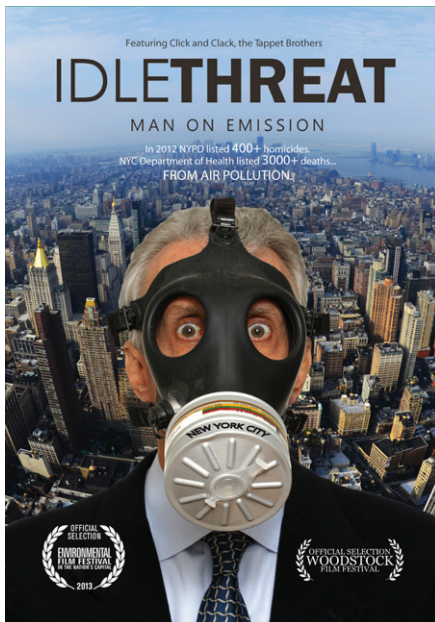


— HOW TO HOST A COMMUNITY — FILM SCREENING



If you are moved to share what you have learned about vehicle idling with others, consider hosting a screening of the documentary film *Idle Threat: Man on Emission* – the story of George Pakenham, a New York hero who goes around the city spreading the word about idling by knocking on one car window at a time. Documentary films are a powerful way to communicate information to large groups of people at once and to inspire others to take action. This guide will provide you with the information needed to plan and host a film screening in your community.

1. FIND A LOCATION

There are plenty of public and private spaces that would be open to hosting a film screening. Your local library is a great place to start. If your library already has a film program, ask them to add *Idle Threat* to their movie list. If not, ask if they would be willing to host a screening. Cinemas both small and large are often willing to take on documentary film screenings as part of their community initiatives; contact the cinema manager to inquire. Public parks, community centers, schools, non-profit offices, co-working spaces, and art galleries are also great locations. Consider the assets in your community and get creative!

2. DETERMINE YOUR EQUIPMENT NEEDS

Once you have secured a location, you may need to secure some equipment to show the film. If you're working with a cinema or library, they will probably have everything you need. If you plan to screen the film in a public park, however, you will need to secure a projector and screen, possibly chairs (unless you make the event bring-your-own seating), a table for informational handouts, snacks, etc.

3. SECURE THE FILM

Depending on who will be purchasing the film and how many people you expect to attend, different screening licenses are available.

Visit sustainableamerica.org/idlethreat to determine the right license and get registered to screen.

4. ADVERTISE, ADVERTISE, ADVERTISE!

Once you have your location, equipment and screening license secured, it's time to fill the seats. Depending on your location, ask if they have a newsletter that goes out to their network and if they will promote your movie in it or offer a spot to advertise the screening. If your public location has a website, ask if they can promote your screening online. Place an ad of your own in a local newspaper and hang up posters in high visibility spots around town. Libraries, government offices, coffee shops, grocery stores and schools often provide community boards where you can post flyers and information. Promote at public locations and nearby colleges to draw the most attention. Consider reaching out to a local radio station to help get the word out. The more you advertise the better, so don't be shy, and get creative!

5. DON'T JUST ADVERTISE; ADVERTISE WELL

Now that you know where to advertise, try to sell your movie. Some people will naturally be inclined to attend your film screening, while others may need more of an incentive. You can offer door prizes, a raffle, coupons, or invite local celebrities or government leaders to get involved. Free refreshments are often a great and easy incentive as well. If you have a strict budget, see if the location of the screening can pitch in, or ask local businesses to sponsor or make donations.

6. HOST AN AFTER-PARTY

After *Idle Threat* finishes, do not let people leave with questions. Host a post-screening discussion or Q&A. Consider arranging a panel of local anti-idling allies and experts, or even invite George Pakenham to attend and speak about his movie and the issue of idling first-hand! E-mail: george@verdantvigilante.com to inquire about speaking opportunities. You, as the host (or hosts), of the film screening can also lead a robust idling discussion.

Since you want people to not only learn but also take action, set up a table and encourage people to immediately SIGN THE PLEDGE to stop idling unnecessarily (see "How to Organize a Pledge Drive").

Hand out infographics to each person who shows up so that they can keep the information fresh in their minds and share it with others. Infographic cards are available for download or purchase at: iturnitoff.com/resources.

Consider using this opportunity to form a local anti-idling action group and recruit interested individuals to take part. Documentary films can be a great way to inspire action, and you'll want to seize this opportunity to engage with others that share your passion for change in your community.

7. DON'T FORGET TO FOLLOW UP!

If you've had a successful screening, make sure to use the event as a springboard to spread the word. Send a short article to your local paper noting how many attendees you had, how many pledges were signed and how many people signed up to take part in your local anti-idling action group. Note interesting questions, comments or discussion points from the Q&A session. Invite local leaders who attended the film to provide a quote. Make sure to also take this opportunity to thank anyone who helped along the way.



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