

Invisible Corps

In Officio Salutis

In Service of Health

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SCREENING THE FILM AND PANEL DISCUSSION

For a downloadable link to the file for the documentary, 57 min or 29 min, contact: Chris@ChristopherProductions.org

There are many ways to do a screening from very informal to a huge gala.

Determine the **goals for the event**: 1) Raise awareness, 2) Create more media coverage, 3) Honor underwriters, 4) Address community concerns, etc.

It's always ideal to involve partners in the creation of the event (help with information tables, panelists, venue, reception, etc.). Depending on your partners for the project, it's usually possible to get a venue donated.

Question and Answer panels following the screening of the film are a great way to engage the audience in discussion and answer any questions they have regarding the content and information in the film.

Marketing:

www.InvisibleCorps.com

The web site has downloadable

- 1) Posters of the film (one has a clean bottom area to add local information regarding the screening location / date / time.
- 2) Press release template
- 3) Production pictures for media outreach and use
- 4) Promotional short videos for media or social media outreach and use

We suggest you gather several partners to include in the screening. These organizations can help with outreach, marketing and perhaps panelists.

In general, create a press release (template on the website above) that includes the basic information on the film and the date/time/location for the screening. You might also add the panelists if there will be a Q&A.

Distribute the marketing for the film at least two weeks prior to the event with a follow up about a week before.

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TECHNICAL ASPECTS:

VIDEO Prior to Audience arrival

Check to be sure you can see the screen from all seats and that any ambient light won't interfere with the viewing.

AUDIO Prior to Audience arrival

Be sure to **check the audio**. (size of venue determines audio).

Check the sound of the film (roll the open sequence) to be sure it works.

Check the sound for the microphones that will be used after.

Be sure to have the venue turn show you the open sequence to the film so you can hear how it sounds and looks before the audience arrives.

Questions to resolve:

- 1) Is there a mic for each panelist or do they share?
- 2) Is there a separate mic for the host?
- 3) Is the lighting appropriate to show the panelists and the host?
- 4) How will the lighting transition work between the end of film and the panel discussion? You may want to bring the house lights to half for the panel discussion.

CREATING THE PANEL DISCUSSION

Decide the role of the panel and the goal of the Q&A.

This helps to focus discussion.

Giving information about local opportunities?

Informing the audience of local experts and information?

Encourage support of local or national public health issues?

Recruit into the Commissioned Corps?

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BASED ON THE GOAL OF THE Q&A AND ROLE OF THE PANEL

Confirm panelist:

Ideally **local experts** perhaps from the Commissioned Corps (doctors, nurses, pharmacists) that enjoy public discussion and outreach.

The number of panelist should be based on the time available for the discussion. For a 30 minute panel we recommend no more than three panelists (**approximately 10 minutes per panelist** is a good rule of thumb).

Each panelist should have a different area of expertise.

Let the panelists know their role, the panel goal and timeline.

Ask each panelist, prior to the event, *what they would like to be asked about the topic* (five to host/emcee to use in case of audience lack of questions)

Confirm a host:

This should be someone comfortable in front of an audience who will introduce the panelist, read the questions and wrap up the event. We recommend a local news person or dignitary that enjoys doing this kind of event (and won't "take over" the conversation).

This person should just introduce and move the program along – not give advice or comments about information. They are not the expert. If they ARE an expert, put them on the panel. You need someone to run the show and keep the timeline intact.

Give the host a run down and inform them about the time line.

Collecting Questions:

We highly recommend collecting questions in a written form from the audience. This eliminates the possibility of someone taking over the conversation with their "question" during a "live" ask. This also allows the Emcee/Host (or a helper) to look at the questions prior to them being asked and organize them in a meaningful manner.

There are several ways to do this:

- Give audience members a small note card and pen when they arrive.
- Have a basket at the entrance with cards and pens and a sign that says "Write a question for our experts".
- Have the host or emcee ask the audience after the film if they have a question to raise a hand and have ushers hand them a card and pen. In this case have the usher stay with the person and collect the question right away.

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SAMPLE RUN DOWN (20 min pre show, 60 min film, 30 minute Q&A):

20 min to screening: Doors Open

10 min to screening: Host Welcomes everyone, introduces dignitaries, and Acknowledges Underwriters: Could have them stand or bring them to the stage for a gift. If there is a MAJOR underwriter, perhaps allow them to speak.

JUST PRIOR TO THE SCREENING: Host introduces the film (or introduces someone to introduce the film; Mayor, Governor, Producer).

FILM ENDS Depending on the time, you might want to add a quick 10 min bathroom break which also allow folks to leave if they like.

2:00 min: **Host Asks panelist to come up.**

As panelists come up, host reminds audience of question cards, explains that the Q&A will last XXX minutes, any local announcements – location of services, etc. Ideally have panelists back stage and ready to go.

2:00 min: **Host introduces panelists** (very brief intro for each one)

6:00 min: **Panelists OPENING remarks**

(2 min each focused on their expertise, concerns for the community)

15:00 min: **Questions from audience.** Host should have several questions already created for each panelist. These should be discussed with panelists prior to the event “what would you like to be asked?” This is a back-up in case questions from the audience are not forthcoming.

You should have someone assigned to go through the audience questions **prior to handing them to the host** so there are no duplicates and they are clear and on topic.

3:00 min: **Panelists CLOSING remarks**

(1 min each focused on their hopes for the community)

1:00 min: **Host thanks all and gives information AND WEBSITE**

(broadcast date for film / where to see or share the film / film web site / etc.)

NOTE: www.InvisibleCorps.com

Let audience know that the web site for the film contains short segments from the film available for download and use along with the full film streaming free from PBS.