

How-To Guide for Hosting a Screening of *In Plain Sight*

This guide outlines step-by-step suggestions for organizing a successful screening of *In Plain Sight*. Of course, the specific steps each organizer takes will vary based on their particular situation.

Several months prior to the screening

- Choose a venue, date, and time
 - Think carefully before choosing a venue, date, and time for the screening. These should be as convenient as possible. How many people do you think will attend? Choose a venue that is appropriate for the size of the audience. Keep in mind the schedules of your intended audience members. (i.e. If you are organizing the event to take place on a college campus, perhaps you don't want to host an event during finals week!) Possible venues could include academic buildings, community spaces, or a local theater. Try to book a venue that is accessible to people with disabilities. If you hope to bring the film's producer to lead a Q&A, attend classes, or host a teach-in related to the film, make sure to contact her as early in the process as possible.

- Contact producer to obtain the film and film rights
 - Visit www.inplainsightdocumentary.com for information about obtaining the *In Plain Sight* documentary and contacting the producer.
 - Film rights are required to screen the film publicly. Typically, these rights are included if you request the documentary through your library.

- Solidify both financial and non-financial support
 - Contact possible collaborators and co-sponsors. Donations from these sources can be used to pay for film rights, if necessary, and individuals can volunteer to help out on the day of the screening.
 - Potential collaborators will vary across towns and campuses, but might include local versions of the following:
 - Possible academic departments to partner with: American Studies; Anthropology; Film and Media Studies; Gender, Sexuality and Feminist Studies; Geography; Political Science; Sociology
 - Possible university or community groups/offices to partner with: Women's Center and/or feminist groups; LGBTQ Center and/or groups, Student Activities Center; Center for Community Engagement

- Email professors and ask them to advertise the event to their classes and offer extra credit to students who attend the screening.
- In terms of a post-screening Q&A, bringing the film's producer is the best option. Doing so sets the groundwork for the most interesting and informative discussion of the film and its content, and often leads to increased attendance at the screening. If this is not an option, you could find a speaker who is available locally to lead a post-film Q&A.
 - Choose a speaker who is knowledgeable about the topics raised in the film (and particularly Rural Queer Studies!) and who has public speaking experience. Examples include a faculty member in a related academic department or someone associated with an LGBTQ organization.
- Develop a budget
 - Include:
 - Film rights
 - Facilities & Equipment
 - Sound, lighting, etc.
 - Printing posters
 - Speaker
 - Honorarium, transportation, and lodging
 - Food for the event

One month prior to the screening

- Send out a Press Release (downloadable at www.inplainsightdocumentary.com) and follow up by contacting specific people associated with the outlets in which you hope coverage of the event appears (such as local press and University newspapers).

The month of the screening

- Distribute screening flyers and film posters
 - Make and print flyers for the screening that include the time, date, and venue of the event.
 - Place hard copies in local store windows, nonprofit offices, public community buildings, and/or academic/residence buildings. Contact these locations or offices, such as the Student Affairs office, for approval in advance.
 - Distribute digital copies via various social media sites (consider creating a Facebook event and Instagram post) and request placement in an online University and/or town calendar and local events listings.

- Send reminders via newsletters and social media.

One week prior to the screening

- Send out a second Press Release and follow-up with contacts concerning press coverage.
- Send reminders to those professors who agreed to offer extra credit for attendance.
- Make sure that you have access to the documentary and that the picture and sound equipment work in the venue.

Day of the screening

- Set up at least 45 minutes prior to the screening.
- Send last minute reminders about the event over social media.
- If there are guest speakers at the event who you have not yet met in person, make sure to introduce yourself prior to the event.

Post documentary screening

- Send Thank You cards to collaborators and guest speaker(s).
- Send an email to the professors who advertised the event to their students and offered extra credit, thanking them for their support.