**Shadows of Liberty Screening Questionnaire**

**The purpose of this questionnaire is to help you think through various components of the screening that will contribute to the success of the event. It also will help us figure out how we can best support you, so please be sure to email this form to** [**Debra@docfactory.org**](mailto:Debra@docfactory.org) **once you have completed it to the best of your ability.**

1. **What do you hope to accomplish with your screening (please check all that apply)?**

\_\_\_ Raise the profile of your organization \_\_\_ Introduce your members to media related issues \_\_\_ Raise money for your organization \_\_\_ Generate support for public policy (local or national)

­\_\_\_ Launch or reinvigorate a campaign \_\_\_ Attract new members to your organization

\_\_\_ Start a media reform coalition/organization \_\_\_ Community building and/or cross-issue organizing

\_\_\_ Other (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Attendance Goal: How many people do you want to attend your screening? Min # \_\_\_\_\_ Max #\_\_\_\_\_**
2. **How do you plan to promote your screening (please check all that apply):**

\_\_\_ Hanging posters \_\_\_Distributing flyers \_\_\_Organization’s website \_\_\_Radio (PSA/interviews)

\_\_\_ Organization’s printed newsletter \_\_\_ Submitting press releases \_\_\_Community calendars

\_\_\_ Bullfrog Communities website \_\_\_Ad in newspaper or other publication (name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Other social media (please list) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other promotion strategies (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **If your screening is not free, how will you manage ticket sales?:** If you are charging admission for your screening, will you use the theatre’s box office, or an online ticket sales provider such as [TicketLeap](http://www.ticketleap.com) (*www.ticketleap.com)*, [EventBrite](http://www.eventbrite.com) (*www.eventbrite.com)*, and [Showclix](http://www.showclix.com) (*www.****showclix****.com)*, and/or will tickets only be available at the door?
2. **Please provide your ticket sale and/or promotional web links for us to add to our SOL website):**
3. **Do you have a venue in mind? Yes\_\_\_ No \_\_\_ If yes, what is it?**

\_\_\_ Movie Theatre \_\_\_ Church \_\_\_ Organization \_\_\_School auditorium \_\_\_Union Hall

\_\_\_Community/Civic/City Center \_\_\_Gallery or museum \_\_\_Warehouse or other business

\_\_\_Outdoor cinema \_\_\_Other (please share) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Will you be partnering with any other organizations or individuals to host the screening?** \_\_\_ Yes \_\_\_ No **If yes, who and what will their role be?**
2. **How will you engage people after the screening?** Some examples of post screening programming includes: providing an action that members of the audience can participate in (i.e. call their legislator, inspect the advertisement purchase records of a local mainstream media outlet, take it to the streets etc.), Q&A with a panel of local media experts, a group brainstorm around actions that can be taken to address issues raised in the film, doing a group power map of the local media landscape, presenting an award to a champion of media reform, audience popcorn/brainstorm on how people are impacted my mass media and/or what they do to fight or minimize the impact of mass media, or invite public officials to speak on their efforts to reform media.