

HOST A SCREENING of *Taking Root: The Vision of Wangari Maathai*

Planning a community event? Review the suggested steps 1-7 below.

1. PURCHASE FILM: Visit www.newday.com to get your school or community organization copy of the film including public performance rights. Individual/Home Use DVDs will be available on-line (www.takingrootfilm.com) in MAY 2009.

2. FIND PARTNERS: Successful events engage specific audiences. Consider:

- A. Schools & student groups
- B. Non-profits
- C. Professional associations
- D. Local government agencies
- E. Community groups and centers
- F. Temples, churches and other faith-based groups

3. PUTTING IT TOGETHER

- A. What day of the week and time work best for the partners and audience?
- B. Maximize the impact of the screening:
 - use it to draw attention to a local issue or activity
 - plan it in recognition of a relevant holiday (International Women's Day, Earth Day, a religious holiday, etc.)
 - use it as a fundraiser
 - schedule it prior to the film's broadcast
- C. Make sure the space will:
 - seat the number of guests expected
 - accommodate people with disabilities
 - be accessible via public transportation
 - be suitable for audio-video viewing
- D. Invite speakers, panelists – the filmmaker! - to lead a discussion.
- E. Find volunteers who can help plan, promote and staff the event.
- F. Discuss how you want to document the event with video, photos, audio, etc.
- G. Determine if the event requires reservations or pre-ticketing.
- H. Make a budget. Potential costs include:
 - space & equipment rental
 - guest speaker expenses
 - refreshments
 - printing & postage

4. INVITES & PROMOTION

- A. Get images and written information from the website.
- B. Create an e-invitation, flier, postcard, poster, website, etc.
- C. Invite people and groups you know, and ask them to spread the word.
- D. Write a press release and a calendar announcement. Send these to: radio, t.v. stations, newspapers, magazines, etc. (Daily and weekly press need approx. 15 days lead-time. Monthlies need 30 days or more.)
- E. Tell your social networking "friends."
- F. Post fliers and leave postcards at schools, cafes, community centers, etc.

5. EQUIPMENT

- A. Talk to the filmmaker about what format is best to screen.
- B. Make equipment decisions at least one month in advance including:

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- media player (DVD player, Beta-deck, etc.)
 - projector and screen (or multiple tv's)
 - audio system
 - microphone
- C. IMPORTANT!! Test all equipment and media prior to the event.

6. ONE WEEK BEFORE THE EVENT

- A. Make a checklist of things to do and a schedule for the actual event.
- B. Visit the location to review seating and test projection and sound.
- C. Review event details with volunteers and venue staff.
- D. Confirm your panelists and special guests.
- E. Confirm plans for refreshments and catering (if any).
- F. Do a final round of e-invitations.
- G. Review press you've received and get any last minute press that you can!
- H. Create a program that can be handed out at the event.

7. AT THE EVENT

- A. Provide a sign-in area for people to join your mailing list.
- B. Set-up documentation: video, digital cameras, etc.
- C. Welcome people & introduce the film.
- D. If you wish, give the audience information about the film before it screens.
- E. Show the film.
- F. Discuss the film: organize a Q&A session, a panel, small groups, etc.
- G. Survey the audience: pass out our questionnaire or encourage them to visit our website for our viewer's survey or to send an email.

8. AFTER THE EVENT

- A. Follow-up with us via our website or email - we want to know what happened!

Hosting a viewing party at your home? The Home Viewing/Individual DVD will be available in May 2009 after the April 14, 2009 national broadcast on PBS' *Independent Lens*.

- A. Watch the PBS *Independent Lens* broadcast in your area (see local PBS listings)
OR
See the Community Cinema schedule for a screening in your area
www.pbs.org/independentlens/takingroot/getinvolved.html
OR
Purchase a DVD from our website (May 2009)
www.takingrootfilm.com/purchase - Sign up now to get email when home viewing/individual DVD is available for shipping.
- B. Invite friends.
- C. Download discussion materials.
- D. Host your event.
- E. Tell us about it!

Visit us:

www.takingrootfilm.com

Survey Monkey for Viewers

http://www.surveymonkey.com/s.aspx?sm=tsdPz963KZ_2f_2feMI1D14yWA_3d_3d

Survey Moneky for Organizer/Presenter

http://www.surveymonkey.com/s.aspx?sm=TU1XW6e0_2fwHxQFPQdKUo9w_3d_3d