eventually completed.

The Wave (2008)

A teacher in a German secondary school devises an experiment to help his students understand what life is like under a dictatorship, but events spin out of control when the movement he creates takes on a life of its own.

**Summary and Future Plans:**

The Film Series was a success! The above ten (10) films were shown at both campuses (Bradenton / Venice) and at our Lakewood Ranch location. The films ranged in topics and related to the historical celebration of the month (i.e. Asian Pacific American Heritage Month, Black History Month, LGBT History Month, Women's History Month, and Diversity Awareness Month).

What made this series a success was the involvement throughout the College. We look forward to increasing participation from the various departments, including our Music Program during Hispanic Heritage Month and the Disability Resource Center during Disability Awareness Weeks. The team work approach sends a message to the students, staff and the public that we are all thriving towards the same goal and that we all value diversity.