

Numen: the Nature of Plants



Help spread grassroots medicine in
YOUR community –
Host a screening!



Host Your Own Screening

Join countless other community organizations and host a screening of *Numen*! *Numen* encourages viewers to think deeply about the sources of their medicine and how their healthcare choices affect themselves and the larger web of life. We invite you to organize community screenings of *Numen* and use the film to generate conversations about how to create sustainable systems of healthcare in your communities.

Our screening license offers the opportunity to promote an event that pays for itself. In lieu of charging the typical \$100 licensing fee, we offer the option of [purchasing 5 DVDs](#) at our wholesale cost of \$20/DVD. This is your “licensing fee” which you can recoup (and make a small profit) by selling these DVDs at your event.

We provide you with the Community Screening Toolkit to support and streamline your efforts to promote a successful event.

Thank you for joining us in bringing the healing power of the plants into communities world-wide!



Organizing a Community Screening: The Overview

This screening kit offers information to support you in creating a successful event. Tailor the event to your needs by selecting the parts of this kit that are appropriate for your situation.

- Download the Community Screening Kit and order the DVDs.
- StartYour Planning by:
 - Identifying your objectives
 - Identifying your target audience and potential partners
 - Setting a date and time
 - Selecting a location
 - Selecting an event format
- Publicize the screening
- Prepare for the screening
- Host the screening
- Evaluate the screening



Start Your Planning

A film screening is a great opportunity to create a community event that directs attention to issues your organization cares about.

1. Identify Your Objectives

Your objectives will lay the foundation for a successful event. In planning the event, consider what you want the event to achieve and how specifically it can benefit your organization's mission? Some sample objectives might be:

- Raise awareness of the larger context of herbal medicine in order to support local practitioners of natural medicine, medicine making classes, plant and herb walks and more.
- Engage your community in concrete discussions about designing greater resilience in local healthcare systems.
- Build coalitions among community organizations working on health most broadly (i.e. local foods, faith-based communities, conservation of local ecosystems, environmental justice, health and wellness and more).
- Engage community in discussions about our relationship with the natural world, including sharing opportunities to learn more about the local ecology and connect with nature in an ongoing way.
- Fund raise for your organization.

2. Target Audience & Potential Partners

With your objectives in mind, consider your target audience. Is it the general public or do you want to narrow your focus to a specific group such as your organizational membership, your college campus, your healing arts and medical community, local CSAs or the Transition Town movement etc.?

Your objectives will likely suggest potential coalitions with other community organizations. Sharing the “ownership” of the event may help you generate a larger audience while distributing the tasks among more people. Consider co-sponsoring the event with other local organizations such as non-profits that focus upon health or the environment, food coops, CSAs, etc.

3. Setting a Date and Time

To optimize a successful turn-out for your event, check community calendars to avoid conflicts. Determine a time of day and day of week that will optimize the likelihood that your target audience will be able to attend the event.

4. Selecting a Location

The possibilities for where to host a screening are virtually endless. The most important thing is to find a location with proper screening capabilities: DVD projector, screen, large screen television, audio, etc. Choosing the right location for your event depends upon your target audience and the particular environment you want to create.

You might:

- Invite your family, friends and neighbors right into your living room
- Reserve a room in your local library or community center
- Incorporate the screening into the regularly scheduled meeting of a local club or organization
- Use space available at your church, mosque, synagogue or temple
- Hold the event on campus in your dorm lobby, a classroom or the student center
- Ask a local coffee shop, pub or other business to allow you to use their space
- Find out if your local independent movie theater would be willing to host a screening

If you are promoting the event to the wider public, think about a place where most people, regardless of race, religion, or sexual identity, would feel comfortable.

Other factors to consider when selecting a space include: ease of parking, access to public transportation, building accessibility, comfortable seating etc.

5. Selecting an Event Format

Once you have identified your objectives and target audience, consider the format of your event. Some ideas include:

- Lead a discussion following the screening or invite a moderator to do so
- Invite a panel of herbalists to speak about issues raised in the film
- Invite representatives from other organizations to speak
- Host a reception following the screening
- Provide an exhibit area for co-sponsors to display their literature
- Provide action steps for audience members (see the *Numen* resource guide for ideas and for possible handouts to print and distribute)



Publicize the Screening

Consider how best to reach your target audiences. Not everyone uses e-mail or hangs out at progressive coffee shops. A clear understanding of how to reach each audience segment will make you more effective, and the best strategy is likely to be a combination of the techniques listed below.

It is important to remember, the best publicity will do more much than attract an audience to the screening: it will bring your message to a much wider audience than those that can attend the event itself. And so it is important to craft your message carefully, using your outreach to educate others about your objectives as well as letting them know about the movie screening.

Send us your event information [through our website](#) so that we can publicize it for you on our Screenings page and on Twitter and Facebook.

1. Electronic/Viral Outreach

This can be one of the most effective ways to reach people. It works best when accompanied by other sorts of outreach and publicity. In all electronic outreach, be sure to include a link to <http://www.Numenfilm.com> so people can view the trailer, or better yet, embed the [Numen trailer](#) on your website so people can see a preview.

- **Newsletter or e-mail announcement:** You can use the screening resources at the [Numen website](#) as a basis for creating an email announcement to spread the word about your event. We recommend you send out these emails at least twice: two weeks before, and then a reminder a few days before your event.
- **Blogs:** Reach out to any bloggers who are popular with your target audience. Even a brief mention with a link to the event is helpful. Be sure to send them information to link to or embed the [Numen trailer](#) onto their site for increased impact.

- **Facebook, MySpace and Twitter:** These social networks can be very effective in reaching certain audiences, and can be especially useful when there's a Facebook or MySpace group connected to a specific local community such as a university, local organization, etc. We suggest setting up an "event" and inviting members of your community to forward and distribute the event information to friends. Be sure to enable the features that allow people to forward your event information to their friends. You can also just send a message with the event information to your friends and to groups that might be interested, including links to the [Numen website](#) and to our [Facebook page](#).

2. Posters and Flyers

Putting up posters and flyers around your community, in the right coffee shops, and on community bulletin boards can be incredibly effective. We offer a downloadable mini-postcard you can use. Or you can order posters through the [Numen website](#).

Here are a number of ideas:

- Leave a stack of flyers at appropriate local businesses and ask if you can place a mini-posters in their window. Try video stores, coffee shops, restaurants, community centers, barbershops/salons, churches, synagogues, schools, campuses, and anywhere else that your audience might visit.
- You can also try placing an ad on local bus systems, on school shuttles, etc.
- Distribute flyers at events with similar themes. Be sure to send (or e-mail) flyers to cosponsoring organizations to distribute at their events.
- See if local organizations and businesses that do work around *Numen's* themes (food coops, environmental organizations, healing arts organizations, etc.) will allow you to leave flyers at the entrance or if they'll post the mini-poster.

3. Local Media

Before making complicated plans about how to promote your event, spend some time thinking about who is most likely to understand and appreciate your event, and what media your target audience listens to, reads and logs on to. By targeting your core audience, you might decide that it makes more sense to focus on, say, an alternative weekly paper that already covers innovative community initiatives vs. the headline-

Below are some basic tips for your media outreach:

- Use the template press release available at the [Numen website](#) as a guide to create your own. Interesting details to include would be a specific description of your event format and a complete list of the co- sponsoring organizations. Be sure to make a special mention if your event will feature the filmmakers or other special guests!
- Get the event on calendar listings in your city's weekly publication(s) and on the web.
- Ten days before the event, issue the release to a wide range of mainstream, alternative, community and specialized media.
- Make calls to local television and radio programs. Let them know about your event, and be prepared to give them contact and title information of local experts or advocates that can be available for interviews. Pay particular attention to local radio shows, especially ones that focus on themes in *Numen*, as they frequently need guests and may be very happy to promote a local event!

Here's who to contact:

- Local TV news: assignment editors
- Public affairs or magazine programs: producers
- Talk radio or local/community radio: producers or hosts

A few days before your event, contact the people to whom you sent press materials and encourage them to attend. Pitch the value of this unique screening and the importance of educating people about the healing power of plants and the need for sustainable health care.

4. Co-sponsoring Organizations

We strongly encourage including other organizations in your event plans, as it helps you broaden your reach and establish new, potentially long- term coalitions. Allied organizations can get involved in a range of ways depending on their capacity. This can include getting the word out about the film, contributing time or resources to the screening event and/or participating in a post-screening panel discussion.

The key in approaching co-sponsors is to help them understand how your event fits into their priorities as an organization, and how they will ultimately benefit from being associated with your plans. Be sure to allow enough lead-time – building new relationships often takes time.

5. Campus Screenings

As with community screenings, finding on-campus cosponsors is really important. Contact departments, research centers and student organizations that have an interest in the topic and ask them to be part of this event. This will increase the visibility and success of the event and will help put a spotlight on the issues in the film. (Note that depending how a campus event is sponsored, you may be required to use the educational DVD, which you can ask the school library to purchase as opposed to a Community Screening Kit. See the [Numen website](#) for details.)

In addition to the outreach strategies mentioned above, the following strategies have proven to be especially effective for campus events:

- Post information on websites, listservs and blogs at your school and at other schools in the area.
- Create a Facebook event and encourage students to forward it widely. (Don't forget to link to our [Facebook page](#))
- Send press release to on-campus newspapers & publications, on-campus radio & TV.
- Post flyers around campus and place on tables in the student mailrooms and dormitories.
- Make a big banner outside a particular building (like Student Union, etc) advertising the event.
- Ask professors to offer school credit – this is a great way to bring students to the event.
- Ask the departments involved to ask their professors to mention the event in

Numen Event Planning Checklist

Once you have defined your target audience, objectives, and framing, begin planning the event:

Preliminary planning – at least 6 weeks prior

- Determine objectives and target audience.
- Book the venue and date for your screening.
- Recruit local organizational partners to broaden your reach, and help identify roles for each one –such as publicity, panelist coordination, reception planning, etc.
- Determine speakers (including filmmakers), panelists, and moderator (if applicable) and contact them.

Logistical planning – 3-4 weeks prior

- Create a flyer to publicize your screening (materials available at the [Numen website](#)).
- Confirm that you have the right equipment to screen the DVD. You'll need a DVD player and a large TV: or a DVD player, a projector, screen and sound system.
- Confirm guest speakers. Provide directions to venue.
- Draft agenda and vet with partners.

Logistical planning – 2 weeks prior

- Create an email blast to publicize your event electronically (materials available at the [Numen website](#)). We suggest sending one announcement 2 weeks prior and another several days prior.
- Contact community calendars about your event.
- Media outreach – 10 days prior
- Send out press releases to media outlets (materials available at the [Numen website](#)).
- Make calls to local television and radio programs.

Final planning – several days prior

- Important: test the DVD in advance of the event to make sure there aren't any glitches. Be sure that the screen is high enough so that everyone can see.
- Send second round of email blasts.
- Follow up with press who expressed an interest in covering the story.
- Finalize agenda.
- Make copies of handouts, including literature from your organization, fact sheets, etc. Get ideas for discussion topics, handouts and more at the [Numen website](#).

At the event itself

- As people arrive, if appropriate, ask them to sign up to receive updates from your organization.
- Before the discussion, announce that you have DVDs for sale and that these sales will help cover the cost of the screening! Set up a table near the exit and have someone to sell DVDs during the discussion
- Have a timekeeper so that panelists/speakers remain within their assigned speaking time.
- Announce a call to action and have materials available for attendees to follow up. Encourage participants to spread the word and let them know that they can learn more about the film.



Sample Program

Here is a sample program and additional planning tips to help make your event a success:

SAMPLE PROGRAM: 3 hours (includes post film discussion) Start on time!

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|-------------|---|
| 6:30 – 6:45 | Guests arrive, sign in, enjoy refreshments |
| 6:45 – 7:00 | Welcome guests, make introductions, explains the plan for the evening. Ask everyone to stay for the discussion, tell them an ending time and stick to it. |
| 7:00 – 8:30 | Screening of <i>Numen</i> 86 minutes |
| 8:30 - 9:30 | Group discussion, comments, plans for continuing community actions |

Documenting the Event

Consider documenting the event by taking photos and recording stories you hear from attendees. You may want to survey attendees in order to assess what their opinions of the film, the venue, the post-film discussion, the action steps. Please let us know how your screening goes! Remember numbers of attendees are not all important. Many community screenings have small audiences who generate great discussions and commitment to follow-up and take action steps. We'd love to hear about the discussions and audience responses, either on email or by posting a comment on our [Facebook page](#). Also let us know if there are ways we may improve our community screening kit, action steps, or services.

Thank you!