



CLOCK WISE PRODUCTIONS, INC.

Abraham's Children



Act! Setting up a **Screening** of *Abraham's Children*

Thank you for hosting a screening of *Abraham's Children*. Here are a few helpful tips for setting up a successful screening.

Planning your Screening:

If you're hosting a screening, good planning will make it less stressful for you and more fun for everyone. Depending on when, where, and how you organize the gathering, you may need to modify these steps. Here are some ideas:

Think about your goals: OUR goal is to get as many people as possible to see *Abraham's Children* in the hopes that it will inspire people to act, and more importantly, change the way we interact with fellow students, neighbors and colleagues from different backgrounds. If you like the film, we suspect that your ultimate goal is similar too.

Do you want to have a panel discussion about the film and about Muslims in your community? Who could be on that panel? Did you check with the filmmakers to see if the director is available to speak at your screening?

Choose a date and time: Check to be sure there are no major conflicts on your chosen date such as large community events, demonstrations, other film screenings or organizational meetings. Give your guests two to three weeks' notice and allow yourself ample time to prepare.

Make an invitation list: Your screening can be a gathering of close friends and family, a gathering of neighbors, co-workers and colleagues', a public event, or a mix of all of the above. Remember, one goal of the screening is to generate discussion; having people with diverse perspectives is a way to ensure lively debate!

Two to three weeks before the screening:

- Mail invitations – our website has PDF versions of our flier or you can ask us for the e-mail header (see above), or we can send you the flyer as a Photoshop file so you can custom-make your own invitation using our template.
- Reserve any necessary space or equipment.
- Make sure you have received the Screening Kit: it contains a DVD, about 50 'action' postcards and five small posters, as well as a viewer's guide. If anything is missing or you need more supplies please let us know immediately.
- Think logistics: Will you be showing the film to a small crowd on your computer screen? Are the speakers potent enough to reach everyone in the room?
- Do a test run with the DVD in the computer or DVD player you will be using as soon as you get it. Are you projecting the film onto a wall? Make sure you are projecting it in WIDE SCREEN format. For the screening you will need:
 - computer or DVD player
 - projector
 - speakers
 - screen or white wall
- Look over the Viewer's Guide (also a downloadable PDF file: www.abrahamschildrendoc.com/press) and decide how you want to start the discussion after the film. Perhaps you want to invite a person from your local mosque or a friend who can help facilitate any questions about Islam.
- Plan your refreshments if serving any. Sometimes local businesses are happy to make donations of food supplies to non-profit events, but they often need advance notice so get your request in early.





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One to two weeks before the screening:

- Begin to prepare your own presentation, whether it be formal or informal. How will you introduce the film and what is the best way to facilitate discussion with your group after the screening?
- Make copies of any fliers, sign-up sheets and any other materials you want to provide.
- As appropriate make follow-up calls to people who received your invitations and ask if they'll be coming.

The week of the screening:

- Follow up with any panelists and 'key' guests you are expecting.
- Follow up with any volunteers and suppliers, e.g., a friend who will help you set up the screening.
- Hang up the posters from the Screening Kit we sent you.

The day of the screening:

- Arrive at your location early (if it's not your home), give yourself time to set up the equipment and do a test.
- Make sure the film plays in WIDE SCREEN format and the sound level is good for both dialogue and music.
- Distribute the 'action' postcards onto each chair or organize for someone to hand them out to each audience member as they come into the screening room.

Supply checklist:

- Clipboards, pens, envelopes for donations and sign-in sheets for your guest's contact information. This allows for you to follow-up with your guests or to grow your mailing list.
- *Abraham's Children* materials (DVD, posters, 'action' postcards, discussion questions, viewer's guide).
- A basket or jar to collect donations, envelopes and pens.

The Screening!

- As guests arrive, welcome them and ask them to sign-in.
- If you're fundraising, you may decide to collect donations at the door or do a specific donation appeal at some point during the screening. If you decide to take donations at the door, put out a jar with pens and envelopes and remind people about the donations as they arrive.
- Allow a good 15 to 30 minutes for mingling, introductions and snacking.
- As the host, welcome everyone to the screening. Thank them for coming, and if appropriate, thank everyone who helped facilitate the screening and give a brief introduction as to why you are holding the screening, a brief synopsis of the movie, and any other items you want them to keep in mind while watching the film.
- After the movie, people will want to talk. If you are hosting a screening in your home or in a small setting, allow people to take a break—get up, get more food, use the bathroom, etc. Then gently reassemble them and guide them into a discussion. If your screening is in a bigger, public setting, immediately go into the discussion phase of the screening. If you break, you'll never get them corralled again to sit down and listen to a panel or ask questions in a discussion.

Wrap-up and follow-up:

- Thank everyone for coming and encourage them to host a screening of *Abraham's Children* themselves and to refer friends to the website.
- If you like thank-you notes, go ahead and send them out to everyone who attended your screening or use the information on the sign-in sheets to email audience members your gratitude. Or, give folks a call a month down the road and ask them if they've taken any action to educate others based on the contents of the film.
- We're eager to hear from you so please let us know how it went and, if you are so inclined, please share the sign-in sheets with us! It's great to have a good idea of how many people have been reached with our film!
- If your film was licensed for a one-time viewing only – please return it to us.

Good luck and **thank you!**

Contact Nina for more information and a screening application
nina@clockwiseproductions.com or 212-343-3099

