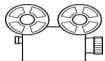
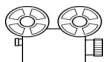




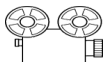
Tips for a successful Screening



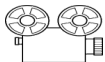
Set your eye on the prize: Download (from <http://shadowsofliberty.org/home/host-a-screening>) and fill out the Screening Questionnaire and Screening Budget Guide to set goals and establish parameters for your screening. If you would like assistance or feedback, send your completed questionnaire to Debra at Debra@docfactory.org



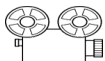
Settle on a date and time: Be sure to check that your event doesn't conflict with other events that would draw a similar audience, and be conscientious of standing meetings, religious holidays, major sporting events etc. that could prohibit your target audience from attending.



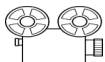
Secure your venue: Hopefully you can find a place that is welcoming to a diverse audience and can accommodate people with disabilities, and the elderly. Make sure all the costs are fully disclosed in a contract and that you and the vendor are clear on who will be providing what as far as sound equipment, chairs, etc.



Build your team: Reach out to organizations and/or individuals that work on media related issues or do work that is affected by media (that's pretty much every cause), community leaders, media experts, or other notables to see if they are interested in co-sponsoring the screening and/or participating in your post-film programming as panelist, guest speakers or the Master of Ceremonies.



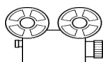
Buy the film: Make sure you purchase the appropriate screening license from Bullfrog Films. If you haven't bought your license yet you can do it from this link: http://shadowsofliberty.bullfrogcommunities.com/sol_order_form



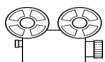
Check out the resources we created for you: Once you have purchased your license, you can download and/or print out the resources available through the Bullfrog Communities website:

http://shadowsofliberty.bullfrogcommunities.com/sol_resources

1. Download the official Shadows of Liberty poster with fill in the blanks for your screening information.
2. Download the Shadows of Liberty Discussion Guide which includes: • information about the film & filmmakers • ready to watch! screening guide • ready to talk! discussion guide • ready to act! handout



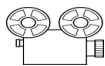
Spread the word!: You can also use the tools available on the Bullfrog Communities website to promote your screening. Just go to: http://shadowsofliberty.bullfrogcommunities.com/sol_screenings. We have also created invitation email templates that are available for your use and can be found on the Shadows of Liberty website: <http://shadowsofliberty.org/home/host-a-screening>



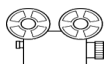
Get creative: In addition to the tools available through Bullfrog communities, consider good old fashioned flyers in public places and especially around the screening venue, creating a Facebook event, Tweeting about your screening and asking other to do the same, issuing press releases, sending an Evite, posting on local community calendars, and/or calling the people you most want to attend and help recruit attendees etc.



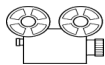
THREE TO TWO WEEKS BEFORE THE SCREENING



Recruit people power: Make sure you have sufficient volunteers to make the screening run as smoothly as possible. Some specific tasks you may want to have people help with are: Flyering around the community, hanging directional signs before the event, facility setup, Usher/ticket checker, ticket seller(s), sign-in list guardian or registration table attendant, lights person, photographer/videographer, speaker coordinator (make sure all the post screening participants have water and know the order in which they will speak etc.), microphone runner, food and drink setup and cleanup, merchandise and/or DVD sales table attendant, and thank you note writer.

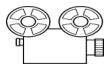


Get the food squared away: If you will be having food and/or drinks you are responsible for bringing, make sure everything has been ordered and confirm the time and location for the food drop off or pick up.



Practice makes perfect!: If possible, do a run-through with the venue to make sure the film works with their equipment etc. You will want to make sure the film can be heard and seen throughout the seating, and that you know where all the lights are.

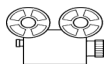
THE WEEK OF THE SCREENING



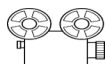
Make sure you have all your materials prepared and ready to go:



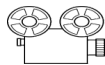
- You can't watch the film without the DVD so make sure you have it in hand! If you ordered any DVD's to sell, make sure you have those too!
- If you are charging admission for your event and doing ticket sales in house, and/or if you are selling Shadows of Liberty DVDs or other merchandise, make sure you have a system in place for taking money and tracking sales, and that you have a cash box with sufficient funds to provide change.
- Grab a clipboard or two for the Shadows of Liberty or your organization's sign-in sheets.
- If you will be using the discussion guide available on the Bullfrogcommunities.com website, and the Ready to Act handout, make sure you have them printed out and ready to go too.
- If you will be making a donation pitch, make sure you have your donation envelopes and plenty of pens.



Send a reminder to everyone participating in the screening with the address for the venue, the time they are expected to be there, the agenda for the event, parking information and info on what each person's role will be.



Do a final push for attendance via social media and your personal email or text messaging/phone list reminding people about the details of the screening and how they can get tickets.

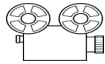


If you think folks might have trouble finding the venue, consider placing signs around the area pointing people in the right direction.

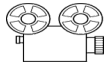




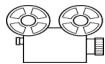
DURING THE SCREENING



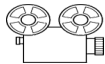
Welcome everyone and provide an overview of the agenda for the event. Highlight why the post film programming is not to be missed.



Pass around the sign-in sheets and remind people that they need to sign in if they would like to stay engaged with, or receive information from your organization and the Shadows of Liberty Action Team.

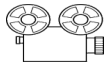


After you screen the film, and before your post film programming concludes, pass around the sign in sheets one more time reminding people to provide their contact info if they want to get involved with the fight for media reform.

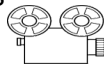


Before people leave, thank them for attending. If applicable, point them to where they can purchase your merchandise, a Shadows of Liberty DVD and/or learn more about your organization and other screening sponsors.

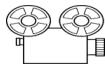
AFTER THE SCREENING



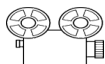
Please Email or mail a copy of your sign-in list to Debra at Debra@docfactory.org, along with your completed post event evaluation form (download from the Shadows of Liberty website: <http://shadowsofliberty.org/home/host-a-screening>), and any feedback you have for us regarding your experience with planning a screening.



Send thank you notes/make thank you calls (via good old fashioned snail mail, email, or whatever is most practical for you) to the people who made the event a success. These people might include organizations that helped co-sponsor your screening, the panelist or guest speakers, and the screening attendees of course. There are templates available for thank you notes on the resource page of the ShadowsofLiberty.org website.



Post your pictures on the Facebook event page and tag the Shadows of Liberty so we can add them to our Facebook page too! You can also email them to us if that is preferable.



Please remember we are here to help you make your screening a success. If you are confused or overwhelmed by any part of the planning process, let us lend you a hand! You can contact Debra anytime at 720-917-4900 or Debra@docfactory.org

THANK YOU FOR ORGANIZING A SCREENING AND FOR WORKING TOWARDS A MORE DEMOCRATIC AND TRUSTWORTHY MEDIA!