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## Film Screening Guide

A Guide for Relocalizing our Communities

# The Relocalization Network

## Film Screening Guide • synopsis and roles

### Synopsis

Film screenings and film festivals are a valuable tool to raise awareness about the energy and ecological predicaments of our society's dependence on fossil fuels. Film screening and festivals are especially effective if participants are given the opportunity to discuss the film after the showing. These types of events are a great opportunity to increase community knowledge and advocacy and to raise funds for sponsoring groups. It is a good idea to provide a sign-up sheet for participants to get involved in the local Post Carbon Group events and meetings.

### Time Frame

2 weeks to 2 months; total 6 to 10 hours of work.

### Roles

Host/ organizer: someone to get the screening started and usher it through to fruition

Cosponsoring organization: one which has a ready audience and/or access to a venue and video projector.

Helpers – including Promotions “officer” who makes posters, places advertisement, and contacts the participant list.

Helpers could also include people at the event who promote your group and answer question/start discussions around the issues of the film

Snacks/Refreshments (as fundraiser?)

### Tools

DVD or VHS player and projector, DVD or VHS copy of film, Internet, clipboard, pen, donation container and change.

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## Film Screening Guide • project outline

### Project Outline

1. Choose the film and type of screening, as small as an immediate family watching the living room television and as large as conferences and local independent theaters using a DVD projector. Select a film that will convey useful and relevant information to your audience.
2. Identify possible cosponsors, such as local environmental groups and appropriate departments at local colleges. Look for groups that have an audience, projector and/or venue.
3. Contact the appropriate local organizations to see whether they would like to be involved in screening the film. Let them know that it can be a fundraiser for their organization, as well as an opportunity to discuss their cause in the context of our energy predicament. Ask them whether they could help promote, setup, provide a venue and audio-video equipment and participate during the screening and the cleanup.
4. Find some helpers and delegate the remaining tasks as appropriate, endeavoring to match helpers to activities that they enjoy. Possibilities include local Oil Awareness Meetup group and online local community sites such as [craigslist.org](http://craigslist.org) and [indymedia.org](http://indymedia.org).
5. Locate a venue: homes, churches, colleges/universities, libraries, organizations or even local theaters. Look for local groups that are likely to be interested in this documentary and may have access to venues. Also, look for local independent theaters and organizations that already sponsor periodic screenings of films on topics not sufficiently addressed by mainstream media and politicians. Make sure that someone visits the venue with sufficient advance time that you can resolve any issues that arise.
6. Develop a donation/door policy such as "Suggested donation: \$5 to \$15, nobody turned away for lack of funds." Donations after any expenses from the screening are allocated to the sponsoring organizations.
7. Promote the screening with an e-mail and a printed flyer. Invite friends, neighbors, co-workers, acquaintances from organizations and thought leaders in your community. Post announcement on online sites such as [craigslist.org](http://craigslist.org), [tribe.net](http://tribe.net), [indymedia.org](http://indymedia.org), and <http://oilawareness.meetup.com>. group after about 30 minutes discussion. The facilitator will comment and lead the discussion. Alternatively, the groups can report after each question. After the discussion or Q&A, thank everybody for coming.
13. E-mail the people that sign up on the list, thanking them for coming to the screening and indicate what local groups are doing and how to get involved.

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8. Print out handouts about your group and/or the subject, as well as a sign-up sheet

9. Arrive at least 45 minutes before the event to setup chairs, TV/projector, refreshments and the information table. When someone is available to staff the information table, put out items for sale, the donations' box, and the sign-up list. We recommend having a person actively collecting donations or entrance fees in a designated container at a table where people enter the venue.

10. Before starting the film, thank people for coming and tell them the schedule for the evening (e.g., watch the film, then Q&A for 30 minutes), remind them to turn off cell phones and tell them where the rest rooms are.

11. Give any community announcements after the film. If you have created or are creating a community group to respond to oil depletion, invite everyone to get involved and highlight some of the activities, including doing more screenings in the area to raise awareness. Ask people to make sure they sign the list and indicate whether they would like to get involved and whether they would like to host or help out with a screening. Pass around the sign-up list, preferably on a clipboard with a string attached.

12. Have a discussion after the screening. If you are not having a question and answer session after the film, invite people to discuss the film in small groups. Ask people to separate into small groups by neighborhood, community or geography such that each group has from 3 to 8 people; help bashful people by separating them into natural groups. Ask them to talk about their reactions to the film using the following questions as a guide:

To what extent will our community be affected?

What local groups are already working on related issues (e.g., local food, local energy, local money, water, transport, and green building)?

What more could be done in our community and by municipal government to prepare for a energy constrained future?

They should use 5 to 7 minutes for each question, and one person from the group should be prepared to report to the larger group after about 30 minutes discussion. The facilitator will comment and lead the discussion. Alternatively, the groups can report after each question. After the discussion or Q&A, thank everybody for coming.

13. E-mail the people that sign up on the list, thanking them for coming to the screening and indicate what local groups are doing and how to get involved.

Photo Credit: David Sund (front cover / back cover)



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## Get Involved

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