



## How to Screen the 11<sup>th</sup> Hour at Your School

Because we receive so many requests to screen the film at college campuses, here is a how-to guide to have a successful screening of “The 11<sup>th</sup> Hour” at your very own school!

### **Step 1: Choose a Date & Venue**

The first important step to take in planning a screening at your school is deciding on a date. This is important for securing a venue, and getting the film on time!

Check different campus calendars to make sure that your screening does not conflict with large events such as important sporting events, big tests, or 3 day weekends. Also make sure that you are not doing your screening during a week of midterms or finals!

Once you have decided on a tentative date, contact your campus’ Events Department to find out what venues are available and equipped for a screening. Choose a venue that has good seating capacity, sound, and is well-known and central on campus.

Book the venue! Make sure that you allow enough time (at least an hour!) for set-up and sound check, and book AV services for microphones. You will probably need the venue for 3 or 4 hours if you are doing a screening and discussion afterwards.

### **Step 2: Get the film and screening license**

Next you will need to secure the film and screening license. The film is available on DVD, and can be purchased through the “Buy the DVD” <http://11thhouraction.com/seethefilm> section on the website. After you have purchased your DVD, call our non-theatrical distributor, Swank Motion Pictures, Inc to get a quote for the licensing rights. Swank representatives can be contacted at 800-876-5577. The price for licensing the film is determined based on the size of your school.

If you would like to screen your film using a 35mm print, it will be a little more expensive, due to the cost of shipping the (heavy) print to your school. However, the film looks beautiful in 35mm so if you are able to screening it in that format it is well worth the effort and cost. Call Swank to arrange to have the print shipped to you and discuss the costs involved.

Make sure to contact Swank as soon as you have your date and venue locked down to make sure you receive your screening license and 35mm print (if applicable).

### **Step 3: Find Panelists**

Once you have secured your date, venue, screening license and film it is important to decide if you would like a Q&A discussion to be a part of your event. If so, there are several ways to do this:

- Invite a local environmental expert to participate
- Invite a professor from your school to participate
- Invite an expert from “The 11<sup>th</sup> Hour” to participate

Here are some suggestions for each of these:

1. When approaching a local environmental expert, you should either use contacts you already have, or check out [www.wiserearth.com](http://www.wiserearth.com) and browse the various environmental groups in your city. Call or email their staff and ask if anyone is interested in speaking to students. You can offer them the chance to bring materials about their organization, or promote an upcoming event they might be having.
2. When inviting a professor, you can speak to a professor that you have had in the past, or check out the department websites for Environmental Sciences, Mechanical or Civil Engineering, Geography, Earth Sciences, etc and invite one to come!
3. To invite an 11<sup>th</sup> Hour expert, please visit our expert contact info site.

Once you have found an expert to participate it is a good idea to brief them on the topics covered in the film and the possible topics to be discussed in the Q & A. You should also give them all the details about the date, time and location of the screening. Sending them a campus map is helpful and appreciated!

#### **Step 4: Publicize your event**

Publicity is one of the most important factors in insuring that your screening is successful. There are many options when trying to get the word out and fill those seats!

Here are our suggestions:

- **Facebook:** Since most college students use Facebook regularly, it is a good idea to create an event for the screening. Enlist a group of students, make them administrators and invite as many people as possible. You can then message the whole group, reminding them that the event is coming up and to their bring friends!
- **Classroom announcements:** Ask some students to help out by going to a few large classes to make an announcement about the event. You can target environmental sciences, geography, or life sciences classes. This is a great way to reach hundreds of people!
- **Email blasts:** Ask students involved in clubs to send out an announcement about the screening to their email lists. You can also ask professors and local environmental groups to do the same thing. It is best to do this about a week before the event.
- **Extra Credit:** Asking professors to give extra credit to students that attend the screening helps raise student attendance and also creates a tie-in to class. Professors may also want to ask students to do a write up on the topics covered in the film for a class assignment.
- **Flyer:** Spending a few hours a day in central locations on campus giving out flyers about the screening can also do a lot to reach a large number of students and raise attendance. To conserve paper, print out your flyers on the backs of used paper, print 4 flyers on 1 sheet, or use recycled paper. Pick a busy spot on campus and plan to be there for a few hours on each of the 3 days before the screening.
- **Posters:** Put up posters all around campus with the date, time and location of the screening clearly listed. Also make sure to list the guest speakers and local organizations that will be presenting.

- **Print Ads:** If possible, run an ad in your school's newspaper a few days before the screening. Or, contact a local newspaper to run an advertisement to reach out to the greater community. This means designing an advertisement including key information about the screening event.
- **Media:** Contact your school radio station and ask them to announce your event, or to interview someone about the event. Ask local papers and the school paper to do coverage of the event.
- **Internet:** Besides Facebook, there are different ways to promote your event online. Try posting your event on your university's website (there is usually a section for "events." Also, put your event up on Craigslist, or in the local paper's event section online.

### **Step 5: Organize informational tables at event**

Since the mission of 'The 11<sup>th</sup> Hour' is to inspire people to take action, it is important to offer some suggestions and resources about ways that the viewers can make a difference. One good way to do that is to have various environmental (or other) organizations participate in your event by setting up an informational and interactive table. They can provide materials for students to engage with, or provide information about volunteer opportunities.

- Contact student organizations that might be interested in participating. This gives the student organization a good opportunity for exposure, and also invites uninvolved students to find an immediate way to take action
- Use [www.wiserearth.com](http://www.wiserearth.com) to find local organizations that might want to set up a table - if you have arranged for a speaker from a local organization to participate in the panel you can suggest that their organization can set up a table.
- Ask organizations to bring sign up sheets for students to get involved and contacted after.

### **Step 6: Last minute preparations for your event**

By the time you reach this step you have already taken care of most of the details for the event. To insure that the screening runs as smoothly as possible, there are a few last minute things to take care of:

- Contact student volunteers for set up and let them know when to be at the venue.
- Make sure that AV Services is coming to set up early (an hour or two before the screening is good!)
- Make sure that you have the DVD or print of the film!
- Make sure you have tables to use for organizations, with plug-ins if needed
- Make sure that "tablers" know what time to come
- Make sure you know how to work microphones, and have enough chairs for panelists
- Meet up with panelist before they speak to brief them
- Have sign-in sheets ready for attendants
- Bring a camera and video-recorder to document the event!

## **OVERVIEW:**

### RECAP STEP 1:

1. Pick a date
2. Check campus calendars for conflicting events
3. Work with campus Events Department to find an appropriate venue
4. Book a venue for 3 – 4 hours on your selected date
5. Research/arrange A/V equipment and technicians as needed for Q & A and film projection

### RECAP OF STEP 2:

1. Choose a screening format (DVD or 35mm)
2. Purchase DVD (if applicable)
3. Contact Swank to secure screening license
4. Contact Swank to order 35mm print (if applicable).

### RECAP OF STEP 3:

1. Decide if you want to include a Q & A and panel discussion in your event
2. Reach out to local environmental leaders/ experts
3. Reach out to professors on campus
4. Offer experts opportunity to promote their own actions, initiatives & events
5. Keep experts informed of event details

### RECAP OF STEP 4:

1. Cover all internet bases: email blasts to local and school orgs, Facebook, and advertisement on school website.
2. Display posters in high-traffic areas around school and the community
3. Ask professors about offering extra credit
4. Advertise in print: school and community newspapers.

### RECAP OF STEP 5:

1. Contact local and student organizations that might be interested in tabling at the event. Ask them to bring applicable materials.

## **Post-event: Wrap Up!**

First, congratulations on putting on a screening! That was hard work. Hopefully, you will have seen many inspired students, and will have heard about interesting actions occurring both on campus and off. We are very interested in hearing about your screening, as well as any actions that are being taken at your school.

If you would like, please post a blog about your screening, and any actions tied into it on our website, [www.11thhouraction.com](http://www.11thhouraction.com). Simply sign up on the front page, and choose to blog. Use any good pictures that you might have! Tell us about your screening, and what actions students are taking. We'd love to post your story on the front page of our site.

If you have any questions about this, or want to discuss your screening or blog with someone, please feel free to email our Content Manager, Blake Lown, at [blake@treemedia.com](mailto:blake@treemedia.com).

