



Community Screening Toolkit



ABOUT THIS TOOLKIT AND COMMUNITY SCREENINGS

This toolkit is designed to be used by community organizations, nonprofits, faith-based organizations and grassroots and youth groups that want to screen *Dirt! The Movie* in their communities in order to motivate, educate, and help raise awareness about the issues in the film.

We have tried to make this toolkit detailed and comprehensive to empower you to create the best event possible, and we realize that some sections will not be applicable in every case. For example, if you run a monthly screening series at a local church, you may decide that you don't need to do any media outreach because you have a regular audience that normally comes to your events. That's great! We are making suggestions, but you will have to decide what is best to reach and impact your audience.

Community screenings require a community-screening licensed DVD or one of our special "Community Screening Kits" that contain posters, postcards and stickers. For more details and to obtain a screening kit (if you don't have one already) visit www.DirtTheMovie.org. Our experience is that people normally want to buy DVDs after a screening! If you would like to buy more DVDs at a bulk rate to sell as a fundraiser for your organization, check out the E-Store on our website.

Dirt! The Movie Community Screening Kit: \$100

Kit includes: 1 DVD licensed for public viewing; 50 postcards, 3 mini-posters and 50 stickers.

Please choose from additional DVD multi-packs to sell at your event. Place order based upon your anticipated group size.



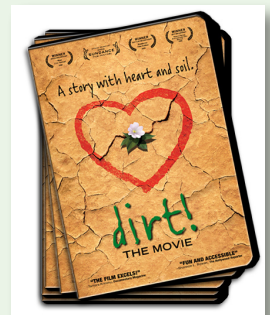
Fundraising Tips:

- Sell DVDs for \$20 at your event to raise funds, (or)
- Ask for a donation of \$25 - \$50 for the screening and provide a "free" DVD to attendees.

DVD Multi-packs (home use only)

Offered at a discounted rate to provide fundraising opportunities for your organization.

- 5 pack - \$74.75 (\$14.95 each)
- 10 pack - \$139.50 (\$13.95 each)
- 20 pack - \$259.00 (\$12.95 each)
- 50 pack - \$597.50 (\$11.95 each)



Note that these DVDs are not licensed for use in universities, schools, public libraries or government agencies. For all educational sales please hit the 'Order the DVD' button on our website and select the 'Educational DVD' option.



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Getting The Word Out

1. Electronic / Viral Outreach

Email, social networking and messaging sites, and blogs are some of the most effective ways to reach people, but attention spans are short. This type of approach works best when combined with other sorts of outreach and publicity. In all electronic outreach, be sure to include a link to www.DirtTheMovie.org, so people can view the trailer, or better yet, embed the trailer from our website – people love seeing previews, and this trailer has proven to be very effective!

2. Local Media

Before you make complicated plans about how to promote your event, spend some time thinking about who is most likely to understand and appreciate your event, and what your target audience listens to, reads and logs on to. By targeting your core audience, you might decide that it makes more sense to focus on, say, an alternative weekly paper that already covers innovative community initiatives vs. the headline-driven daily paper that tends to focus on crime and celebrity.

Below are some basic tips for your media outreach:

- Issue the release to a wide range of mainstream, alternative, community and specialized media.
- If press wants photos or a press kit about the film itself, you can always direct them to the website where those materials are available for download.
- Get the event on calendar listings in your city's weekly publication(s) and on the web.
- Make calls to local television and radio programs. Let them know about your event, and be prepared to give them contact and title information of local experts or advocates that can be available for interviews. Here's who to contact:
 - **Local TV news: assignment editors**
 - **Public affairs or magazine programs: producers**
 - **Talk radio or local/community radio: producers or hosts**

A couple of days prior to your event contact the people to whom you sent press materials and encourage them to attend the event.

3. Co-Sponsoring Organizations

We strongly encourage including other organizations in your event plans, as it helps you broaden your reach and establish new, potentially long-term coalitions. Allied organizations can get involved in a range of ways depending on their capacity. This can include getting the word out about the film through listservs or websites, contributing time or resources to the screening event and/or participating in a post-screening panel discussion. The key in approaching co-sponsors is to help them understand how your event fits into their priorities as an organization, and how they will ultimately benefit from being associated with your plans

4. Campus Screenings

As with community screenings, finding on-campus co-sponsors is very important. Contact departments, research centers and youth organizations that have an interest in the topic and ask them to be part of this event. This will increase the visibility and success of the event and will help put a spotlight on the issues in the film. An educational guide is available on the website. www.DirtTheMovie.org



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Dirt! The Movie: Event Planning

Once you have defined your target audience, objectives, and framing, begin planning the event:

1. Preliminary planning – at least 6 weeks prior

- Book the venue and date for your screening.
- Recruit local organizational partners to broaden your reach, and help identify roles for each one; such as publicity, panelist coordination, reception planning, etc.
- Determine speakers (including filmmakers), panelists, and moderator (if applicable).

2. Logistical planning – 3-4 weeks prior

- Create a flyer to publicize your screening
- Confirm that you have the right equipment to screen the DVD. You'll either need a DVD player and a large TV, or a DVD player, a projector, screen and sound system.
- Secure food for reception (if applicable).
- Draft agenda and vet with partners.
- Contact the filmmakers if you'd like to sell more DVDs as a fundraiser for your organization (see the E-Store on our website)

3. Logistical planning – 2 weeks prior

- Create an email blast to publicize your event electronically. We suggest sending one announcement 2 weeks prior and another several days prior.
- Contact community calendars about your event.

4. Media outreach – 10 days prior

- Send out press releases to media outlets.
- Make calls to local television and radio programs.

5. Final planning – several days prior

- Important: test screen your DVD of the film in advance of the event to make sure there aren't any glitches. Be sure that the screen is high enough so that everyone can read the subtitles!
- Send second round of email blasts.
- Follow up with press who expressed an interest in covering the story.
- Finalize agenda.
- Make copies of handouts, including literature from your organization, fact sheets, etc.

6. At The Event

- As people arrive, ask them to sign up to receive updates from your organization.
- Before the discussion, pass out the postcards that came with your screening kit, along with any other materials.
- Before the discussion, announce that you have DVDs for sale and that these sales will help cover the cost of the screening! Set up a table near the exit and have someone stationed with the DVDs during the discussion.
- Have a timekeeper so that panelists/speakers remain within their assigned speaking time.
- Encourage participants to spread the word and let them know that they can learn more about the film at www.DirtTheMovie.org



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Sample Program

Here is a sample program and additional planning tips to help make your event a success:

SAMPLE PROGRAM: 2 hours

7:30 – 7:50: Guests arrive, sign in, enjoy refreshments

7:50 – 8:00: Event host welcomes guests, makes introductions, explains the plan for the evening

8:00 – 9:20: Screening of Dirt! The Movie

9:20 – 9:40: Group discussion, comments, plans for continuing community actions

Location! Location! Location?

The possibilities for where to host your Community Premiere are virtually endless. You might:

- Invite your family, friends and neighbors right into your living room
- Reserve a room in your local library or community center
- Incorporate the screening into the regularly scheduled meeting of a local club or organization
- Use space available at your church, mosque, synagogue or temple
- Hold the event on campus in your dorm lobby, a classroom or the student center
- Ask a local coffee shop, pub or other business to allow you to use their space
- Find out if your local independent movie theater would be willing to host a screening

Choosing the right location for your event depends upon whom you'd like to attend and the particular environment you want to create. Can your own home accommodate a small group of friends? Where do people in your community already like to gather?

If you are promoting the event to the wider public, think about a place where most people, regardless of race, religion, or sexual identity, would feel comfortable. If you want to encourage your local public officials or other community leaders to attend, select a location that would be appropriate for them.

Other factors to consider when selecting a space include ease of parking, access to public transportation, and the distance your guests must travel to get there. Also remember that the central component of the evening is the TV screening, so find a location with proper screening capabilities: DVD projector, screen, large screen television, audio, etc.

