How to Host a Screening and/or Town Hall Discussion

Hosting a film screening is one way to draw attention to PUSHOUT and to encourage thoughtful discussion and can lead to actionable changes. Invite other organizations and community members to watch the film and then have an open discussion about how the film relates to issues you're concerned about.

1. **Choose a target audience** that you would like to invite to the film screening. For example, you may decide to invite organizations that share your mission, community activists, student groups, or residents of a certain neighborhood. You might decide on a target audience of children, teens, or adults, or you might choose to invite people of all ages.

2. **Select a date and time** for the film screening. Try to choose a meaningful date when people are most likely to be talking about issues addressed in the film. For example, it would be strategic to host the film screening during International Girls Day on October 11th, or Black History Month.

3. **Select a venue** that will be available on the date and at the time you have chosen. Popular places to hold film screenings include libraries, high school auditoriums, colleges/universities, non-profit centers, churches, museums, open theaters, and other public meeting spaces. You might also look into hosting the screening at a small, independent movie theater, or at a concert venue. Be sure to contact the venue manager and check if the venue has all the materials you need to host your screening (ex. projector, screen, etc.)

4. **Set-up registration** for attendees so you can capture emails and know how many people to extend to attend your screening. There's many free RSVP platforms. We mainly use Eventbrite as it provides all of the online registration and ticketing tools to help you with free and paid events.

5. **Create and distribute flyers** a month in advance of the film screening. Make sure the flyers are eye-catching and provide key details about the film that will attract individuals who are interested in exploring the issues that you're addressing through the screening (go to pushoutfilm.com/events for samples).

6. **Promote your film screening on social networks** like Twitter and Facebook to spread the word about the event to your online supporters. In advance of the screening, you can create a blog post with images from the film, a brief review of the movie, and a discussion of why the film is important. You can direct your online audience to your blog post to get them excited about the screening.

7. **Write a press release** about the film screening to send to newspapers, radio shows, blogs, and other media outlets. The more people hear about your event, the more likely they are to come!
8. **Create a schedule** for the event that includes a short, spoken introduction to the film and a participatory discussion after the film ends.
9. **Select a speaker** who can introduce the film and lead a panel or just an audience discussion once the film has ended. Reach out to prominent community leaders, legislators, middle school or high school girls, educators, administrators or activists who may be willing to serve as the moderator for the discussion.
10. **Draft a list of questions and concepts** that you would like to be a part of the discussion after the film (go to pushoutfilm.com/events for discussion guide). Work with the discussion leader to decide on the suggested topics for the discussion. After the film, have the discussion leader ask audience members what they thought about the film and encourage audience members to give solutions for resolving the issues addressed in the film. For example, you might ask the audience about their ideas for how to combat disciplinary actions in schools.
11. **At the event,** make sure different volunteers are assigned different tasks including:
    o Having a greeter at the table
    o Taking photos of the event
    o Handing out information about your organization after the discussion is over
    o Making sure that audience members know how to follow up and connect with you after the film screening. For example, you might ask audience members for their email addresses and add them to your email list, so that you can bring them into your community.
12. **Spread the word about your film screening through PUSHOUT's social media.**

    #ElevateBlackGirls

    #LoveBlackGirls

    #BlackGirlGreatness

    #BlackGirlRights

    #StandwithBlackGirls

    #BlackGirlsLearn

    #PushoutfFilm