



Community Engagement Tool Kit



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SCREENING GUIDE AND EVENT OBJECTIVES

Community engagement events have the power to drive discussions around influential topics highlighted within documentaries, short stories or topical programs like *After Action*. Veterans returning to civilian life are learning how to adapt back into their “normal” routines – many after traumatic experiences that have changed their lives forever.

The overall goal for *After Action* community engagement events is to bring awareness to the adjustments and struggles that veterans and their families experience day-to-day when returning home, after action with the hope to promote and provide helpful tools for families and friends to better communicate with the veterans in their lives.

Additional event objectives include:

- To build veteran community trust and confidence through effective conversations with the non-veteran community.
- To convey the veteran community’s culture, values, issues, and priorities.
- To optimize community support by highlighting regional, veteran-based programs.
- To bring awareness to veterans dying by suicide and provide resources for suicide prevention and mental health awareness.

EPISODIC GOALS

EPISODE 1

To demonstrate that combat disabilities may be seen and/or unseen, while also showing that disabled does not mean unable.

EPISODE 2

To highlight the conditioning every veteran undergoes so the non-veteran community can better appreciate every veteran’s way of thinking.

EPISODE 3

To provide insight into what it means to be an American, whether by birthright or through military service.

EPISODE 4

To validate women’s military service by highlighting their historic roles and the challenges they faced.

EPISODE 5

To express the importance of military justice reformation through the sharing of military sexual trauma survivor stories.

EPISODE 6

To reveal the myriad of ways animals provide therapeutic support for veterans.

EPISODE 7

To explain the complex challenges veterans face when transitioning back to civilian life after service.

A list of possible discussion questions is below.

Please feel free to adapt this to your own moderator's and/or panelist preference.

Overall panel/audience recognition:

1. Recognize all in attendance that are veterans.
2. Recognize all in attendance that are family members of veterans.
3. Ask each veteran panelist to give an overview of their military branch, dates, and locations of service.

Please reference the episode of your screening below for additional questions.

EPISODE 1: ALL GAVE SOME

1. What do you feel is the most common misconception about disabled veterans?
2. What is the most egregious act or comment you've heard from a non-veteran and how did it impact you?
3. What should employers be aware of when considering hiring, or not hiring, combat veterans?
4. Do you feel your community adequately supports you and your recovery?
 - a. If no, how do you feel they can improve?
 - b. If yes, what are they doing right?
5. What would you like people to know about you?
6. How would you like people to address you?
7. Is there any question you feel is "off the table" when people engage you about your service?
8. What do you recommend to family and loved ones who are struggling to reconnect with their veterans?
9. Why are veterans reluctant to share their stories with non-veterans?
 - a. How can communication be improved?

EPISODE 2 : INDOC

1. What was so transformative about basic training?
2. Is there anything particular that's stuck with you from your time in basic training?
3. Do you feel the conditioning you underwent during basic training can be undone?
 - a. If yes, how?
 - b. In no, why not?
4. What sets apart a veteran from those who haven't served?
5. Do you feel your service makes you more equipped for the rigors and stressors of professional life?
 - a. If yes, how?
6. What is your best memory from basic training?
7. How do you feel basic training impacted or changed you?

EPISODE 3: PLEDGE OF ALLEGIANCE

1. What was your path to service?
 2. What does it mean to be an American citizen?
 3. As a first generation American, do you ever feel overlooked as a veteran?
 - a. If yes, how do you cope with prejudice?
 - b. If yes, how do you educate those who do not know you're a veteran?
 4. What should people know about the deportation of American veterans and the US policies that enable the deportation of veterans?
 5. Why are some veterans not naturalized during service?
 6. What is the common reason for the deportation of unnaturalized veterans?
 - a. Is there a mental health element involved, or a failure in the system to support struggling veterans, that may have led to the criminal activity that ultimately led to deportation?
 7. What can people do to help repatriate those who've honorably served the US and have been deported?
 8. Would you recommend military service to other immigrants?
 - a. If yes, why?
 - b. If no, why not?
3. Do you every feel overlooked as a veteran?
 - a. If yes, how do you cope with prejudice?
 - b. If yes, how do you educate those who do not know you're a veteran?
 4. What do you feel can be done to improve awareness regarding women veterans?
 5. How important is the representation of women in the military?
 6. What is the biggest hurdle you faced as a woman in service?
 7. How important was it to have male allies in the military?

EPISODE 5: HER SILENCE

1. What is MST?
 - a. Did you report your MST?
 - i. Why or why not?
 - ii. Did the command take your accusation seriously?
 - iii. Was your perpetrator brought to justice?
 - b. How has your MST experienced impacted you?
 - c. How have you, or how are you, coping?
2. What is it about the military community that makes everyone believe it's the safest place to work and live?
3. When you chose to join the service, did you believe you would be protected and safe?
 - a. How did the system support or fail you in the wake of your MST?
 - b. What needs to be changed to better support MST survivors?
 - c. What therapies have you found most beneficial?
4. Is this the first time you've shared you story?
 - a. Given the private, sensitive nature of MST, how can those around MST survivors be better aware of a veteran's status without overstepping?

EPISODE 4: GLASS CEILING

1. What was behind your decision to join the service?
2. As a woman, were there any specific challenges you faced that your male counterparts did not?
 - a. How has that shaped who you are today?

b. Is there a delicate way of discussing MST with a survivor?

5. How can the non-veteran community better support MST survivors?
6. What can the non-veteran community glean from the military's struggles to combat MST within its organization?
7. Do you feel the Vanessa Guillen Act goes far enough in its military justice system reformation?
8. What recommendations if any would you give to parents whose sons and daughters are considering enlistment?

EPISODE 6: MIND, BODY AND SPIRIT ANIMALS

1. What, when, why and how did you choose military service?
2. Was there one specific event that changed your life?
 - a. Explain how it impacted you physically or emotionally or both.
3. When did you recognize you needed help?
 - a. Was it you, or someone around you, who identified the need?
4. Did you turn to animals right away, or did you try other therapies before turning to animal-based therapy?
5. What makes animal therapy superior to other therapies in your opinion?
6. How can others seek support through animal-based therapies?
7. What should the general public know about service dogs and handlers?
 - a. Are there specific challenges you face when in public?
 - b. How can your community better support you and your service dog?

EPISODE 7: TAPS

1. Can you tell me about the months, weeks and days leading up to your separation from service?
 - a. What were your biggest fears?
 - b. Did the military offer any guidance?
 - c. What was your mental state at the time of transition?
 - d. How did your family cope and prepare?
2. Did you feel you were adequately supported during your transition by the VA?
 - a. If yes, what went right?
 - b. If no, what went wrong and how do you feel it can be improved?
3. Did you go directly into the civilian workforce?
 - a. If yes, how was the job-hunt and did you face any prejudices with those doing the hiring?
 - i. How did you find working with non-military people?
 - ii. How do you feel you were received by non-military people?
 - b. If no, what did you do in the time directly after service?
 - i. Did you struggle emotionally and/or occupationally?
4. What can non-military people do to help ease service members' transitions?
5. How can the military and the VA improve their support?
6. Do you feel military veterans are an asset to society?
 - a. If yes, how?
 - b. What are some of the unique challenges that veterans may bring to a workplace dynamic?



EVENT FORMAT AND SCREENER LINKS



The recommended event format is to do a 30-minute panel discussion after the screening airs, inviting local veterans and/or talent from the series to appear on the panel. Please refer to the included discussion questions for prompts.

Episodic links will be sent via PBS prior to your event. The date of your event will determine which episode is available to screen. Only Episode 1 has a 30-minute screener option; the rest are full episodes.

January 2-8 EPISODE 1: ALL GAVE SOME

- [30 minute screener](#)
- Full Episode • [Promo](#)

January 9-15 EPISODE 2: INDOC

- Full Episode
- Promo

January 16-22 EPISODE 3: PLEDGE OF ALLEGIANCE

- Full Episode
- Promo

January 23-29 EPISODE 4: GLASS CEILING

- Full Episode
- Promo

**January 30-
February 5** EPISODE 5: HER SILENCE

- Full Episode
- Promo

February 6-12 EPISODE 6: MIND, BODY AND SPIRIT ANIMALS

- Full Episode
- Promo

February 13-19 EPISODE 7: TAPS

- Full Episode
- Promo

Post-series airing events: All episodes/screeners are available

AVAILABLE FOR DOWNLOAD

- » [Press Release](#)
- » [Talent Request Forms](#)
- » [Vertical Poster](#)
- » [Digital Flyer](#)
- » [Sample Event Intro and Close](#)
- » [Feedback Forms](#)
- » [Print Quality Episodic Photos](#)

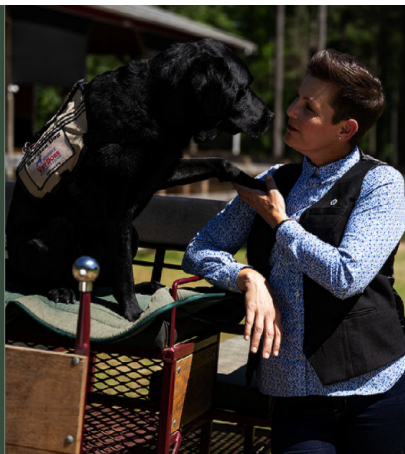
PROMOTION KIT

- » [Film description • Episode Guide Veteran Biographies • Brand & Style Guide • Funding • Photography](#)

SOCIAL MEDIA POSTS

Medium Captions: Hosted by Air Force combat veteran Stacy Pearsall, After Action reveals the experiences of 21 diverse veterans from across the country. Conversations about life before, during and after action provide a deeper appreciation for those who've served.

Short Captions: Conversations with veterans reveal what life is like before, during and after action.



GLOSSARY

1 Bullet Catcher or Bang-Bang	Slang for an Army infantryman whose MOS is 11B
155 Round	An M107 155 mm high explosive ammunition
30th AG Reception	Receives, processes, and ships newly arrived Army soldiers to training
40 Mike-Mike	Refers to the M203 grenade launcher, usually mounted under an M-16 or similar weapon
50 Cal	Refers to the 50 BMG, the technical designation of the caliber; stands for Browning machine gun
75E	A personnel actions specialist for service members and military dependents
AG	Attorney General
Active Guard and Reserve	National Guard and Reserve members who are on voluntary active duty providing full-time support to National Guard, Reserve, and Active Component organizations for the purpose of organizing, administering, recruiting, instructing, or training the Reserve Components.
Agent Orange	An herbicide mixture used by the US military during the Vietnam War, containing a dangerous chemical contaminant called dioxin
AIT	Advanced Individual Training, which is a school to teach soldiers technical skills for their specific Army jobs
Alpha Charlie	Slang for the military alphabet used to represent “ass chewing.” Defines getting verbally reprimanded.
AOR	Area of responsibility
ASVAB	Armed services vocation aptitude battery - measures developed abilities and helps predict future academic and occupational success
Ate-Up	A service member who follows regulations so closely that they disregard the context of the situation. Conversely, it may describe a service member who doesn't understand regulations at all.
Ambush	Carrying out a surprise attack on an enemy that passes a concealed position
B Billet	Any duties that a Marine is assigned outside of his or her occupational field
Band-Aid	Vietnam-era term for a medic
Bang-bang	Army term describing a pistol or rifle
Basic	Short for Basic Training which encompasses the initial training for enlisted recruits
Battalion	A large body of troops ready for battle, especially an infantry unit forming part of a brigade typically commanded by a Lieutenant Colonel

Behavioral Health	A military term that encompasses psychological, physical, and spiritual well-being
Bird	Slang for a helicopter
Black on ammo (or fuel, food)	A common phrase denoting a particular resource is gone
Blowed up	A term used by service members as a state of being hit by an IED
Buddy Program	The buddy enlistment option that guarantees recruits will attend basic combat and advanced individual training together, then will be assigned at the same first duty station after graduation
Burn Pits	Used until the mid-2010s as a common method of waste disposal on military bases that often resulted in toxic smoke from rubber and plastic
Cadence	A traditional call-and-response work song sung by military personnel while running or marching
Chest Candy	Slang for ribbons and medals worn on a uniform. Can be insulting or applauding.
Comics	A term used to describe maps presented by military intelligence. The term is fairly derogatory in nature as a slight against the accuracy of the maps. It also refers to the brightly colored layouts and symbols usually included.
Crucible	A 54-hour final challenge in Marine recruit training that validates the preceding physical, mental, and moral training
Demilitarized Zone	A specific area in which any type of military force—including but not limited to personnel, hardware, and infrastructure—are banned
DEP	Delayed Entry Program
Deep Selected	Selected in advance to fill a position at a future date
DICK	Defensive infantry commie killer
DoD	Department of Defense
Dust-off	A medical evacuation by helicopter
E1/E2	“E” stands for enlisted and the number following the “E” denotes the grade, or level, of rank
Embed	When a reporter stays with the military in order to conduct journalistic business. They typically are provided with security and basic necessities provided by the unit they are embedded with.
EO	Equal Opportunity, a policy stating that military branches will provide equal opportunity and fair treatment of military personnel, family members, and DoD civilians without regard to race, color, religion, gender, or national origin and provide an environment free of sexual harassment

Fast Mover	Slang for a jet fighter. Aptly named due to the rapidity of a jet fighter's movement.
First Light	The time of nautical twilight when the sun is 12 degrees below the horizon
Fitty	Slang for an M2 .50 caliber machine gun
Force Projection	The ability of a nation-state to extend military force beyond their borders
FO	A forward observer, who is responsible for directing artillery and mortar fire onto a target
FOB	Forward Operating Base
Foxhole	A hole in the ground used by troops as a shelter against enemy fire or as a firing point
FTX	Field training exercise
GI Bill	A bill that provides educational assistance to service members, veterans, and dependents
Groundhog Day	A term originating from the titular movie that refers to deployments that seem to proceed in the exact same way despite attempts to change them
Guerrilla Tactics	Attacking the enemy and the subsequent breaking off of contact and retreating; also referred to as "hit-and-run tactics"
Gun	A term for a mortar or artillery piece. Must never be used within the military to describe a pistol or rifle.
Gunner	A service member who operates a crew-served weapon, such as a piece of artillery or ship's cannon
Hardened Site	A structure usually built under rock or concrete designed to withstand conventional, nuclear, biological, and chemical attack
HBIED	House-borne improvised explosive device, which is when an entire house is rigged to detonate and collapse after a squad has entered it
Hell Week	A period of rough initiation during boot camp
Helo	Short-hand term for a helicopter
High Speed	An individual who is highly motivated and at or near peak efficacy. Can be used sarcastically
Hit the Rack	Slang for "go to bed"
House to House	A feature of urban warfare known for being especially dangerous due to the close quarters nature of the engagements
HUMVEE	High mobility multipurpose wheeled vehicle
IED	Improvised explosive device

Inactive Status	Members of the Reserves who are unable to train for points or receive pay and cannot be considered for promotion
Jesus Slippers	Slang for military-issued shower footwear
Joe	Army term for a soldier. Shortened from G.I. Joe.
Joint Operation Planning	All types of planning involving joint military forces regarding military operations, including, but not limited to, mobilization, deployment, and sustainment
KIA	Killed in action
Kinetic	Slang adjective meaning violent
Klicks	Kilometers
Linguist	In charge of translating documents and communications in the local language
MASH	Mobile army surgical hospital
MEDEVAC	The tactical medical evacuation of wounded from the field of battle by air, bringing them to a higher level of medical care and treatment; Ex: from a forward field location or a forward aid station to a combat support hospital, forward surgical team, or other treatment facility able to provide significant stabilizing care or definitive treatment to the injured.
Meat Wagon	Slang for an ambulance or any other medical emergency vehicle
Mikes	Slang for minutes
Military Police	Uniformed law enforcement
MiTT	Military transition team
MOS	Military Occupational Specialty, a nine-character code used in the United States Army and United States Marines to identify a specific job. In the U.S. Air Force, a system of Air Force Specialty Codes (AFSC) is used. In the United States Navy, a system of naval ratings and designators is used along with Navy Enlisted Classification (NEC) system.
MST	Military sexual trauma
MRAP	Mine resistant ambush protection vehicle
Mustang	A term referring to any officer who was promoted from the enlisted ranks. Can be used respectfully or pejoratively.
NCIS	Naval Criminal Investigative Services
NCO	Non-commissioned officer
OCS	Officer Candidate School
OEF	Operation Enduring Freedom

OIF	Operation Iraqi Freedom
OJT	On the job training
OSI	Air Force Office of Special Investigations. Their mission is to identify, exploit, and neutralize criminal, terrorist, and intelligence threats to the Air Force, Department of Defense, and U.S. Government.
PCS	Permanent change of station
PFC	Private First Class, a junior enlisted rank
FOB	Forward Operating Base
Pick-Up	The first official training day for Marine recruits
Pill Pusher	A U.S. Navy term for a hospital corpsman
PLDC	Primary Leadership Development Course
PTSD	Post Traumatic Stress Disorder
PT	Physical training
PT Test:	An exam to ensure officers and enlisted service members can meet fitness standards
Put Out	To be dropped from basic training
R&R	Rest and recuperation, or rest and relaxation
Recon	An abbreviation for reconnaissance
SAW	M249 squad automatic weapon
Selective Service	A system under which individuals are called up for military service (drafted)
Slick Sleeve	Service members who have not yet earned a rank that requires decoration on the sleeves
Smoke or Smoking	Punishing a service member with excessive physical work due to a minor infraction
Soup Sandwich	Used to describe an individual, object, situation, or mission that has gone horribly wrong. The thrust of the term's meaning derives from the fact that it is incredibly difficult, some would say impossible, to make a sandwich out of soup.
SOP	Standard operation procedure
Stack	A formation used when an assault team forms a single file line along the entrance to a house or room where they believe a threat is located

Sunni Triangle	A densely populated region of Iraq, northwest of Baghdad
Taking Fire	Slang for someone shooting at you
TDY	Temporary duty, which refers to a United States Government employee travel assignment at a location other than the employee's permanent duty station. They are usually of relatively short duration, typically from two days to two months in length. Not all agencies use this designation. A temporary duty assignment can be to any location, be it 50 or 5,000 miles away, but they are all less than one year in duration.
TI	Training Instructor
Tracers	Bullets or cannon-caliber projectiles that are built with small pyrotechnic charges in their base
UCMJ	Uniform Code of Military Justice, which is an act of Congress setting forth laws that govern the conduct of the Armed Forces of the United States.
Unit Identification Code	An alphanumeric, six-character string that identifies all active, reserve, and guard units of the United States military
VA	Department of Veterans Affairs
Voluntold	An assignment that is technically voluntary but understood to be mandatory
VSO	Veteran Service Officer
Weapons of Mass Destruction	Weapons that can cause destruction or death beyond the ability of conventional weapons. These typically are nuclear, biological, chemical, radiological, or high-yield explosive in nature. This definition does not include the vehicle, or transportation method, of delivering the weapon.
WIA	Wounded in action
Zone of Action	Smaller sections of a larger area. Typically, these are under the purview of a tactical unit, usually during an offensive maneuver.
Zoomie	A term used by non-flying service members for anyone who operates a flying vehicle



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ACTION**