FILM SCREENING & TECHNOLOGY GUIDE

STEP 1: OUTREACH - 2-3 WEEKS BEFORE

☐ DETERMINE YOUR TARGET AUDIENCE

A film screening is a great opportunity to engage current members as well as to attract a broader audience to your organization or faith community. Think of ways you can invite both your list and members of the larger community.

☐ CREATE & EXECUTE OUTREACH PLAN

Make use of press and social media. Part of your outreach will be forming a community prior to the event. The use of press and social media will be about building excitement, sharing specific information, and providing clear details of the event. Brave New Films can provide you with sample flyer templates you can use to advertise online and in physical spaces.

STEP 2: FINAL PREP - 1 WEEK BEFORE

☐ ENCOURAGE YOUR GUESTS TO REGISTER AND CONFIRM

When you register for your screening, Brave New Films will email you a link to your screening event, where guests can RSVP. Utilize the RSVP tool—this will help you increase your outreach.

☐ DETERMINE YOUR ACTIONS

What actions are you going to encourage your guests to take after the films? Is there a current bill in your state legislature that folks should contact elected officials about? Is there a petition going around your community? Connect to local groups to ask what actions are the most helpful. Our accompanying film reflection guides also include lists of organizations and movements to support and actions to take.

☐ CHECK TECHNOLOGY

Make sure that the films are downloaded or that you have contacted Brave New Films for a DVD at least two weeks prior to your event. Make sure all of your guests will have a seat and are able to see the screen. Arrange to have a sign-in table.
**STEP 3: SCREENING DAY**

### WELCOME AND INTRODUCTIONS

As your guests arrive, welcome them to the screening and get them to sign-in with name, email, phone, and zip code so you can connect them to action items and the audience survey.

### PRESENT THE ISSUE

Once everyone is comfortable, you can talk about the importance of the issue and why a film screening is a powerful tool for change. Give the audience a content warning if the film has gunshots, violence, or other potentially triggering material. Inform the audience that there will be a discussion immediately following the film or if you will have special guests or a panel speaking.

### SCREEN THE FILMS

Taking notes during the films might be helpful, since they present detailed facts about the issue.

### DISCUSSION

Use the prepared discussion questions to get the conversation started. If you have special guests or a panel, introduce them and open up the floor for questions.

Come to a conclusion or final thoughts. Encourage the audience to stay after and discuss their ideas longer if the room is available. Remind the audience to complete the required audience feedback survey either on paper or share the online link.

### THANK YOUR ATTENDEES

The day after the screening, send a thank you email to your guests. Ask people to take the audience feedback survey online (if they haven't already), follow Brave New Films on Twitter and Instagram, like us on Facebook, and encourage guests to share their experience with the film on social media.

### TELL US ABOUT YOUR SCREENING

Send us an email to let us know how your screening went! Make sure to complete the host feedback survey, which includes more detailed questions. If you collected physical surveys please mail them to us. If you or an audience member took photographs of your screening, please email them to us if possible.
TECHNOLOGY TIPS

STEP 1: CHECK YOUR EMAIL!
CHECK YOUR CONFIRMATION EMAIL FOR A DOWNLOADABLE LINK TO THE FILM

STEP 2: DOWNLOAD!
CLICK THE "DOWNLOAD" BUTTON LOCATED BELOW THE FILM TITLE

STEP 3: SELECT RESOLUTION!
SELECT 720P OR 1080P FOR THE BEST SCREEN RESOLUTION. WE RECOMMEND 1080P FOR LARGE FORMAT SCREENS

STEP 4: SAVE THE VIDEO!
SAVE THE VIDEO TO ANY FOLDER ON YOUR COMPUTER. JUST MAKE SURE YOU REMEMBER WHERE IT IS!

ADDITIONAL CONNECTIVITY TIPS

HDMI CABLE
If you are using a PC or a newer Mac, the computer may have an HDMI port, so you can use an HDMI to HDMI cable. If you are using an older Mac, you may need to purchase an HDMI to Thunderbolt, or HDMI to MiniDisplayPort adapter or cable. To find out more on how to use your TV as a display with your Mac, follow this link.

APPLE TV
If you have an Apple TV and a Mac, you can play the movie from your Mac wirelessly to the Apple TV via Airplay or by using your TV as a display. Follow these directions beforehand to make sure it will be a good viewing experience.

GOOGLE CHROMECAST
If you have a Google Chromecast, it is similar to an Apple TV in that it relies on Wifi to play content wirelessly from your computer to your TV. Follow these steps to ensure you can play the movie from your Mac or PC via Google Chromecast. Note that when using this method you will have to use the “cast entire screen” option.

WE'RE HERE FOR YOU
If you have any questions, please don't hesitate to contact your Brave New Films point person. Testing your DVD and/or internet connection at the screening location and previewing the film are all great steps to take to make sure your screening runs smoothly!
FACILITATION TIPS
SET SHARED AGREEMENTS AND EXPECTATIONS

It’s important that everyone is on the same page when discussing difficult topics. If you have a smaller group, brainstorm some ground rules together that everyone agrees on so the space feels as safe as possible for everyone. Some examples include:

- Practice active listening.
- Do not interrupt others (one person speaks at a time).
- Use "I" statements (speak from your own experience).
- Be present. Turn off mobile phones and other distractions.
- Participate if you haven't already & give others space to share if you've spoken a few times.
- Acknowledge the difference between intent and impact. The intent and the impact of our words and/or actions are two separate things, and everyone should take responsibility for their impact on others, regardless of good intentions.

It’s also great practice to have everyone introduce themselves and share their preferred pronouns before setting expectations. You can also provide name tags and instruct people to write their preferred pronouns below their names.

KEEP TRACK OF TIME
Offer periodic time checks when needed. Prevent ramblings and tangents by helping to keep the group conversation on topic and relevant.

REMEMBER THE FACILITATOR’S ROLE
Your role is to facilitate the conversation - not to dominate the space. Make sure you work as a guide to move the conversation forward and to set the tone for a respectful, inclusive, and transformative space.

TO VIEW OUR CURRENT FILM OFFERINGS & FOR MORE INFORMATION VISIT US AT BRAVENEWFILMS.ORG

[@BRAVENEWFILMS] [BRAVENEWFILMS] [BRAVENEWFILMS]