

# CIRCLE UP

## How to Set Up a Screening in Your Community

1. Chose a method of acquiring the license:
  - **Purchase the DVD or streaming rights** through [New Day Films](#) for the most economical, DIY option
  - Complete the [Host A Screening](#) form on our website for assistance in event planning
2. Find a **venue for the screening**. Possible locations include public libraries, universities, churches, and community centers. Factors to consider:
  - **Cost**: you may be able to find a free space, especially if you co-sponsor the event with that organization.
  - **Capacity**: you want a space that holds enough people but isn't more than double your expected audience. Community screenings typically attract 20-80 people; more if they have multiple sponsors.
  - **Technical**: do they have a projector, speakers, screen, mics and PA for a panel discussion? Do they offer tech support if needed?
3. **Find co-sponsors**. Many of our successful screenings have had multiple sponsoring organizations who contribute funding, screening venue, food, and/or outreach – outreach being the most important factor! Potential partners include churches, synagogues, universities (especially departments of Sociology, Criminology, Social Work, Education, Law, and Divinity), and social justice or restorative justice organizations. Check our [website](#) for templates of how to present the event to interested parties. Offer partners a listing in press releases, free admission for their members, or a table at the event to publicize their work.
4. Make use of your partners' personal connections to build a press list of local radio, TV, newspapers, blogs, university list-serves, etc. **Send a press release** 4-6 weeks before the event, and a second press release with more details closer to the event. Do phone follow-up with media after each press release.
5. **Create a Facebook event**, a page on your website, and/or an online invitation like Eventbrite. Tag all your co-sponsors and email asking them to invite people.
6. If desired, put together a **panel or circle discussion** for after the movie. Consider including restorative justice practitioners, people affected by harm, and people responsible for harm. The CIRCLE UP filmmaker and participants are often willing to do a Q&A within New England or Skype in for an honorarium.
7. If desired, make and distribute **posters or flyers** using graphics from our [website](#).
8. Develop the exact **timeline and plan** for volunteers for the event.
9. Do a technical run-through well before the event (days before if possible).
10. Hold the screening and enjoy! Invite participants to join the [impact campaign](#) by completing this [audience survey](#) (bit.ly/circleupsurvey) or doing a [video talk-back](#).

Thanks to Jon Hain of Dane County TimeBank in Wisconsin for helping to develop this template.