

FILM PROGRAMS WITH  
***THE VIETNAM WAR***

A Film by Ken Burns and Lynn Novick



**THE VIETNAM WAR**

A FILM BY KEN BURNS & LYNN NOVICK



PBS

#VietnamWarPBS



# ABOUT THE FILM

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Ken Burns and Lynn Novick's ten-part, 18-hour documentary series, **THE VIETNAM WAR**, tells the epic story of one of the most consequential, divisive, and controversial events in American history as it has never before been told on film. Visceral and immersive, the series explores the human dimensions of the war through revelatory testimony of nearly 80 witnesses from all sides -- Americans who fought in the war and others who opposed it, as well as combatants and civilians from North and South Vietnam.

**THE VIETNAM WAR** is a production of Florentine Films and WETA, Washington D.C. Directed by Ken Burns and Lynn Novick. Written by Geoffrey C. Ward. Produced by Sarah Botstein, Lynn Novick and Ken Burns.



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# OVER-ARCHING GOALS

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- To initiate a wide-ranging civil discourse around one of the most divisive and polarizing topics in American history
- To challenge our audience to look at the Vietnam War in a new light
- To further the public's knowledge, discussion, and understanding of this immense and captivating period in our history



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# ENGAGEMENT GOALS

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- **Expand audience reach** by maximizing strategic partnerships and resources
- **Engage diverse perspectives** by using the topic and subject of the film to drive thoughtful dialogue across cultures and generations and by including servicemen/women, families, activists, protestors, civilians, and leadership from all sides
- **Create new models of engagement** by designing innovative and creative ways to bring in new audiences
- **Foster service and meaning** by using the context of the Vietnam War to discuss the role of citizenship and service, both then and now



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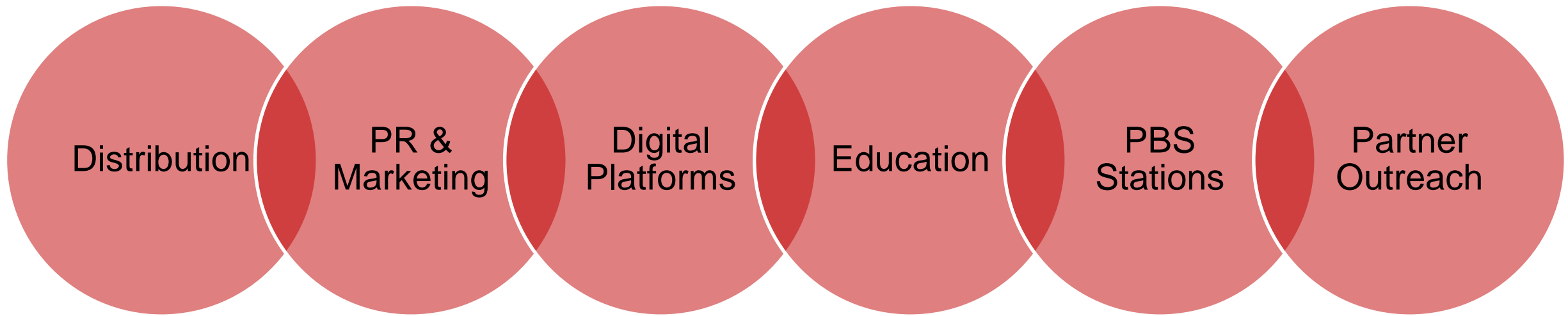
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# ENGAGEMENT

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Engagement around THE VIETNAM WAR is a **multi-dimensional effort**



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# DISTRIBUTION

## Broadcast *(check local listings)*

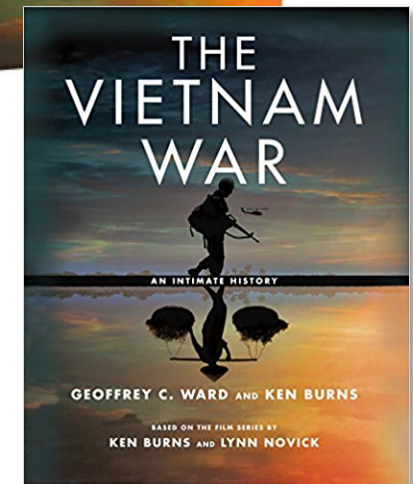
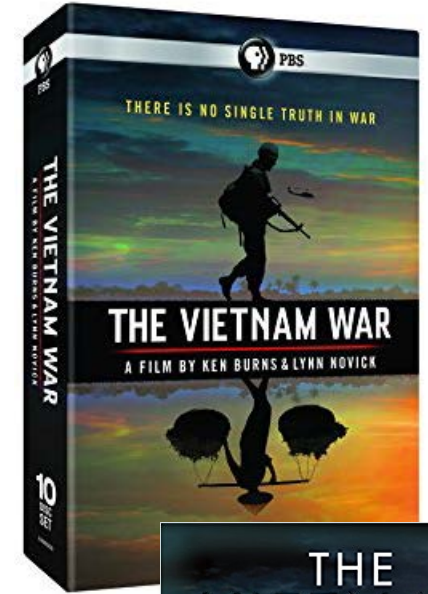
- Premieres on Sunday, September 17
- First five episodes will air nightly from 9/17 through 9/21;
- Last five episodes will air nightly from 9/24 through 9/28
- Weekly series airs beginning Tuesday, October 3

## Products

- DVD; Blu-Ray; Digital; Companion book; Soundtrack

## Distribution

- Station pledge; Retail; Education; Partnerships



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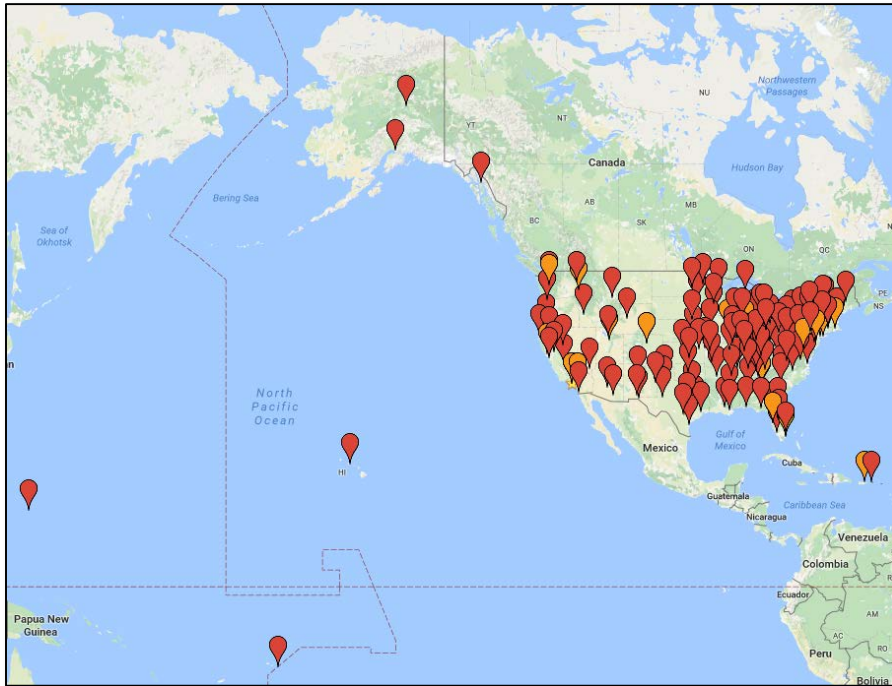


# PBS STATIONS

**350 PBS Member stations** – serving all 50 states, Puerto Rico, the U.S. Virgin Islands, Guam and American Samoa

Events, supplemental film productions, education materials, and interactive online content play a key role in engagement and building impact around the film

**Over 100 stations** are leading community engagement efforts for the film



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# PARTNER OUTREACH

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The breadth of this project requires multitudinal levels of engagement and outreach. Extensive outreach for *THE VIETNAM WAR* is essential to building engagement and maximizing the impact of the film.

To date, local PBS Stations have partnered with over **250** local organizations including many **public libraries**



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# PARTNERSHIP OPPORTUNITIES

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Partnership efforts between public libraries and PBS stations can bring together diverse audiences and include various perspectives that will drive thoughtful dialogue across cultures, generations, and new audiences.

In this way, we invite public libraries to connect with their local PBS station and engage their local community in the following ways:

- Book clubs
- Discussion groups
- Screening events
- Lending event space
- Participating in community outreach events, festivals and fairs
- Attending school open-houses
- Providing panelists & subject experts



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# WHAT THIS MEANS FOR LIBRARIES

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ALA and WETA are working together to create relevant content, resources and programming support opportunities for public libraries across the United States.



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# PROGRAM IDEAS

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## Key themes:

- Colonialism, imperialism, nationalism and the Cold War
- The nature of leadership
- Military history
- Propaganda, truth and creation of media
- Diversity, class, and ethnicity
- The changing American cultural landscape
- Religion, ethics and morality



Unknown/Doug Niven



National Archives



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# PROGRAM IDEAS



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# OPPORTUNITY FOR PUBLIC LIBRARIES

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Fifty public libraries will receive:

- The full, 10-part documentary series on DVD, with public performance rights
- A programming guide developed by ALA, WETA and a panel of librarian advisors
- Promotional materials
- Opportunities for partnership with local PBS station(s)
- And more

Go to [apply.ala.org/TheVietnamWar](http://apply.ala.org/TheVietnamWar)  
Deadline is August 1, 2017



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# QUESTIONS?

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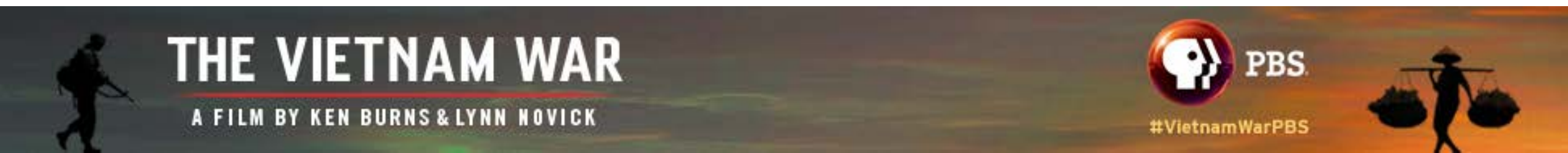
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APPLY BY AUGUST 1  
TO BRING THE FILM TO YOUR LIBRARY.


[APPLY.ALA.ORG/THEVIETNAMWAR](http://APPLY.ALA.ORG/THEVIETNAMWAR)

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[#VietnamWarPBS](https://www.pbs.org/shows/the-vietnam-war)