



VIRTUAL SCREENING GUIDE

Presbyterian Disaster Assistance \\ Story Productions



Story Productions



Story Productions is a ministry of Presbyterian Disaster Assistance that exists to connect, engage, and equip communities through the medium of narrative. These award-winning documentaries and study guides are available to support groups who wish to organize screenings and host conversations about important and timely issues. While bringing people together to participate in live story events are one of the most powerful tools of transformation there are times it is not possible to physically gather. Virtual screening events can make for compelling experiences that support social justice work and allow us to feel united even as we remain apart. Whether the barriers present are related to accessibility issues, geography, or the result of crisis (such as a public health or natural disasters), virtual screenings can provide a sense of community and connection in times of isolation.

Why Virtual Screenings?

We may think that physical events are more powerful than virtual ones, but there are many advantages to hosting digital events:

- Bring together diasporic communities unable to congregate
- Increase event audience capacity and reach
- Offer communal support in times of crisis
- Often more affordable than large scale live events
- Very measurable (viewing and engagement data is more readily available)
- Extended life for events (through recording the discussion and cross-posting to Facebook Live or Youtube to live indefinitely)
- More sustainable: online events have a smaller carbon footprint.

Step 1: Resources



- Personal computer, phone, or tablet with webcam, speakers, and microphone capability.
- Access to internet (note: if internet access not available, you may seek out civic spaces such as public libraries or community centers as a host.)
- Recommended: Paid-Subscription to a webinar platform service such as Zoom, Microsoft Teams, GoToMeeting/GoToWebinar, or eZTalks.) Free versions will work but do not include the ease or other benefits of a business account.
- A download of the film on your device (some films are available through streaming services like Apple TV, Google Play, and Amazon Prime others will require a link and password that you can procure from screenings@barnhartfilms.org.
- Time to view the film at least once by yourself before the screening event.
- Digital promotional materials associated with the film of choice found on the [Story Productions website](#):
 - Movie poster
 - Trailer
 - Study guide

Step 2: Choosing a platform & post-screening webinar experience

The most impactful events combine different methods of engagement. The following are some alternatives for your screening + post-screening webinar experience.

- Watch a film together using screen share capabilities followed by a live Q&A with a moderator and special guests (issue experts, the filmmaker, film subjects, etc.)
- Encourage your audience to watch a film asynchronously throughout the day leading up to a live Q&A with a moderator and special guests (issue experts, the filmmaker, film subjects, etc.)
- Watch a film together using screen share capabilities or encourage your audience to watch asynchronously throughout the day and then host an open discussion between special guests and audience.
- In addition to a moderator, it might be helpful to identify a person to assist with hosting responsibilities, such as monitoring the chat function of the webinar, enabling the video to be cross-broadcast on YouTube or Facebook Live, keeping time, and responding to tech issues during the event.

Step 3: Networking



- Reach out to members of your community that are working on the issue presented in the film. This can include synagogues, churches, mosques, school boards, universities, local government officials, non-profit organizations, or other professionals working as community organizers, scholars, administrators, or social workers who have hosted or participated in past events related to social justice or the themes depicted in the film.
 - Consider potential time zone differences and select a date and time in conjunction with the schedules of your panelists. The date can coincide with a local or national holiday, a commemoration relating to the topic of the film, or a recent current event.
 - If you're offering a moderated Q&A, try and make sure your panelists have the schedule of the event and questions you are preparing at least a day in advance.
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Step 4: Promotion & outreach

- Create an event page to post the details as well as a way for people to RSVP (Zoom, Facebook, Eventbrite, etc.)
- Provide notices and sample social media posts with organizations that your panelists are connected to so they can share across their networks.
- Determine if “boosting” the event on Facebook, perhaps using the hosting organization’s account/page could be helpful.
- If your event is public, consider providing local publications with information about the screening event.
- Providing a detailed timeline can be helpful for your attendees and panelists. Let audiences know ahead of time different ways they can submit questions (in the chat box, email, Twitter, Facebook.)

Step 5: Day of screening



- Send reminders about your event the morning of and one hour before.
 - Run a video and mic check with your webinar guests at least 15 minutes before the panel or live presentation begins.
 - Before starting the film, provide a brief introduction thanking people for coming, and perhaps recognizing the sponsoring organizations.
 - Inform those gathered there may be content in the film that is upsetting, and encourage them to do what they need to do to take care of themselves, including letting them know that the conversation is being recorded in case they need to step away.
 - We recommend keeping live virtual events at around the hour mark. If the panel is running over make sure to let attendees know and remind them if they need to leave that the conversation is being recorded and will be available later.
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Step 6: Follow up

Was there a particular call to action given at the end of your webinar? Consider the best ways you can direct the attention of your attendees back to this in a follow-up email.

- Send a thank you email to all of the panelists.
- Ask panelists and audience members to provide constructive feedback about the film and the event.
- Which partners engaged in hosting this event and generating interest?
- How many attended the event?
- What suggestions, recommendations, or experiences you wish to share to help us improve our virtual screening practices?

Flint: The Poisoning of an American City traces the timeline of the city's interaction with the Flint River – from decades long neglect of both city infrastructure and environmental regulations, to subsequent population decline, through to Michigan's 2013 appointing of outside emergency managers. This poisonous mix of factors created a crisis of record high levels of lead in the drinking water of over 100,000 residents in the majority African-American city. The film explores the critical question of how this could happen in America and why this must serve as a warning for the rest of the country. (85 minutes)

To Breathe Free follows the 5-year journey of a Syrian family fleeing the war in Homs to the refugee camps in Jordan and starting a new life in Washington, D.C. Using home movies, phone video, family photos and interviews with family members and former refugees, this short documentary gives an intimate and unique perspective not seen in current media reporting on the refugee crisis. *To Breathe Free* captures the intersection of individual narratives from a family fleeing the Vietnam War in 1970, to the Syrian Conflict in 2017, to the families who help create a new home in our nation's capital, giving voice to our common humanity and the struggle that binds people together. (17 minutes)

Locked in a Box is an award winning documentary that follows the stories of individuals held in the U.S. Immigration detention system and those who visit them. The film traces the lives of individuals who fled their homelands in search of safety and freedom only to end up in U.S. prisons under a mandatory bed quota system run by Immigration Customs & Enforcement (ICE). Since the 1990's there has been a massive expansion of the immigration detention system up to 34,000 immigrants in detention on any given day in approximately 200 different facilities, many of which are for-profit prisons. *Locked in a Box* helps strip away the political rhetoric to see the human cost of detention. (25 minutes)

Tapestry looks at the effects of public violence in congregations and the communities of which they are a part. It is framed through the lens of PDA National Response Team members who have responded to public violence events and supported communities of faith as they have walked through the valley of communal trauma and its aftermath. (21 minutes)

Trigger was selected for the Martin Luther King Jr. D.R.E.A.M Film Series, and frames gun violence as a human-caused disaster and public health issue. It examines how one shooting impacts individuals, families and communities and gives voice to the questions and insights that arise. In the documentary, all those scarred by gun violence arrived at the question, "Why did this happen to us?" After looking at these in depth experiences of gun violence, *Trigger* turns its attention to the bigger question, "What can we do to prevent gun violence?" (51 minutes)

Kepulihan: When the Waters Recede is a short documentary that captures the 2004 Tsunami aftermath and recovery told entirely through the eyes and experiences of 1 survivor over a 10-year period, as he struggles to forge a new life and rebuild his community. (20 minutes)



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OUT OF CHAOS, HOPE

Presbyterian Disaster Assistance (PDA) is the emergency and refugee program of the Presbyterian Church (U.S.A.) PDA recognizes the value and importance of story as a means to connect and cultivate wider circles of community engagement and action. For more information visit pcusa.org/pda