



bullfrog
communities

Community Screening Guide

Ideas and best practices to help make your community screening a success!

1. Publicize Your Event! This is the most important step because it not only tells the world what you're up to, but it lets the Bullfrog Community team know what your plans are so we can help you publicize your event. You can also email us at info@bullfrogcommunities.com if you need help getting started!

2. Visualize Your Goal! What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion about issues raised in the film, gain support or recruit volunteers for a local grassroots campaign, or raise funds for a group on your campus or in your community. Or, you can simply use the screening to provide an opportunity for your audience to watch and learn together.

3. Where To Host? Consider which locations in your area would be ideal for accommodating an in-person community film screening of the size you anticipate: downtown movie theaters, churches and synagogues, town halls, community centers, public libraries, school auditoriums, university and college venues, warehouse spaces, a local business, outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings. Virtual screenings can be hosted on <https://streaming.bullfrogcommunities.com>, or by using a customized screening room on Vimeo that we can provide.

4. Find A Partner! Give some thought to who is already working on this issue in your community. Can they help sponsor the event? Spread the word? Participate in a panel discussion or Zoom meeting after the screening? Some potential partners include: student groups at schools, universities and colleges; a local public or campus library; representatives from local religious congregations or faith-based community groups; local chapters of national/global activist or grassroots organizations; faculty members at nearby universities and colleges; reporters/journalists from local news publications such as newspapers and magazines; local nonprofits; and any community organizations that share goals or views with the film you are screening.

5. Invite A Guest Speaker! Guest speakers and panelists are a great way to encourage discussion and debate after a community screening. When people are engaged and thinking about the issues they will stay engaged long after the screening has passed. Contact representatives of local non-profits, faith groups, journalists and reporters from local media outlets, or teachers and professors who have expertise and/or insight into the issues raised by the film, and invite them to attend your screening—in person, via Skype or Zoom, etc—and participate in a discussion or Q&A session with your audience.

6. Engage Your Audience! Use a discussion guide to engage your audience. Included on the Resources page of most of our films is a Screening & Discussion guide that includes ideas and best practices for a successful screening, a Ready to Talk! section with suggested discussion questions to get the conversation started with your audience, and a section called Ready to Act!— which can be used as a handout — listing additional online and/or print resources for further investigation of key issues raised in the film.

7. Spread The Word! Think about the best methods available to you for publicizing your film screening to people in your community. Sending emails to a contact list, creating event notifications on Facebook, Instagram, Eventbrite or an online community calendar, using Twitter to announce your event, and placing screening announcements in local newspapers and newsletters is a good start. In addition to our Screening & Discussion guides, screening posters and press photos that can be used to help publicize your event can be found on a film's Resources page.

8. Tell Us How It Went! Tell us about your event. Contribute to a film's discussion page (if available) or email us about your experience in order to help other student groups, universities, non-profits, congregations and community groups further the discussion and put on successful screening events of their own. Where was your screening held? Who attended? What went well, and what was challenging? What did you discuss? Your feedback will help others to organize their own events, and will energize Bullfrog Communities as a whole.