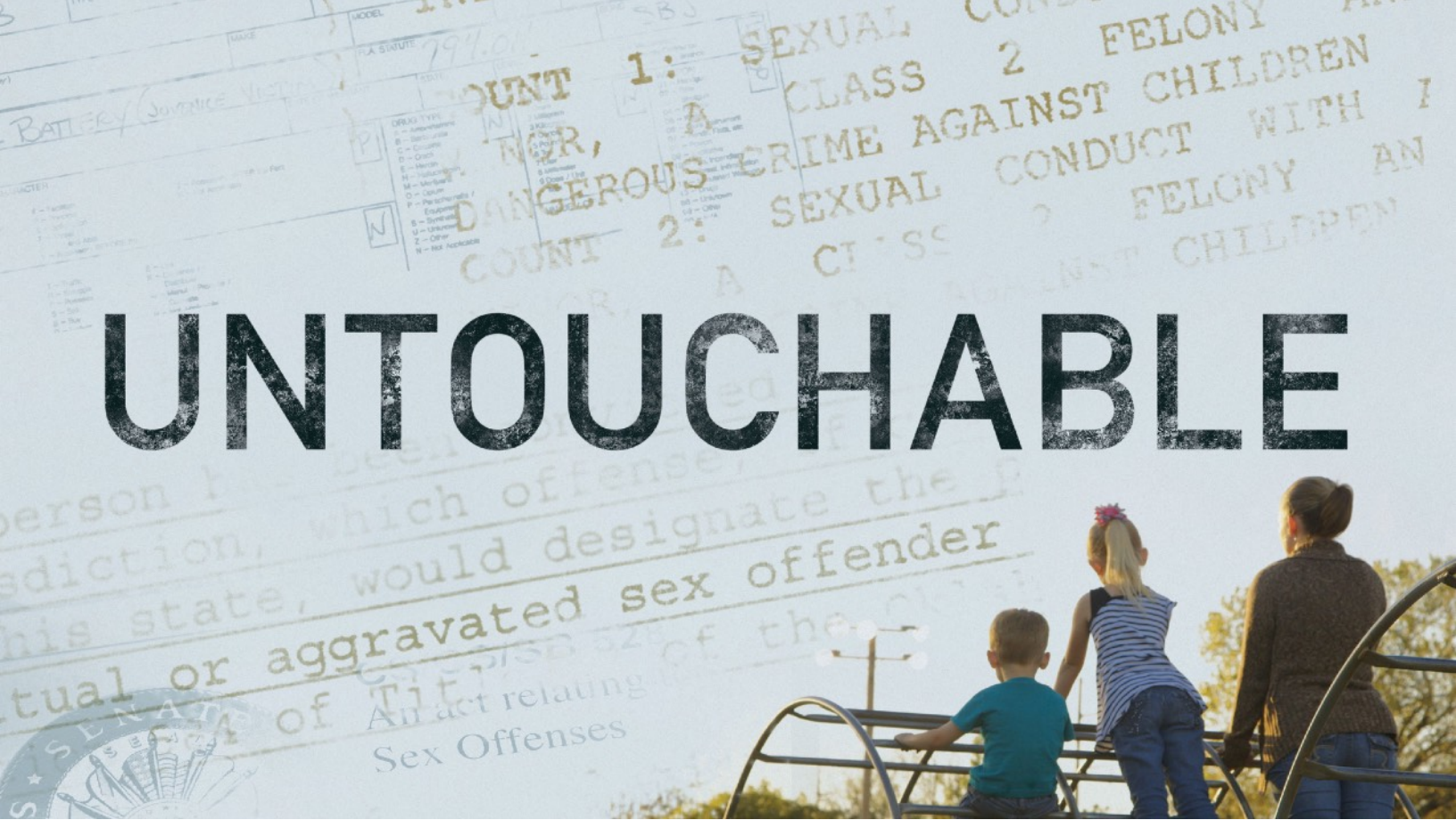


# UNTOUCHABLE



Dear *Untouchable* Screening Host,

Thank you for helping bring *Untouchable* to your community. The purpose of this guide is to make your screening a resounding success, and help you through the complicated and thought-provoking issues raised in the film. The materials included here will support your efforts in organizing, publicizing and implementing your screening of *Untouchable* without a hitch.

By now you should have already secured a public screening license for either a private screening or educational screening. If you haven't done this, please email us at [outreach@untouchablefilm.com](mailto:outreach@untouchablefilm.com) or fill out our simple online form, which can be found at <http://www.untouchablefilm.com/screenings/#host>.

In this guide and [our promotional Screening Toolkit](#) you will find the following:

- Screening Checklist
- Discussion Guide and Resources
- Event Flyer / Invitation
- Spread the Word Online
- Official Film Poster
- Film Stills
- Template Press Release

The film tends to generate complicated feelings and intense discussions—we've found that the most common reaction to the film is to want to TALK ABOUT IT. One way to facilitate a productive discussion, is to arrange a talk back or moderated post-screening panel. If that is of interest and feasible with your venue space, we can help you find panelists and co-hosts in your area who are well versed on the subject and can come to your screening. To arrange that, just email us at [outreach@untouchablefilm.com](mailto:outreach@untouchablefilm.com).

While there are many useful materials here, we recommend you start with the Screening Checklist as soon as possible. If you have any questions, please don't hesitate to contact us. We're here to help!

Our very best,  
The Film and Impact Team

# SCREENING CHECKLIST

## **To Do 1-4 weeks in Advance of Your Screening:**

- Secure your screening license and choose your theater. Turn in your contract and pay the licensing fee.
- Provide screening details and RSVP information to [outreach@untouchablefilm.com](mailto:outreach@untouchablefilm.com) so they can help publicize your screening on their website.
- Hand out /email materials to promote your screening.
- Send out an email invitation to all guests at least two weeks in advance, preferably 3-4 weeks.
- Contact your local press and invite them to attend as soon as you have the date, time and location locked. Use the template press release we provided.
- If you are receiving the DVD, check to make sure it plays. Also make sure DVD player or projection equipment works when playing the DVD.
- Confirm with speakers: time, location, and parking instructions.
- Review the Discussion Guide and Resources for your post screening discussion.
- Send a reminder email to your guests one week before and again the day before your screening.

## **To Do the Day of the Screening:**

- Arrive 30 minutes early to the theater.
- Remember to have attendees fill out our newsletter sign up sheet.
- Have any materials printed and ready.

## **To Do After the Screening:**

- Send an email thanking all your attendees and guests, and ask them to engage in the impact campaign.
- Return email sign-up sheet to the Untouchable team at [outreach@untouchablefilm.com](mailto:outreach@untouchablefilm.com).
- Return post-screening survey to the *Untouchable* team or fill it out online.

Email us at [outreach@untouchablefilm.com](mailto:outreach@untouchablefilm.com) if you have any questions!

# STRUCTURING YOUR EVENT

After you have reviewed the checklist above, spend some time thinking about your event. Below are some ideas that might help kick start your thinking!

**Host a Post-Screening Discussion:** Having a speaker or hosting a panel discussion is a great way to put the film in context, allow the audience to address any questions, concerns, comments they may have, and encourage audience members to stay around following a screening. The film was created with the intention of starting a meaningful conversation about sex offenders and the laws and policies we've enacted to deal with them.

**Take Action:** If, as a result of your screening, people want to get further involved, we urge you to ask you audience to join you in taking action. You will receive "Social Action Cards" (they look like business cards) in your screening kits. Make sure to hand these out to all your audience members. Review the discussion guide for additional ideas on how to take action.

**Talk About Your Organization's Work:** Take advantage of the gathered audience to share information about your work. Keep in mind that audiences who have seen the film and engaged in discussion following the screening are likely energized to begin or expand their involvement in your work.

**Stay In Touch:** Make sure you have a system in place to collect people's email addresses at your event. In the Screening Kit dropbox you will find a sample email sign up sheet. Please send us any email sign ups. It's always a good idea to follow up with audience members a couple of days after an event to cultivate a relationship and broaden your reach!





# TIPS FOR A MEANINGFUL SCREENING

Before you begin promoting your screening of *Untouchable* to the public at large in your community, please consider the sensitivities of attendees by ensuring that your audience members and/or location choice do not create problems.

We recommend the following best practices:

- The film can provoke complicated feelings in both victims of sexual abuse and in registrants and their families. Consider inviting a local psychologist, therapist, or trauma specialist to attend your event and be available after the screening to talk with any attendees who might want extra time to talk about the ways the film moved them.
- Select a location that is a safe space for the audience members and the community you are planning to invite. As the film will appeal to victims of sexual abuse, regular members of the community, and people with direct experience with registrants and their families, it is important to try to pick a location that will feel safe for all.
- Make sure to reserve time to discuss the film after it concludes. Most audiences have wanted to talk about their views of and feelings about the film after it concludes.



# Promoting Your Screening

Within the *Untouchable* Screening Kit Dropbox folder you will find the following items to help promote your screening:

**Postcard/Flyer:** You can print these via your own printer, a local Fed Ex or, if you are printing in bulk, through an online printing service. We recommend [GotPrint.com](http://GotPrint.com)

**Official Film Poster:** In your Dropbox folder you will find the official movie poster. You can print locally or use to create additional promotional collateral.

**Template Event Invitation:** In your Dropbox folder you will find a template invitation that you can use to email or print. We also recommend setting up a Facebook event and/or using Eventbrite or SplashThat.

**Film Stills:** In your Untouchable dropbox folder you will find approved stills of the film that you can use on social media to promote your film on and offline.

# Spread the Word Online

Spreading the word about your event is critical! In order to ensure a well-attended event, you do have to put in the time and effort to get the word out. Here are a few tips:

**Publicity Materials:** If you have press contacts, or are willing to cold call and cold email, use the template press release and talking points as a guide to secure some press for your screening.

**E-Blasts:** Send out an e-blast at least two weeks before your event, one week before and again one the day of your event.

**Social Media:** Check out the Suggested Marketing and Promotional Language document to find messages about *Untouchable* that you can copy and paste.

**Community Calendars.** It can be very useful to get your event on the calendar listings of your city's weekly publication. If you have a website of your own, make sure to post information about your event there and ask any partner organizations to do the same!

# Links For Your Reference

## **Website**

<http://www.untouchablefilm.com>

## **Twitter**

<https://twitter.com/UntouchableDoc>

## **Facebook**

<https://www.facebook.com/untouchabledocumentary>

## **Hashtags**

#Untouchable

#UntouchableFilm