

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

Planning a community event? Review the suggested steps 1-7 below.
(See Page 2 for Home Screening suggestions.)

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

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

2. 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, Wangari's birthday - April 1st)
 - Use it as a fundraiser (please be in touch with us about this at: takingrootfilm@gmail.com)
- C. Make sure the place will:
 - Be convenient and comfortable for the target audience
 - Be accessible via public transportation
 - Seat the number of guests expected
 - Accommodate people with disabilities
 - Be suitable for audio-video viewing
- D. Invite speakers, panelists (consider the filmmakers!) 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

3. INVITATIONS & PROMOTION

- A. Get images and written information from our website
- B. Create an e-invitation, flier, postcard, poster, website, etc.
- C. Use Facebook and Twitter to 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, TV stations, newspapers, magazines, etc. (Find out lead time needed. In the US, daily and weekly press need approx. 15 days. Monthlies need 30 days or more.)
- E. Post fliers and leave postcards at schools, cafes, community centers, etc.

4. EQUIPMENT

- A. Contact 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
 - Audio system
 - Microphone
- C. IMPORTANT!! Test all equipment and media prior to the event!

5. 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

6. 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

7. AFTER THE EVENT

- A. Follow-up with us via our website or email - we want to know what happened! takingrootfilm@gmail.com or <http://takingrootfilm.com>
- B. Fill out Survey Monkey below.

HOME SCREENINGS The Home Use DVD (original English) is available at <http://www.takingrootfilm.com/purchase-home-use.htm>
Now you can also order the film in Haitian Creole, Spanish, Portuguese and original English. <http://takingrootfilm.com/2012/purchase-int-edition.htm>

- A. Invite friends.
- B. Download discussion materials at
- C. Host your event.
- D. Tell us about it!

Survey Monkey for Viewers

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

Survey Monkey for Organizer/Presenter

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