

“How To Host Your Own Screening”

Step 1: Purchase Your Screening License of *Mitchell 20: Teacher Quality is the Answer*

To purchase your screening please visit mitchell20.com/store. You have a choice of DVD or Blu-ray and your preferred delivery option. Included in your license fee is an electronic copy of the *Mitchell 20 Panel Discussion Guide*. Once you purchase the license from the website we will ship the movie and email you the guide!

Pricing for Educational Screening License

Half of the documentary’s profits are being donated to the Mitchell 20 Scholarship to provide opportunities for teachers in high poverty schools to pursue National Board Certification and teacher leadership grants for NBCTs.

| <u>Group</u> | <u>Less than 150 people</u> | <u>150-350 people</u> | <u>Additional Screenings</u> |
|--------------------------|-----------------------------|-----------------------|------------------------------|
| NEA Affiliates | \$250 | \$450 | \$150 |
| Educational Institutions | \$350 | \$550 | \$200 |
| Others | \$450 | \$650 | \$250 |

**Pricing is subject to shipping charges. Screener copies need to be returned after your screening. Please contact screenings@mitchell20.com for pricing for larger audiences.*

Step 2: Select a Date and Time

The movie is a great opportunity to bring a group of colleagues or community members together. It may be a great complement to a meeting or conference you already have scheduled. You will want to allow approximately 3 hours for your screening (setup, movie introduction, screening (80 minutes), panel discussion and teardown).

Step 3: Choose a Venue

You will need to book a venue for your screening. Choose a venue that will accommodate your intended size of audience and provide a comfortable atmosphere for your guests. The venue will need a screen, projector, DVD/Blu-ray player or computer, sound system as well as tables, chairs and microphones for a panel if applicable. You may also want to consider a space that can accommodate any food and beverage needs you may require. Venue options can include a local theater, education association, school/college auditorium or classroom, local organization, hotel, conference center, and school or district. You might also consider partnering with a local independent theater.

Step 4: Engage Your Community and Partners

Consider co-sponsoring your screening with organizations that are supportive of your efforts and/or public education in your community. This is a great way to offset the cost of the screening license and reach a larger audience. Examples may include local and state education associations, unions, universities, community colleges, parent groups, foundations, non-profits, school boards, advocacy groups, and charitable organizations. Educational screenings can be used as a fundraiser for a school or educational organization. Educational screenings can be used as a fundraising tool for a school or educational organization. Ex. For a \$250 investment a group can charge guests \$5 each and make a profit of \$500 if 150 guests are in attendance.

Step 5: Customize Your Screening

- Are you going to provide a reception before or after the movie?
- Will you have someone provide opening remarks and the evening program before the movie?
- Will you provide a Panel Discussion/Q&A to follow?

Panel Tips:

- The screening license includes the *Mitchell 20 Panel Discussion Guide* that you are welcome to customize for use with your panel.

MITCHELL20

TEACHER QUALITY IS THE ANSWER

- We encourage you to have a panel moderator and no more than 4-5 panel members
- We encourage your panel to include a teacher and local experts as well as thought leaders in your community. You may also want to consider booking a *Mitchell 20* filmmaker or teacher for which you would be responsible for covering their travel related expenses. If you are interested in this option please contact screenings@mitchell20.com so we can inquire on availability.
- Panel discussions typically last about 30-45 minutes and include Q&A from the audience
- Together with your co-sponsor(s) create an agenda and discuss what the desired outcomes and actions are for the screening. Decide if you would like to distribute any materials to your guests.

Step 6: Publicize Your Screening

- Coordinate with your partners to create a guest list and develop a system for collecting RSVPs. Eventbrite is a great resource for online event registration and is free as long as you don't charge a fee for guests to attend your screening. For more information please visit their website, eventbrite.com/t/free-online-event-registration, or contact screenings@mitchell20.com for assistance.
- Create the invitation to send out to your guest list. Some items that you will need to include are the sponsoring group(s), event date, time, venue details, panel information, how to RSVP and a registration deadline.
- Reach out to people through public and local organizational bulletins, school/district meetings and announcements, monthly newsletters, e-mail lists, blogs, print ads in your local newspaper, local radio stations, Facebook and other social networking sites.
- The following resources are available at mitchell20.com/media and we encourage you to customize and use these as you promote your event:
 - Movie Poster
 - Screening Flyer
 - Fact Sheet
 - Photos and Logos
 - Movie Trailer

Step 7: Day of the Screening

- Arrive early to meet with the venue contact to review event logistics. Test the DVD/Blu-ray (we *strongly* recommend watching the entire movie ahead of time), sound and microphones, setup the panel tables and chairs and run through the agenda for the event.
- Greet and check guests in as they arrive and have them sign-in if applicable.
- Distribute event program, panel bios, materials, etc.
- Take photos or video to document your panel discussion and event
- Announce how people can schedule their own screening of *Mitchell 20* by visiting mitchell20.com. Encourage your audience to visit facebook.com/themitchell20 to share their comments about the movie and to help us spread the word.

Step 8: Be the Spark

- Visit mitchell20.com to learn how you can get involved.
- The Arizona K12 Center has designed a powerful professional learning opportunity created specifically for educators to assist learning communities in engaging in important conversations around the film. If you are interested in providing a professional development workshop to complement your screening please inquire at screenings@mitchell20.com for more details on the *Mitchell 20: Professional Development for Educators*.

Contact us at mitchell20.com to setup your screening!

mitchell20.com

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