



[i]NDEPENDENTLENS 

ITVS COMMUNITY CINEMA is a monthly screening series showcasing the Emmy award-winning PBS series *INDEPENDENT LENS*. Presented in partnership with local, regional and national partner organizations and local public television stations, ITVS COMMUNITY CINEMA aims to build connections among diverse communities, public television stations, and leading organizations working on a range of important social issues.

ITVS COMMUNITY CINEMA features screenings of films scheduled for upcoming broadcast on *INDEPENDENT LENS* that are free and open to the public, and followed by a panel discussion or other presentation featuring local experts or key organizations working on issues covered in the film. Through these community screening events, ITVS COMMUNITY CINEMA provides cutting-edge film content, information and resources on a range of topics, and opportunities to participate in issues and/or organizations working on topics of concern.

ITVS COMMUNITY CINEMA is an excellent opportunity for local community organizations to broaden their constituencies by hosting regular events featuring new award-winning independent films on a broad range of topics. Organizing panel discussions and/or inviting community leaders to speak at screening events facilitates networking and provides real benefits to local communities. Additionally, engaging communities around important social issues positions local partner organizations as important conveners at the center of today's debates.

ITVS COMMUNITY CINEMA strives to screen in premier venues that are accessible to diverse communities and can hold about 100 people or more (art house cinema, well-established community center, museum, or public library, or other space). Screenings take place about 30 days prior to the scheduled broadcast of each film, and are "hosted" by at least one partner organization who takes primary responsibility for producing the event-securing the venue, promoting the event to the public, and organizing a post screening panel and/or discussion.

ITVS provides local partners with a package of resources to help build a successful event. Materials are provided free of charge, and include:

- High quality DVD of the film for screening
- DVD copies of the film for sharing with and recruiting local speakers and/or partners

- 300 full-color printed postcards to promote the screening event (local partners must add local screening event information to back of card)
- Professionally designed customizable flyer templates in Microsoft Word
- A professionally developed discussion guide and event facilitator guide for each film.
- Event listings on the ITVS website
- Connection to your local public television station for partnership opportunities
- Additional resources and support can also be made available from ITVS

ABOUT ITVS

ITVS funds and presents award-winning documentaries and dramas on public television, innovative new media projects on the Web and the Emmy award-winning weekly series *INDEPENDENT LENS* on Tuesday nights at 10 PM on PBS. ITVS is a miracle of public policy created by media activists, citizens and politicians seeking to foster plurality and diversity in public television. ITVS was established by a historic mandate of Congress to champion independently produced programs that take creative risks, spark public dialogue and serve underserved audiences. Since its inception in 1991, ITVS programs have revitalized the relationship between the public and public television, bringing TV audiences face-to-face with the lives and concerns of their fellow Americans. More information about ITVS can be obtained by visiting itvs.org. ITVS is funded by the Corporation for Public Broadcasting, a private corporation funded by the American People. For more information visit www.itvs.org.

1. WATCH THE FILM

- Take notes on the important issues presented in the film. Are there hotspots or controversial topics?
- Think about possible partnerships with local organizations or speakers that work on these issues
- Think about who your audience is. Is the film appropriate for all ages?
- Become an expert on the film, watch it twice if you have to!
- Think about the outcome of the event. This will help you plan the steps for a successful event setup.

2. FIND A VENUE

Location, location, location! The venue is as important as the promotional package in either bringing people in or keeping them away. Public libraries, museums, large community centers, and other community-oriented spaces are generally good choices. University campuses, private clubs, or other exclusive venues may sound appealing, but some people can find them intimidating or off-putting, so choose carefully. Your local public television station will likely be able to suggest local venues that would be appropriate for your ITVS Community Cinema Event.

PHYSICAL ACCESSIBILITY

- Near public transit
- Easy parking
- Safe neighborhood
- Handicap accessible

ATMOSPHERE

- Clean theatre
- Comfortable Seats
- Clean restrooms
- Space for discussion
- Diverse/inclusive reputation

SUPPORT

- Newsletter/calendar
- Web site
- Email/ mailing lists
- Space to leave postcards/flyers

TECHNICAL

- Video projector on-site
- Ability to playback DVDs
- Microphone(s)

3. FIND EVENT PARTNERS

Among the key objectives of ITVS Community Cinema (and ITVS Community as a program) is to develop relationships with a broad array of local, regional, and national community organizations who value ITVS as a promotional and programmatic partner and as a leading content provider for social issue documentaries.

- Recruit participation from organizations with diverse missions: issue-based or advocacy organizations, direct service providing organizations, non-issue participatory/community organizations, governmental organizations, and/or faith-based organizations.

- Be careful about opposites: although it is tempting to bring two adversaries to the table to debate in public, these can often be difficult situations to manage.

- CINEMA events cannot be used as fundraisers (all events must be free and open to the public). However, your local public television station should be encouraged to leave membership information for your audience to pick up. Partner organizations cannot directly solicit action at CINEMA events (this might include petitions, signing appeal postcards, letters, or other obvious forms of political action).

4. PARTNER WITH LOCAL PUBLIC TELEVISION STATIONS

Local public television stations should always be placed as “co-presenting” partners for ITVS COMMUNITY CINEMA, although their actual level of participation will vary from market to market, and probably from month to month.

Explore the contacts your local PBS station partner may have. They've been in the community a long time, and will likely have worked with many local organizations. If they already have a contact, see if you can leverage that-it will also help the station feel more involved.

5. CONFIRM

Confirm your screening date(s) and partner organizations! Give them a call or send them an email confirming their participation and next steps.

6. FORM YOUR POST-SCREENING PANEL

Invite your event partners to suggest speakers who will lead a panel discussion and audience Q & A session (if appropriate). Collect a bio and some background information to confirm that this speaker will fit with the screening event you are creating. It is also wise to recruit a moderator that can manage the panel discussion and field questions from the audience.

It is vital that every speaker (including potential speakers) be provided with a copy of the discussion guide produced by *Independent Lens*. Direct your speakers to the ITVS Community web site to download the guide in PDF format, www.pbs.org/independentlens.

ITVS is a federally funded public media organization. **WE DO NOT TAKE POSITIONS ON SOCIAL ISSUES.** However, we certainly can and will partner with organizations who do. This can create some obvious tension and a few operational dilemmas with respect to what can and cannot happen at an event. This can be a blurry line to walk. We want to always be sure that the views and positions of our partners are not ascribed to ITVS. Here are a few guidelines to consider:

7. IMPORTANT GUIDELINES

PARTNER ORGANIZATIONS

- **MAY** explain their views and positions at CINEMA events.
- **SHOULD** distribute educational materials and information that details their views.
- **CANNOT** directly solicit action at CINEMA events (this might include petitions, signing appeal postcards, letters, or other obvious forms of political action).
- **MAY** inform audiences how to get involved after the event.
- **CANNOT** solicit donations at CINEMA events, but **MAY** distribute membership or contribution information for people to review later.

CINEMA EVENTS

- **MUST** be free and open to the public.
- **MUST NOT** be used as fundraisers.

Event organizers should make clear that ITVS does not take positions on social issues and that the positions of partner organizations are their own. We must show that we are open to working with a broad array of organizations representing diverse perspectives.



CAPITOL HILL SCREENING OF ALMOST HOME HELD AT THE DIRKSEN SENATE OFFICE BUILDING



US DEPUTY SURGEON GENERAL KENNETH MORITSUGU SPEAKS TO MEMBERS OF THE SENATE SPECIAL COMMITTEE ON AGING AT THE CAPITOL HILL SCREENING OF ALMOST HOME

8. INVITE! PROMOTE! CREATE YOUR BUZZ!

You cannot invite too many people, and you cannot do too much publicity and promotion. That event planning disaster they tell you about where way too many people show up and there aren't enough seats: pray for that!

Also keep in mind that promotion in and of itself helps us all meet some of our goals. If 100 people come to an ITVS COMMUNITY CINEMA event, but 10,000 are aware of it due to your clever promotional strategy, your partners, local stations, and *Independent Lens* will all benefit.

PARTNER ORGANIZATIONS CAN PROMOTE THE EVENT THROUGH:

- Mailing lists
- Email lists
- Newsletters
- Web site

MEDIA CONTACTS TO CONSIDER APPROACHING TO PROMOTE YOUR EVENT

- Daily newspaper
- Local PBS station
- Weekly alternative paper
- College/University papers
- Niche papers (LGBT, Latino, etc.)
- Local radio PSAs

OUTREACH STRATEGIES

- Speak at other events
- Contact local college professors
- Hand out postcards
- Post Flyers

Your public television station partners are a great promotional resource. They often have mailing lists, newsletters, and e-blasts which can include your event details.

9. THE BEST PART! THE DAY OF YOUR EVENT!

BEFORE THE GUESTS ARRIVE

Like all events, many, if not most of the particulars will change with the venue and market, but there are a few things we should keep consistent for all ITVS Community Cinema events.

Every venue will be different, but remember that we have to provide a place for our partners' materials to be displayed, and we also need to display ITVS and local station materials. With that, we suggest securing TWO tables for literature...one for ITVS and the local station, and one for partners' materials (this will also help us to make distinctions between partners who may have sharp and controversial positions and the public media organizations who do not).

ON YOUR LITERATURE TABLE:

- ITVS Magazine: *Beyond the Box* (when available)
- Clipboard w/ sign-in sheets
- Flyers for next event
- *Independent Lens* Season Calendars
- Promotional postcards for the film
- Mounted *Independent Lens* Posters/Season Calendars

You should also have at least 3 clipboards with sign-in sheets (one for each table, one to keep with you and pass around to collect e-mail addresses and mailing addresses to receive our newsletter and updates about future screenings). Ask folks to sign-in! To expedite the process, consider leaving a bowl at the table where guests can leave their business cards. (Please be aware that ITVS does not sell or give away our mailing lists).

- Depending on the venue, the set-up for the panel discussion will vary, but in general, a table for panelists to sit at is preferable. Director's chairs or stools are also an option, though not ideal.
- If there is a podium, affix the *Independent Lens* POSTER to the front of it.

- If there is a PA system, make sure and check the microphones before the event.
- Also make sure and do a general **TECH CHECK OF ALL VIDEO AND AUDIO**, and run a small segment from each DVD to make sure there's no trouble once the lights go down.
- Try to have everything in place **BEFORE** your guests begin to arrive. Ask your featured guests (station reps, partner reps, other featured speakers) to arrive at least 15 minutes before the scheduled start time and review the event **RUN-OF-SHOW** with them.

ALWAYS bring a back-up copy of the film in case the DVD copies fail!

their email addresses for info about future screenings (and their snail mail if they would like further info from ITVS and its partners). Finally, introductions should always make clear that there will be a discussion or other presentation after the film and invite people to stay.

10. IT'S SHOWTIME!

Once your guests have arrived, the event should begin on time (NEVER more than 10 minutes late, no matter who is missing or what the problem is... the show must go on!).

Every ITVS COMMUNITY CINEMA event should begin with an introduction from the front of the room. Introductions and welcome should be given by you or a station representative.

It is always best to write out your remarks and introductions. Remember to keep it concise.

YOUR INTRODUCTION

Make sure to thank:

- Everyone for coming
- Formally acknowledge and thank partners
- Thank the venue
- Thank other sponsors or supporters
- Recognize and thank the station

Mention the upcoming *Independent Lens* broadcast of the film on your partner station.

Introductions should also call attention to the literature tables and ask (beg) people to sign-in with at least



ITVS COMMUNITY CINEMA SCREENING OF THE DEVIL'S MINER HELD AT THE DIRECTOR'S GUILD OF AMERICA IN LOS ANGELES



POST-SCREENING PANEL DISCUSSION ON CHILD LABOR ISSUES AT THE DEVIL'S MINER SCREENING WITH KIEF DAVIDSON (FILMMAKER), JOHN B. TREW (SENIOR TECHNICAL ADVISOR-CARE) AND ERIN CALLAHAN (WESTERN REGION DIRECTOR-AMNESTY INTERNATIONAL USA)

LIGHTS, CAMERA, ACTION! ROLL THE FILM!

DURING THE CREDITS

After the film, WHILE THE CREDITS ARE STILL ROLLING, assemble your speakers and get them in place. When the lights come up, a moderator (can be you) should immediately say something clever like:

- “Wow! What a wonderful film, and now to help us explore these issues a little further, please let me introduce our speaker/panel!”
- Remember, some will be inclined to leave after the film, THAT’S OK...let them go, and don’t stop talking. If the action (from film into discussion) is continuous and fluid, more people will stay.
- Make sure there is time for Q&A, we definitely want people to participate.
- Monitor the discussion, and don’t let it go all night!
- AFTER THE DISCUSSION, make sure the moderator (could be you) thanks everyone for coming, reminds everyone about the literature tables, the broadcast date, the resources on the itvs.org website and ANNOUNCES THE NEXT ITVS COMMUNITY CINEMA EVENT!

- Report back to ITVS Community
 1. Complete monthly CINEMA report form immediately after screening and email to the National Community Relations Coordinator at outreach@itvs.org.
 2. Provide copies of all sign-in sheets
 3. Turn-in all Partner Evaluation Forms [optional]

If you have questions or need advice contact ITVS COMMUNITY at outreach@itvs.org or call 415 356-8383 x 247.

Thank you for participating in ITVS COMMUNITY CINEMA!

MEASURES FOR EVENT SUCCESS

PARTNER ORGANIZATION PARTICIPATION & SATISFACTION

How many organizations participated in the event? Was their participation meaningful or superficial? Did they feel that the investment of time and resources in this project was a valuable one? Would they participate in a future ITVS Community Cinema Event? Do they plan to use the film and/or discussion materials in their own work, perhaps at a future event?

AUDIENCE ATTENDANCE AND REACTION

Was there sufficient attendance to justify the screening? Did the audience stay for the post-screening discussion? Did the audience respond to the film? Did the audience engage in the discussion? Did they take information from the partner organizations? Were you able to collect contact information for newsletter sign-ups? Did audience members inquire about participating in future events or about getting more involved?

PUBLICITY AND MEDIA COVERAGE

Was the event listed in newspaper and website event calendar listings and partner org websites and/or newsletters? Was there any news coverage of the event (radio, print, web, tv)? Were e-mail blasts sent out from the PTV station and partner organizations?

Answering this series of questions can easily help to determine if the event was a success by some basic measures. But the key is to answer these questions BEFORE the event, and in so doing, ensure that some basic steps are taken that can help deliver happy partners, full houses, and some local buzz about ITVS COMMUNITY CINEMA.

11. THAT’S A WRAP!

After an ITVS COMMUNITY CINEMA event, there are a few quick things to do to finish up:

- Follow-up with all partner organizations
 1. Call or send an e-mail offering thanks and claiming success and delirious satisfaction with the event!
 2. Send them the Partner Feedback Form [optional] and ask that they please fill out ASAP, reminding them that it will take less than 5 minutes and will help us serve organizations like them better in the future.
 3. Provide them with copies of the sign-in sheets.
- Follow-up with stations
 1. Call or send an e-mail offering thanks and claiming success and delirious satisfaction with the event! If a representative did not attend, provide him/her with a few highlights of the evening.
 2. Provide him/her with copies the sign-in sheets.

CHECKLISTS TO BE COMPLETED FOR EACH EVENT

PARTNER CHECKLIST

- Partner orgs have received an e-mail outlining the terms of their participation
- Partner org's logo, one paragraph description, and URL have been given to ITVS for website placement
- You have confirmed partner org's representative(s) for the screening, and have contacted that person (get their cell phone number!)
- You have previewed the materials the partner org wants to display/distribute
- Partner org has listed the event on their website and/or in their newsletter
- Partner org has sent an e-mail blast about the event to their list
- Partner org is aware of and comfortable with other event partners/participants
- Partner org has completed Partner Feedback Form and submitted to ITVS
- Partner org has received copies of all sign-in sheets upon completion of event

PUBLICITY CHECK LIST

- Calendar listings filed before deadline (for closest publication BEFORE the event) in weekly papers, daily papers, college/ethnic/or niche press, and with radio stations
- Media advisory distributed to your local media list and follow-up calls made to reporters
- Any available direct mail lists have been sent postcards and/or flyers
- Flyers have been duplicated (1000 per screening) and distributed widely
- Event announcements posted to community bulletin boards, college campuses, and other regular posting locations
- Local station has promoted the event on its website, in its newsletter, and to its members (through e-mail or other means) as agreed to

DAY OF THE EVENT CHECKLIST

- The venue has provided all necessary (and agreed to) items (PA system w/ microphones, tables, chairs, easels, video, etc.).
- Independent Lens* signage is in place before the event
- Literature tables are set up (one for ITVS + local station and one for partner orgs)
- Sign-in sheets are in clipboards and placed on tables (and one is in your hand).
- Audio and video systems checked before the event, screening copies of the film are checked out on the equipt.
- The projectionist has the film to screen!
- Partner representatives have arrived, set up their materials and banners
- Introductory remarks are ready, and event host is prepared (that's probably you!)
- Panel moderator (could be you) is chosen and prepared
- Thank everyone for coming and "say goodnight Gracie!"



ITVS COMMUNITY OVERVIEW

ITVS COMMUNITY, the national outreach program of the Independent Television Service [ITVS], works to bring communities together and connect them with information, resources and opportunities for education, engagement and positive change. ITVS Community makes public broadcasting into a powerful resource for individuals, communities and organizations working on key social issues around the country.

ITVS COMMUNITY seeks to create a regular, accessible method for community members to learn more about the issues they care about (or to come to care about issues unfamiliar to them), and to provide opportunities for individuals to become further involved with those issues through leading organizations both public and private. What is perhaps unique, and certainly critical about our approach to this work is that the method we offer is both familiar and comfortable to almost everyone: essentially, going to the movies.

For any given issue, deciding on a direction is the responsibility of individuals and the community itself. Offering concrete strategies and opportunities for change in a variety of directions is the role of leading public and private organizations involved in that issue. Creating the opportunity for them to come together and using the power of public media to help build the connections among them is the role of ITVS COMMUNITY.

ABOUT CPB

The Corporation for Public Broadcasting (CPB) is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America.

The fundamental purpose of public telecommunications is to provide programs and services, which inform, enlighten and enrich the public. While these programs and services are provided to enhance the knowledge, and citizenship, and inspire the imagination of all Americans, the Corporation has particular responsibility to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities.



ABOUT PBS

PBS is a media enterprise that serves 355 public noncommercial television stations and reaches nearly 73 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment, and consistently dominates the most prestigious award competitions. PBS is a leading provider of digital learning content for pre-K-12 educators and offers a broad array of other educational services. PBS' premier kids' TV programming and Web site, PBS KIDS Online, www.pbskids.org, continue to be parents' and teachers' most trusted learning environments for children. More information about PBS is available at www.pbs.org, one of the leading dot-org Web sites on the Internet.



ITVS COMMUNITY CINEMA SCREENING OF SEOUL TRAIN HELD AT THE SAN FRANCISCO PUBLIC LIBRARY