



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. 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 listings and posting updates on social media or an online community calendar, and placing screening announcements in local newspapers and newsletters is a good start. Screening posters and press photos that can be used to help publicize your event can be found on a film's Resources page or order form page. 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 Google Meet or Zoom, etc—and participate in a discussion or Q&A session with your audience.

6. Engage Your Audience! Before the screening, familiarize yourself with the film and any key concepts it explores. Then, create a short list of questions or prompts that will get people talking and lead to productive and engaged dialogue about the issues. Searching online may lead to existing resources for the film or ideas for post-screening discussions with an audience.

8. Tell Us How It Went! Tell others about your event and how it went! Post a summary of your event on social media, recap the event in a print or email newsletter or mailing list, record and share the Q&A or post-screening discussion, or simply email Bullfrog Communities and share your thoughts with us. Your experience and ideas can 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.