

How to Organize a Screening

Whether you are considering a simple screening in your home, or organizing a larger event, we offer some suggestions on how to make your screening more successful. At the back you will find a Planning Checklist.

A Simple Screening

Host a Screening Party - You could host a screening in your home for family, friends or random strangers. It can be a great way to bring people together, raise awareness and take action. You don't need a fancy television - if you can play a DVD you can improve our world.

All you need:

- Date and Venue
- The film - you can **order it** from www.PoorNoMore.ca
- DVD player and television - or a video projector
- Advertise enough to fill the room

You might want to offer:

- Panelist(s) to lead the discussion
- Copies of the film to sell, and/or Order Forms
- Information table

Useful resources available on our website

- [Trailer and Video Clips](#)
- [Posters, Mini-flyers, Web banners](#)
- [Postcards, Discussion Guide, Take Action, Factsheets](#)
- [Order the film, Order Form](#)
- [Press Release, Media Coverage, Synopsis](#)
- [List of Sponsors and Supporters, Endorsements and Photos](#)
- [Information about reducing or eliminating poverty](#)
- [Facebook](#)
- [Upcoming Screenings](#)

Organizing A Larger Event

Contact The Filmmakers

Email langille@poornomore.ca or call David Langille at 647 280 7747

Request a Screening Kit with publicity materials including posters, postcards, media relations guide, discussion questions, fact sheets, etc.

If you are screening the film outside your home you must purchase a copy with public performance rights. Special arrangements need to be made to screen the film to large audiences (eg. conventions), or wherever admission is charged

Find Local Partners

We encourage you to collaborate with some of the sponsors and supporters behind the film.

A list of over 50 groups [can be found here](#).

You will find links to most of these groups on our website. Several of them likely have representatives in your community.

You may also want to partner with some local groups that have an interest in the issue...unions, churches, social service agencies, etc

They may be able to offer you a venue, help with the finances, and help in publicizing the film. They can also be important political allies if you want to act on the issues raised in the film.

Venue Or Location

Be ambitious! After one or more preliminary screenings to solicit interest in the film and expand your network, consider booking a local independent movie theatre. You may find a local organization to rent the facility for the evening, or you can arrange with the theatre to split the revenues from the box office.

Consider a high school auditorium or cafeteria. Or a church, mosque, synagogue or temple. Many of the sponsoring groups have their own meeting spaces. How about the local union hall? A classroom, student centre or other campus facility?

Ask a local coffee shop, pub or other business to allow you to use their space...maybe even a Legion or a shopping mall.

Your local library or community centre might organize a screening, or at least let you reserve a room.

Invite your family, friends and neighbours into your living room.

Admission

How much to charge? Do you need to cover the full cost of the event, or can you get local organizations to sponsor the screening?

Will you sell tickets in advance? - That can help guarantee a full house and lower your risks, especially if you can get organizations or individuals to purchase large blocks of tickets. But it can be complicated to distribute the tickets and ensure that you get back all that did not sell, as well as the money and cheques

Will your people operate the box office? It helps to have a friendly face who is familiar with the audience and your organization, and it helps ensure accountability for all of the funds. Make sure that you provide them with a float so that they can issue change.

Will you have a way to accept payment by credit cards?

If you want to "pass the hat" to collect donations, make sure that you have suitable containers ready.

Invitations

Invite your local representatives (MP, MPP or MLA, Mayor and Councillors) so they can learn about the issue and take appropriate action. (Make sure to provide your audience with the contact information for your local representatives...so they know who to hold accountable.)

Invite local organizations with an interest in the issue - eg. unions, churches, foodbanks, social service agencies, etc. They may want to offer an information table or recruit members for their ongoing work.

Inviting the local media to cover the screening may encourage them to offer publicity in advance - and to report on the film itself and the ensuing discussion.

Logistics

Projection equipment - You will need a video projector, the size of which will depend on the size of your venue. The documentary was shot in high definition video, using a 16:9 aspect ratio. (The aspect ratio of an image is the ratio of the width of the image to its height - so that means it will look best if shown on a wide screen). We normally supply the documentary in a standard DVD format which can be played on a DVD player or laptop computer. If you have a large venue and want to offer high definition, we can supply you with a digi-beta tape format, or even offer a BlueRay disc if you can help with the costs involved in "authoring" a disc.

Sound equipment - Again, your requirements will vary depending on the size of the venue. A laptop computer can normally be heard by only 2 or 3 people, adding small speakers can boost that to perhaps 30 people, but larger audiences require a proper sound system. If you have a discussion you may want to offer a microphone for the facilitator and another for the discussant, and perhaps one or two for the audience. Don't forget the necessary cables.

Tech check - Does the DVD play correctly? Adjust the colour until faces and skin colour looks normal. Are the proportions right? If not, change the aspect ratio to 16:9 or widescreen. Is the whole picture showing on the screen? Is the sound clear and adequate? Locate the house lights...

Information table - You may want to set up one or more tables to sell tickets, sell DVD's and offer information for your group or the other organizations that you invite to the event. Don't forget chairs.

Sell DVD's or offer copies of the order form - You could sell DVD's in order to raise money for your organization or simply to help pay for the film and get it out to a wider audience. [Download a copy of the order form.](#)

Sign-up sheet - It is a wonderful advantage if you can collect the names, phone numbers and emails of those participating so that you can follow up with more information or news of a specific action they could get involved in.. You could direct people to the information table where you have a sign-in sheet, or you could provide everyone with an "action card" that they could deposit when leaving.

Greeters, ticket takers and ushers - It's always nice to have someone welcome you and direct you to your seat or the washrooms...

Start 5-10 minutes late so that latecomers don't disturb the show.

Publicity

Posters - From the Poor No More website you can download **8 ½" x 14" posters** in Word format which allow you to add your details about the date, time, location and sponsor, etc. before you print them on a colour copier or printer.

Mini-Flyers - From the Poor No More website you can [download the artwork](#) for 3 mini-flyers arranged on an 8 ½" x 11" sheet. You can add your details, then print, cut and distribute these flyers to individuals.

Giant movie posters - We can mail you some beautiful full-colour 27"x40" movie posters. Although we had them printed for free, the postage and mailing tube cost \$20.

Media release - From the Poor No More website you can download a template media release to which you can add your own contact information and screening details. Send it to all of your local newspapers, TV and radio stations. They may feature your event, especially if you have a high profile speaker.

Events listings -- Don't overlook community and campus newspapers, or a listing in the weekly entertainment magazine.

Website button - From the Poor No More website you can download a **small, medium** or **large** graphic button which you can post on your website along with your screening details and a link to our website for more information about the film.

Email lists - We can send you jpg artwork for a header or even a small poster that you can embed in your email. But even a simple email may be the best way to reach the most people for the least cost.

Facebook Event page - You can copy material from our Facebook site to set up your own events page, then ask all of your members to notify their friends.

Poor No More website - You can **list your screening** on our website - post it yourself or send us an email with the details.

Twitter - Ask your members to spread the word.

Photographer - Have someone record the event for your website or your local media.

Discussion

In order to get the full value from a public screening allow at least 15 minutes, and preferably 30-45 minutes for a discussion of the film.

Arranging for someone with a high profile to lead the discussion can help with publicize the event. If you want to invite one of the filmmakers you can find our bios on the Poor No More website.

Whether you invite one of the filmmakers or a local expert to kick off the discussion, they should keep their initial comments to a minimum (no more than 5 minutes) because the audience needs a chance to share their reaction to the film. You might kick off the discussion with the simple question, "Did you like the film?"

The audience will enjoy, and likely get more value, from a highly interactive discussion rather than be subjected to a long lecture.

You will need a chair person to facilitate the discussion (to make sure that everyone has a chance to participate and no one dominates) AND to introduce and thank any resource persons that you invite.

It's a good idea to supply the discussants with water and glasses.

Figure out when to handle announcements of upcoming events or actions.

Take Action

In the course of making this film we have begun to appreciate the scope of the problem that afflicts us. The problem, as we see it, is not limited to a minority, nor can it be fixed with a few new policies or programs. All working people across Canada and around the world are facing increasing economic insecurity and many are fearful of falling into poverty.

Why are the working poor less secure? It used to be expected that people would be thrown into poverty if they lost their job, their family, or their health. But citizens in many of the industrialized countries improved their social security over the course of the 20th century, thanks in large part to trade unions and progressive political parties.

Much of that security has been eroded over the course of the last thirty years as the transnational corporations have tried to lower their costs of production and create a global marketplace. In concrete terms, this has meant driving down wages by discouraging unions, outsourcing work to other countries, privatization of public services, de-regulation and removing barriers to "free" trade and investment.

What can be done? Given the scope of the problem, we are not about to recommend a simple policy fix. See the Take Action factsheet for more detail.

The film makes that point that we can only achieve progressive social change if we act together in social movements and political parties.

Collect the names, phone numbers and emails of those participating so that you can follow up with more information or news of a specific action they could get involved in...

Reception

A reception before or after the event can be a great way to strengthen the social bonds that make for an effective coalition. It may be easy to get some group to sponsor this event, eg. to give those invited a glass of wine, or provide cheese and crackers or other snacks. The reception could be in the same venue as the screening, or at a nearby restaurant or other location. You will likely need to issue separate tickets and directions to the reception.

Planning Checklist

Prior to the event...

Seek partners

Book venue

Arrange for people to lead the discussion (so you can use their profile to help publicize the event)

Order posters
Send out email
Set up a Facebook Events page and use it to invite people
Distribute posters
Arrange for a table to sell DVD's
Arrange for information tables for local groups
Arrange for a sound system with several microphones on the stage and on the floor if you want to have discussion following the screening
Invite local politicians
Day of the event...
Take the DVD of Poor No More
If not supplied, bring a projector, DVD player and sound system, and appropriate cables. (You may want to bring along a spare bulb or have an alternative projector available). Test the projector, DVD player and sound system well before your audience arrives.
Bring whatever signage and publicity materials you require at the event - eg. a sign-up sheet, postcards, posters for forthcoming events, reviews of the movie, order forms for the movie.
Bring DVD's for sale
Put up signs
Test the equipment for good picture and sound.
Provide a microphone if needed.
During the event...
Collect peoples names and contact info as appropriate
Give people news of the next meeting when they could follow up on the issue
Ask for donations to cover the costs of the film or upcoming actions.
Announce where people can gather for a follow-up discussion - at a local pub, restaurant or reception.
After the event...
Let the local media know what they missed
Report on the attendance, etc to info@poornomore.ca

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