

# TIPS FOR PUBLICISING YOUR SCREENING

To help you with getting publicity for your screening we have listed some tips below to get the most out of your event!

## CONTACTING YOUR LOCAL MEDIA

It is important to advertise your screening. Calling for the help of local media will increase your audience beyond friends, family and those who are already supporting the MND/ALS campaign.

- Call the news desks of your local newspapers, radio stations, television stations and online publications. In our experience it is much more effective to talk to someone on the phone before sending an email. They will get behind the project if they hear how passionate you are about it.
- ALWAYS immediately follow up your phone call with an email confirming what you have spoken about and offering written information.
- Remember to present the press with an engaging story and explain why this event is so unique. It works to show them that this campaign can appeal on different levels:
  - This campaign is about becoming part of a worldwide event in support of promoting awareness and to raise funds for MND/ALS research and care.
  - It is a unique screening experience, because all over the world people will be watching the same film on the same day.
  - Also make sure you mention that I AM BREATHING is an award-winning documentary which has shown at many well-known film festivals around the world. It won best documentary at RiverRun film festival in the US and it is nominated for the Audience Award at Edinburgh International Film Festival in June. The Edinburgh screening will be its UK premiere and Global Day is the launch of cinema screenings across the UK. This will get the press excited.
- If any of the journalists you contact would like to see a screener before writing a publication please contact us for details.
- You can send the attached document called 'Press Info' to your local press, which has all key information about the film and PR contacts.

- You can offer interviews with:  
Directors of I AM BREATHING – Emma Davie and Morag McKinnon  
SDI Producer – Sonja Henrici  
MND Association CEO – Sally Light (UK only)  
Yourselves

## HOW TO PROMOTE YOUR SCREENING

- 'You need to publish your event on our website. This places you on our map of worldwide screenings, and it means people can RSVP for your screening through us.
- 'Like' us on Facebook, share the page with your friends, and share as many of our posts as you want.

[www.facebook.com/IAmBreathingFilm](http://www.facebook.com/IAmBreathingFilm)

- We created a Facebook banner for you to use as your cover photo. You can also use this when setting up a Facebook event for your screening. Download it here:

<http://www.iambreathingfilm.com/media>

- When you're setting up a public Facebook event for your screening please let us know so we can sync RSVPs for your event listing on our website with your Facebook event.
- Share and embed the film's video player, which will also enable people elsewhere to host screenings where they are.

<http://www.iambreathingfilm.com/film>

- Follow us on Twitter, tweet about the film or our blog posts, and re-tweet our tweets. Use the hashtag #IAmBreathing in combination with #MND or #ALS.

[www.twitter.com/breathingfilm](http://www.twitter.com/breathingfilm)

- Try to find someone who is familiar with MND/ALS or palliative care to speak before or after your screening. People who might be interested are careworkers at your local hospice, your GP, medics, and even politicians. When you are contacting them you can also ask them to put up a poster with details of your screening or advertise your screening on their website. You can download posters here:

<http://www.iambreathingfilm.com/media>

- Have a panel discussion, Q&A session or guest speaker to talk before or after the film. For example, we can help to find someone in your region that is involved in a local organisation, or an MND/ALS researcher or clinician.
- Please make full use of the media section on our website. You will find downloads of promotional stills, our poster and our full press pack. Feel free to download, print and put up the poster for the film!

<http://www.iambreathingfilm.com/media>

- Since February this year we have been republishing Neil's blog 'The Plattitude'. He wrote this in the last few months of his life, and his wife Louise has been helping us republish it with her current reflections on each entry that he wrote. Please re-post it and feel free to use the writing to find your inspiration and to get to know Neil a little better. It is, after all, his campaign that we have taken on!

## PRESS CONTACT

Once you have contacted your local newspaper, radio or TV station and they have interest in a local feature or news story about the film please contact the I AM BREATHING press office below. The film's press team will set up press interviews and provide official information/stills and clips for the film.

### UK film publicity & Global Screening Day PR contact

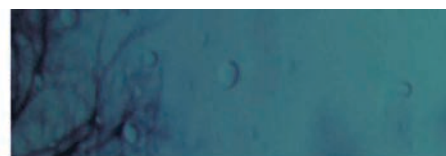
Alex Rowley alex.rowley@ar-pr.co.uk  
Megan Pryor megan.pryor@ar-pr.co.uk

### International media contact

Ben Kempas ben@scotdoc.com  
office +44 131 651 5760  
mobile +44 7901 910 598

[www.iambreathing.com/media](http://www.iambreathing.com/media)

*"If I am to turn this mild spring breeze of a campaign into the wind that uprooted trees and demolished houses, I am really going to need your help"* **Neil Platt**



MND/ALS GLOBAL AWARENESS DAY 21 JUNE

I AM BREATHING