Introduction

CET and ThinkTV – Cincinnati and Dayton’s PBS stations – are pleased to share their new documentary, *Redlining: Mapping Inequality in Dayton & Springfield.*

The one-hour documentary tells the national and local story of redlining, a practice which embedded racial segregation and inequality into the development of American cities and suburbs. Redlining maps, introduced in the 1930s, delineated risk areas for federally backed mortgages and home-ownership programs. Risk was determined almost entirely by race. Neighborhoods where no loans would be made were outlined in red, or literally “redlined.”

*Redlining: Mapping Inequality in Dayton & Springfield* is produced by Emmy Award-Winning Producer Richard Wonderling with Associate Producer Selena Burks-Rentschler. The film explores the stories of local families who were impacted by redlining and the lasting effects of federal housing policies on our region. It also makes some surprising discoveries about the roots of redlining that trace back to our region, and some larger-than-life personalities who have been all but forgotten.

In addition to broadcast and streaming, the documentary is designed for sharing with your local community, offering an opportunity to create dialogue and help raise awareness. Public libraries and community colleges are just some of the locations where screenings and discussions can be held. With this Screening Toolkit & Discussion Guide, anyone can host an event and be prepared to facilitate a conversation about the topics included.
Congratulations! You’re planning a screening. Here are some ideas on how to plan and execute a successful event.

Watch the documentary online at:  https://youtu.be/yt72OXJ8LPQ

Redlining: Mapping Inequality in Dayton & Springfield may be shown in its entirety or if time is limited, a selected chapter or two may be screened. Below are the chapters with run times.

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Description</th>
<th>Runtime</th>
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<tbody>
<tr>
<td>1</td>
<td>The Maps Tell the Story – A look at the origins of redlining and how The Great Migration led to planned suburban communities that excluded people of color.</td>
<td>12:30</td>
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<td>2</td>
<td>“…And That was 1985” – The Fair Housing Act was supposed to make redlining illegal. Instead, redlining evolved and took on new forms, including predatory lending.</td>
<td>20:00</td>
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<tr>
<td>3</td>
<td>Lost Wealth – The realities of redlining are still visible today, with home abandonment, a lack of services, and lost generational wealth.</td>
<td>20:00</td>
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Additional materials and resources are available on the documentary websites: thinktv.org/redlining or cetconnect.org/redlining
Depending on your audience or the format you choose for your screening and discussion (an audience-driven discussion, a panel of experts, etc.), the questions may vary. However, everyone should be encouraged to participate.

Inviting guest speakers or a panel of experts can be very useful for discussions. Some guests to consider might be local historians or scholars on race, as well as local community leaders from government or non-profit agencies that work on housing, planning and related issues.

**Sample Pre-screening Welcome Script**

Welcome to the screening of *Redlining: Mapping Inequality in Dayton & Springfield*. After more than 80 years, the topic of redlining is receiving considerable public attention. In recent years it has been on national news programs; it has been the subject of many books, scholarly articles and newspaper investigations. Much of this interest traces back to the digitizing of redlining maps by The University of Richmond in 2016. These maps, which were created by the federal government in the 1930s, were stored in the National Archives, largely unavailable to the general public. They are now available online for all to see.

It’s important to understand how these maps and the federal policies behind them played out in our cities and our suburbs, and to hear from those who were impacted. Redlining is not the only source of the inequities we see today, but it does play a key role. That is why it’s important to understand why it happened, how it happened, and why it matters today.

We know this is a difficult subject, and it can be a lot to take in, so we hope you will stay with us after the film, when we continue the discussion. Thank you again for coming.
Discussion Ideas & Suggestions

After watching *Redlining: Mapping Inequality in Dayton & Springfield*, introduce your panel (if applicable) and invite them to speak about their experiences with redlining and/or systemic racism, as appropriate. Allow time for follow-up questions and discussion from the audience. If there are no guest speakers or panel and the discussion is more informal, just follow up with any of these suggestions for a general audience. For additional questions, download an extended discussion guide at thinktv.org/redlining or cetconnect.org/redlining.

**Suggested Discussion Questions for a Guest/Panelist**

- What scenes or moments in the film had the biggest impact on you?
- It is shocking to some people that redlining was instituted during FDR’s New Deal administration, which was known for its progressive social programs. How and why was it accepted?
- What ideas might you suggest for familiarizing students and families to the history of redlining?
- What’s the difference between personal racism and institutional racism?
- We like to think that anyone can “pull themselves up by their own bootstraps” in America. What difference does access to financial and other resources make?
- Do you think one’s race is an externality that significantly affects wealth accumulation? Why or why not?
- Why are Black Americans still being denied loans in 2021? Should these methods of loan denial be made illegal?
- What can ordinary citizens do?
- In looking at today’s neighborhoods that had been historically redlined, how have the following community assets been affected:
  - Supermarkets and other shopping
  - Business and job opportunities
  - Public transportation and other public services
  - Police protection and general safety
  - Responsiveness from public officials
  - Neighborhood schools and childcare

**Suggested Discussion Questions for a General Audience**

- What scenes or moments in the film had the biggest impact on you?
- How do the effects of redlining persist today, almost 50 years after redlining was made illegal?
- Think about your neighborhood and hometown. In your experience has redlining shaped your neighborhood physically and socially? Describe these ways.
- How do you think a denial of housing loans can affect a person or family, aside from not getting the home they want?
- Do you think suburbs are still meant to be a haven for White Americans, even after redlining has ended?
- What currently prevents the transmission of intergenerational wealth through homeownership?
- What is meant by the statement, “Black real estate professionals were often more than just realtors”?
- What changes to the Fair Housing Act would you propose? Why do you think these are valuable?
- In what ways have all communities (including majority white) been negatively affected by redlining?
- Besides housing, on what other aspects of the community has redlining had an impact?
- What can you do to promote equity in residential areas? How could you be part of the process to implement these?
Screening Checklist

Six-to-eight weeks before the screening
- Pick a date, time and venue
- Obtain access to the documentary via one of the presenting stations’ websites.
- Start compiling your invitation list
- Invite guest panelists or speakers
- Plan your promotions campaign (see Promotional Resources on Page 6)

Three-to-four weeks before the screening
- Create and send your email invitation
- Create an online invitation using Facebook, Eventbrite or similar
- Use your online event invitation as a hub for screening updates, directions, resources, and photos and video from your screening
- Arrange for a photographer, if applicable
- Confirm staffing

One week before the screening
- Test your equipment.
- Make sure you have good audio.
- Watch the complete documentary (twice!) to familiarize yourself with the stories and the issues
- Review the Discussion Guide

Two days before the screening
- Send reminders to everyone you invited
- Print materials for your screening including scripts, handouts and surveys
- Arrange any refreshments or snacks for your guests
- Get your camera and video equipment ready to document your screening

Day of the screening
- Retest your equipment on the morning of the screening
- Ask guests to sign in when they arrive
- Take pictures and video
- Lead the discussion or Q&A
- Share photos and video of your screening online
Promotional Resources

The following assets are available online in the Redlining: Mapping Inequality Toolkit for your use in promoting your screening event.

Logos and Images

- Redlining title logo (transparent)
- Redlining title logo (color map)
- Redlining title logo (b&w map)
- African American Family
- Family Walking on Sidewalk
- Redlining Suburb

Sample Social Media Posts

- Sample Posts

Sample Press Release

- Template Press Release for Screening

Video Extras

- Documentary Trailer (video link)
- What is Redlining? (video link)
  Find out how redlining maps were created during the New Deal, embedding racial segregation and inequality into the development of American cities and suburbs, with effects lasting to the present day.

- What is the Racial Wealth Gap? (video link)
  See the shocking gap between the financial assets of white and Black families today, and how much of it traces back to the federal policy of redlining of the 1930s.

- Who was Harry Kissell? (video link)
  Springfield Ohio native and real estate developer, Harry Kissell, developed one of the earliest planned suburbs in the United States. These suburbs were based on racially restrictive deeds and covenants that prevented Black people from living there.

- ThinkTV Virtual Screening Discussion (video link)
  Join community members for a discussion that followed the virtual premiere of Redlining: Mapping Inequality in Dayton & Springfield.