



## Screen a Film about Relocalization Issues

A Guide for Relocalizing our Communities

# The Relocalization Network

## Film Screenings • synopsis and roles

### Synopsis

Film screenings and film festivals are a valuable tool for raising community awareness about energy, environmental and other issues related to Relocalization. They can also be valuable opportunities to spur discussion about local issues, announce and promote local projects and organizations, and even raise fund for sponsoring groups.

### Roles

Project Coordinator(s)	Convene and facilitate the project; ensure that all necessary tasks are being done
(Co)-Sponsor(s)	Provide financial or in-kind support; may also provide name-recognition to help attract attendees
Publicity	Develop and distribute promotional materials; get event(s) listed in local newspapers
Event Staff	Depending on the location of your event, you may need greeters, ticket sellers, ushers, emcees, cleaners, and other support people.

### Time Frame

2 weeks for a neighborhood open house

2-6 months for a screening at a public venue

### Tools

DVD or VHS player and projector

DVD or VHS copy of film: we suggest starting with the "The End of Suburbia" and then following with documentaries such as "The Power of Community: How Cuba Survived Peak Oil," "Blue Vinyl", "The Future of Food" and "The Corporation".

For an up-to-date list of potential films to screen and additional resources for organizing screenings, visit <http://www.relocalize.net/resources/outreach/screenings>.



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## Film Screenings • project outline

### Project Outline

Screening a film can be as simple as hosting a neighborhood potluck and movie night, or as big as organizing an advertised run at a local movie theater. No matter what the size, however, a screening is a valuable opportunity to expose people to Relocalization ideas and get them engaged in future Relocalization projects.

These tips apply to screenings of any size:

- **Choose the best film:** Especially if you are screening a film publicly, do a little research about recent and upcoming films, issues and events in your community. You may want to favor a film that relates to a related issue or event in your community, and avoid a film that has already been shown or will be shown soon.
- **Promote the film the best way:** Who do you want to attend the film? Who else would be interested in it? It takes a lot more than an email or a newspaper listing to get people to see a film they've never heard of before. For a small screening, announce your screening through flyers at local stores, through the neighborhood newsletter, and through local organizations. If you're holding a public screening, purchase advertising in local media outlets, ask your local newspaper to run a review, and get co-sponsors on board to promote the screening to their constituencies.
- **Advertise and promote the screening a lot, and well in advance:** You really can't over-promote a local film screening. Remind people about the screening via advertising, flyers and mailing list announcements for weeks ahead of the event. If you're screening the film at movie theater, you may need to act months in advance to get listed on a published schedule.
- **Use the screening to its full advantage:** Before and after the screening you can tell attendees about a local issue or organization, collect contact information and donations, and even host a discussion about the issues in the film. The more structured your event will be, the more important it is to have an engaging emcee so attendees know what's going on and want to stick around.

These logistical tips will vary depending on the size of your event:

- **Smaller venue:** For a smaller screening, you should be able to find a serviceable venue for cheap or even for free: schools, libraries, community centers, community organizations, places of worship, and even some restaurants, bars and cafes may have large meeting spaces available to the public. Be sure to visit the venue in person and determine logistical details like accessibility, availability of screen and chairs, permission to sell tickets and merchandise, and even the location of electrical outlets before deciding.
- **Larger venue:** Local independent theaters are often interested in screening issue-oriented films if they think there's an audience for them. Plus, simply holding your screening at a movie theatre automatically gives your event some legitimacy and publicity. With a larger venue you will have to deal with higher venue costs, higher advertising costs, possible permission issues, so plan ahead and start contacting theaters as early possible. You may also need to have a registered co-sponsor for insurance purposes.
- **Tickets/Donations:** Many community film screenings suggest a donation at the door but do not turn people away for lack of funds; this will depend on the needs of your budget and any co-sponsors.



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## Film Screenings • resources

### Online Resources

#### Websites

**The End of Suburbia: Oil Depletion and the Collapse of the American Dream** - [www.endofsuburbia.com](http://www.endofsuburbia.com)

**Escape from Suburbia: Beyond the American Dream** - [www.escapefromsuburbia.com](http://www.escapefromsuburbia.com)

**Crude Impact** - [www.crudeimpact.com](http://www.crudeimpact.com)

**The Oil Crash** - [www.oilcrashmovie.com](http://www.oilcrashmovie.com)

**Peak Oil imposed by Nature** - [www.troposdoc.com](http://www.troposdoc.com)

**The Power of Community: How Cuba Survived Peak Oil** - [www.communitysolution.org/cuba.html](http://www.communitysolution.org/cuba.html)

**Independent America: The Two-Lane Search for Mom & Pop** - [www.independentamerica.net](http://www.independentamerica.net)

**Blue Vinyl**: [www.bluevinyl.org](http://www.bluevinyl.org)

**The Future of Food**: [www.thefutureoffood.com](http://www.thefutureoffood.com)

**The Corporation**: [www.thecorporation.com](http://www.thecorporation.com)



Photo Credit: David Sund (front cover / back cover)



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## Get Involved

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