

Film Series Tool Kit

Check List

Oak Park Coalition for Truth and Justice (www.opctj.org)

We have broken the Tool Kit down into nine basic modules. This modular system helps to focus on the immediate task at hand and avoid overwhelm. Also, it allows for different individuals to take on particular tasks and clearly see where responsibilities for tasks lie. It helps to pace efforts and in general make sure all the bases have been covered. It can serve as a check off list. **We welcome your input.**

1. The Basics

- a. It needs to be a decision of the group whether or not to sponsor a film series.
- b. Get a working committee. A handful of dedicated and organized individuals can cover the tasks once the group has made a commitment.
- c. Volunteer tasks
 - . Film selection
 - . Film previewing. You want to make sure you have seen the entire film. Your group's name is at stake.
 - . Publicity
 - . Day of event volunteers
 - The more the merrier
- d. Include Q & A/Discussion
Makes the event more attractive and enjoyable and worthwhile
- e. Try for "take home" message/follow-up action options, so people are not left feeling discouraged

2. Venue Possibilities

- a. Local Library
See if Library will be a co-sponsor
Advantages:
 - 1) Neutral
 - 2) Well known
 - 3) Publicity facilitated
 - 4) Often free
 - 5) Viewing rights may already have been purchased
 - 6) Often has or will purchase film
 - 7) People feel comfortable with location, lends credibility
- b. Churches/synagogues/mosques/temples/fraternal organizations
- c. Public Halls

- d. Private Showings

3. Scheduling

- a. Number of showings
- b. Spacing of showing
- c. Dates of showing
 - 1) Consider a regular date, which offers an advantage in arranging rental and is easier to remember
 - 2) End of month showing allows for publicity to build up all month
 - 3) Consider possible conflict, e.g., art fairs, holidays, school event, etc.

4. Film Sources

- a. Public Library
- b. College or other library
- c. Progressive web site
e.g., www.buzzflash.org
(Note: check back for more information later)
- d. Liberal distribution outlets
e.g., www.votergate.ty
(Note: check back for more information later)
- e. Personal purchase

5. Film Selection

- a. Establish committee or informal group of previewers
- b. Advertise viewing to email list
- c. Set convenient viewing date/location
Make it a party. Have fun.
- d. Flexibility in special circumstances
e.g. A film known to be excellent, such as *Walmart* may be available on short notice

6. Film Acquisition

- a. Purchase
 - . Library
 - . Group
 - . Individual
- b. Borrow
- c. **Viewing Rights**
Check well in advance, before scheduling. Some sources are Very cooperative; others have more rigid policies which may not work for your group
(Upcoming: watch for more information will be posted)

7. Publicity

- a. Leaflets
Our informal polling shows 50% of attendees came because of leaflets. We have the good luck to have a professional graphics arts designer. The following format has worked out well for our series. We have Included copies of all our fliers, which you are welcome to adapt

to your series. There is also a Flyer Template available for those of you with serious computer skills.

- 1) 2 sided flyer
Current film on one side, complete schedule on back side
Saves time and money and paper
- 2) Group contact info on both sides so readily viewable when posted in store windows
- 3) Try to get posted 4 weeks in advance
- 4) Suggested posting sites:
 - a) Library (leave lots)
 - b) Store windows. Generally local store owners permit posting
 - c) Local colleges/universities
Check with college/university for their policy.
Policies vary.
 - d) Contacts for congregations/other groups
 - e) Special sites where audience most likely gathers,
e.g., coffee houses
- 5) Recruit volunteers well in advance.
Keep contact information handy
- 6) Coordinate pick-up for best time use
- 7) Leaflet formatting
 - a) Make use of info provided with film jacket
 - b) Include all pertinent info, including contact info for film source & film length
 - c) Include complete address of location, date and time
 - d) Include website or phone number for information
- 8) Aim for best quality possible. The flyer speaks for your group

b. Press Release/Calendars

- 1) Calendars of local papers (or of organizations or congregations)
 - a) Know:
 - i. Full name of paper/organization/congregation
 - ii. Correct name & spelling of contact person
 - iii. Position/title of contact
 - iv. Phone # of contact
 - v. Email address of contact
 - vi. Timetable/procedure of paper/calendar
 - b) Make personal contact with contact to establish relationship and procedures
 - c) Send well in advance
 - d) Include your email address and phone number in case contact person needs to get back to you

c. Your group's email list

- 1) Initial email 3-4 weeks ahead of showing
- 2) Reminder email week of event
- 3)

8. Supplementation/Talk/Discussion

- a. Talk by knowledgeable person

- b. Panel presentation
If a panel, start planning well in advance.
- c. Reminder email to presenter(s) week of event
- d. Discussion leader
If no "expert" is available, be prepared to facilitate the discussion.
What to be aware of:
 - 1) Advise before discussion that will allow everyone a chance to speak before calling on a person a second time.
 - 2) Politely move on if a person becomes belligerent or is taking an excessive amount of time, e.g., "Thank you for sharing. We need to move on and allow some others to have time for their input."
- e. Reference Sheet
 - 1) If possible, have a reference sheet on the topic available for interested attendees. Not all attendees will want a copy, but very helpful for those interested and encourages follow up. Shows your commitment.
(*Click here for sample reference sheets*)

9a. Logistics I

- a. Determine set up procedures when make initial arrangement with venue, e.g., capacity, possibility of refreshments, literature tables, restrictions, etc.
- b. Have contact person's info handy
- c.
- c. Know where to go for assistance, etc
- d. Week of event, call in reminder with all necessary set up requests/ requirements, e.g., table(s) placement, # of chairs and their arrangement, screen, equipment, whether DVD or video, etc.

9b. Logistic II

- a. Purchase all supplies well in advance, e.g., refreshments, copies of hand outs
Refreshments contribute to a welcoming atmosphere and facilitate dialogue
- b. Have literature copies
- c. Have sign-up sheet, clipboard & pen (& optional basket for pen)
- d. Check with venue contact person one week or so in advance to confirm set-up, i.e., # of chairs, tables, mikes, etc.

9c. Logistics III

- a. Arrive early for set-up
- b. Have designated video person, doorkeeper, host
- c. Have designated person to do welcome
(*Click here for sample Welcome Outline*)
- d. Recruit volunteer for refreshment table if possible
- e. **Start on time.** People hate to have their time wasted
- f. During viewing, keep refreshments resupplied
- g. Stand by door to greet latecomers, ask questions and

- guide people to seating
- h. Have supplies in large bags with sturdy handles for easy clean up. You will want to be able to pack up quickly and venue staff will appreciate your leaving on time.
 - i. Bring plastic table cloth so don't leave mess
 - j. Try to clean up room so no mess left

Have fun!

Organizing Tips

Film Series Documentary Tool Kit

Oak Park Coalition for Truth and Justice, www.opctj.org

1. Keep copies of correspondence for later reference. Save time. Save effort.

2. Make your Film Series Folder your handy helper

- . Title it boldly on the side as well as on the tab. Easier to grab.
- . Put frequently used contact info on the inside cover so you don't risk losing it and don't have to rifle through papers to find it.
- . Guard it with your life.

3. Leave day prior to time of event as open as possible in case you will need to do some last minute items - or just to arrive minimally stressed.

4. Day of ...

- Enjoy yourself.
- Helps other people enjoy themselves, too.

5. Use the Film Event as a valuable outreach opportunity.

- Reach out to potential new members.
- Enter names on sign-up sheet onto group listserv as soon as possible, before you forget or the info gets buried.

Greet people individually as they arrive. Try to remember people who have attended past films and get to know them.

6. LISTEN!

Sample of a welcome speech for a film screening

Documentary Film Series

Oak Park Coalition for Truth and Justice, www.opctj.org

This welcome was given on Sunday June 25, 2006

Film: *End of Suburbia -: Oil Depletion and the Collapse of the American Dream*

1. Welcome (w/name of documentary): *End of Suburbia: Oil Depletion and the Collapse of the American Dream*, directed by Gregory Greene, 2004 (78 minutes)
Following movie, brief talk and discussion led by **Dr. Liesl Orenik**, Associate Professor of History and Director of American Studies at Dominican University
2. Co-sponsored by the Oak Park Coalition for Truth & Justice and the Oak Park Public Library
3. Next film, Sunday July 30 at 2:00 pm, see reverse of flier
The Big Buy: Tom Delay's Stolen Congress, a film by Mark Birnbaum & Jim Schermbeck (tomdelaymovie.com), presented by Robert Greenwald and Brave New Films
4. Quick Survey of how learned of film showing:
 - Email list
 - Flier
 - Newspaper
 - Friend, family member
 - Radio (if applies)
 - ???
5. Invitation to regular OPCTJ meeting, 2nd & 4th Thursdays, 2nd floor library meeting room (at back). First meeting of the month (2nd Thursday) begins with a one hour open discussion of a current issue. All welcome to attend. Check our website at **www.opctj.org**.
6. More information about events and resource lists at resource table at back. Invite you to sign up for our OPCTJ mailing list
7. Format:
 - . *End of Suburbia* (78 minutes)
 - . Brief break while we set up for the talk by Liesl Orenik and Q & A
8. Library closes at 5:00 pm. Room is available to 4:45 pm, so you are welcome to stay for discussion
9. Thanks for attending