



WAITING FOR "SUPERMAN"

DVD HOUSE PARTY GUIDE

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MEDIA

WaitingForSuperman.com/action

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A LETTER FROM DAVIS GUGGENHEIM AND LESLEY CHILCOTT, FILMMAKERS, WAITING FOR "SUPERMAN"



Thank you for hosting a DVD house party for our film WAITING FOR "SUPERMAN." You are part of a movement motivating millions of people to take action to help fix our nation's public education system. It is our hope that by viewing the film in your home with others, a vibrant discussion on the state of education in your community will motivate you to take action to ensure a great education for every child.

WAITING FOR "SUPERMAN" is a film that we made for and about kids who are struggling to get a great education and their parents who are doing everything they can to ensure that they get it. As you know, this is a dauntingly complex problem. There are many factors that led to the current state of our nation's education system and there are many ways to put it back on the path to success. Reform will look different in each community, and it will take a variety of actions at all levels of society to make lasting change.

The DVD release of WAITING FOR "SUPERMAN" is a great opportunity to spark important discussions in your community about how we can all work together toward better outcomes for our young people. In this guide you will find a number of simple steps to help you work towards that goal and it is our sincere hope that all of you will make use of the resources provided. We particularly hope that you will decide to utilize the provided letter and write your congressional representatives to let them know education reform needs to be a top legislative priority. We have also provided a link for you to find the contact information for your local representatives.

Thank you for being a part of the movement — if we all do our part it's possible for every child to have a great education.

Davis Guggenheim, Director
Lesley Chilcott, Producer

HOSTING A DISCUSSION & SPARKING ACTION

1 WHY HOST A WAITING FOR "SUPERMAN" HOUSE PARTY?

We want you to become a partner with us in moving education reform forward. Our hope is that by hosting this screening and discussion, the film will spark dialogue and action in communities across the country focusing on ensuring that all kids get a great education and are prepared for life beyond high school.

2 HOW DO I GET STARTED?

Buy the WAITING FOR "SUPERMAN" DVD or Blu-Ray and pick a day to host your party. The "National House Party Kickoff" will take place on Friday, February 25. But you can host your house party when it's convenient for you. Just be sure to click "Attending" on our Facebook page and we invite you to use Facebook to invite your guests as well.

3 HOW MUCH TIME SHOULD WE PLAN FOR?

The film is 111 minutes. Plan for the discussion to last about an hour.

4 WHO SHOULD BE INVITED?

Family, friends, your kids, fellow parents, teachers — anyone you feel should see the film. If you want to expand your reach, consider inviting representatives from the following groups so numerous points of view are included and a well-rounded conversation can take place:

- Elected Officials
- School Board Members
- Union Leaders
- Corporate Leaders
- Faith Community
- Local Education Reporters
- Community Organization Leaders

HOSTING A DISCUSSION & SPARKING ACTION, *CONT.*

5 HOW DO WE LEAD THE DISCUSSION?

The movie inspires conversation on its own, but choosing one person who will moderate or facilitate discussion will help to focus the group and clearly identify actions that people can easily engage in. It might be a good idea to designate one person to take notes and collect all attendees' contact information so that you can continue to communicate with one another and work on this issue together.

All opinions are valid. There are no right or wrong answers. Participants should draw on their own experience and respect everyone's views. We recommend that before the discussion ends, you offer your guests a list of easy, specific actions that they can take within your community. (See the "Take Action" page at the end of this guide or visit waitingforsuperman.com/action).

6 WHAT ELSE CAN I DO TO HELP FIX OUR SCHOOLS?

The most effective voice in the movement for education reform is yours. Write your local congressperson and demand action. Without Washington's support, all of our children's futures are at stake. Find your representatives at contactingthecongress.org and send them a message demanding a great education for all children. We have provided a sample letter for you at end of this guide — we encourage you to utilize it or to write your own letter.

7 THEN WHAT?

We want to know how it went. Fill out the short response form included at the end of this guide and tell us about your screening and any actions you and your guests pledged to take to support education reform. To thank you, we'll send you a copy of the New York Times' bestselling companion book WAITING FOR "SUPERMAN": How We Can Save America's Failing Public Schools. You can also post photos and videos from your party at facebook.com/waitingforsuperman.

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INTRODUCING THE FILM & SOCIAL ACTION CAMPAIGN

Although some of your guests may already be familiar with the issues addressed in WAITING FOR "SUPERMAN," or may have previously seen the film, you should introduce the major topics to be discussed and the social action campaign initiatives:

- WAITING FOR "SUPERMAN" highlights a number of innovative approaches to education and hopes to:
 - ✓ Shine a spotlight on key education reform issues and the importance of great teachers
 - ✓ Spark conversation and actions to ensure a great education for all children
 - ✓ Galvanize support from citizens who are dealing with these issues every day as well as the broader public at large, as it will take all of us to bring about meaningful and lasting change.
- The WAITING FOR "SUPERMAN" Social Action Campaign is using the film to elevate a national conversation about the urgent need for changes in public education. There are four key initiatives on which the social action efforts are focused — each has an online and social media strategy that will offer specific engagement opportunities at waitingforsuperman.com/action:
 - 1 Celebrate Great Teachers
 - 2 Ensure World Class Standards
 - 3 Encourage More Great Schools
 - 4 Raise Literacy Rates
- As a parent, educator, concerned citizen, corporate leader, education-focused or faith-based organization, each of you represents an important part of the conversation about public education in your community.

We hope you will find that the important conversations sparked by this film are vital to the overall debate about solving our crisis in public education and make it clear that it will take all of us working together to ensure that our children are prepared for high school and beyond. Our goal is to mobilize parents, teachers, students, activists, stakeholders, and especially the interested public at large to see the movie and call on policy makers, opinion influencers, and community leaders to examine actions that ensure every child gets a great education.

Please go to waitingforsuperman.com/action to take action and engage in our local campaigns.

SAMPLE DISCUSSION QUESTIONS

COMMUNITY

- What issues in the film are relevant to what is happening in our community? In our schools?
- What are some of the barriers for ensuring that all children in our community receive a high quality education?
- What are some examples of contributions towards improving education in our community?
- What do you believe should be our priority when it comes to improving education in our community/state? Who is responsible for making that happen?
- What role does the business community play in supporting our public education system?

THE FILM

- What did you learn from watching the film that you didn't know before?
- What questions would you ask the filmmakers?
- Several major stories are presented in the film: the history of public education in America, and the stories of individual children and families striving for the best possible education. Which story or stories touched you the most?

ACTION

- From a teacher's perspective, what specific support and changes are needed to help teachers do their jobs as effectively as possible regardless of where they teach?
- How can we all collaborate towards better outcomes for all young people?
- What is the role of parents and parental involvement in improving public education? How can parents become more involved?
- What steps/actions/strategies are necessary to attract and retain great teachers in our schools?
- Now that we've all shared our thoughts and experiences, what actions can we all agree on to get our public schools where we want them to be?

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TAKE ACTION

DEMAND GREAT SCHOOLS

Ask your state and federal representatives to make education a top priority by supporting innovation and choice in our schools. Go to waitingforsuperman.com/action/page/innovativeschools.

GET LOCAL

You can't change education nationally without acting locally. Get involved in your city: mentor a child, volunteer at your neighborhood school, attend a school board meeting, and learn what other ways you can make a difference. Go to waitingforsuperman.com/action/get-local.

VOLUNTEER AND MENTOR

Helping a school helps your community. Find volunteer and mentoring opportunities using the maps powered by Bing on our local city pages. Check out what opportunities are available in your city by going to: waitingforsuperman.com/action/get-local.

SUPPORT A CLASSROOM

Did you know that on average a teacher spends over \$500 a year on school supplies? And that comes straight from their pocket. Help a teacher out by funding their classroom project at DonorsChoose.org.

GET INFORMED

You may have struggling schools right in your neighborhood and not even know it. Find local schools on GreatSchools.org, and see how they compare.

JOIN THE DEBATE

Everyone agrees that the U.S. public education system needs change, but the methods to do so are constantly debated. Voice your opinion at waitingforsuperman.com/action and facebook.com/waitingforsuperman.

MAKE YOUR VOICE HEARD

The biggest change begins with seemingly small steps. Write your representatives in Congress and let them know how you feel. Following is a letter you can use, or write your own. To find your representatives go to contactingthecongress.org.

Dear _____:

Our schools are failing our children, resulting in a staggering cost to all Americans and our future. Our children deserve a world-class education equipping them to compete in the global economy. We cannot fix our economy without fixing our schools. That is why education reform must be a priority of the 112th Congress.

I urge you to do your part to make education a top priority and take bold action by enabling states and districts to:

- **CREATE AN ENVIRONMENT OF EXCELLENCE:** By turning around or closing failing schools, and making successful schools a model for the rest to follow, every child can attend a school that will prepare him or her for success in college and the workforce.
- **GIVE PARENTS MEANINGFUL CHOICES:** When traditional schools fail, parents should have a choice of where to send their kids — whether it's a better-performing traditional public school or a charter school that possesses creative solutions to our education problems.
- **SUPPORT GREAT TEACHERS:** Ensure there's a great teacher in every classroom by giving them the resources and training they need to do their job well. Reward them for results, such as improvements in student achievement.

This year, this Congress has an opportunity to continue implementing real reform to prepare our children for the demands of a 21st century economy. I look forward to hearing what you are doing to improve our schools.

Sincerely,

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TELL US WHAT YOU THINK

Thank you for hosting a house party. Now we want to hear from you. Complete this form and send it back to us and we will send you a complimentary copy of our New York Times' Bestselling companion book **WAITING FOR "SUPERMAN": How We Can Save America's Failing Public Schools**, with excerpts from Davis Guggenheim, Bill Gates, Randi Weingarten, Michelle Rhee and more.

I hosted my screening in this city and state: _____

I had _____ people at my home to watch WAITING FOR "SUPERMAN"

As a group, we accomplished the following:

- Sent letters to the decision-makers in our state, telling them to support great education
- Adopted a classroom project on DonorsChoose.org
- Discussed the problems with education in our city and school district
- Agreed to volunteer our resources at _____
(For helpful hints, go to waitingforsuperman.com/action)
- Other action (describe): _____

I am a:

- Parent
- Student
- Teacher
- Other: _____

Name: _____

Address: _____

Send completed forms to: Carol Boehm
Fax: (310) 550-5106
Email: education@participantmedia.com