



HOUSE PARTY & COMMUNITY SCREENING TOOLKIT

Working Films with our partners Appalachian Voices, Earthjustice, NC Conservation Network, NC WARN and Southern Alliance for Clean Energy are pleased to offer Coal Ash Stories to you as a resource in your work. Coal Ash Stories includes four short films that illustrate the public health concerns, policy issues, and community responses to this environmental injustice. This program's purpose is to educate residents and draw attention to the toxic impact of coal ash on communities.

Please help us track the use and impact of the program:

- **Before any screening, please add it to our calendar:**
<http://bit.ly/1vuCZq6>
- **Take pictures and email them to khenry@workingfilms.org**
- **Post to social media using #coalash @workingfilms**
- **After your event, report back and [fill out our short survey](#)**



Coal ash impoundments along the Catawba River with Charlotte skyline in the background. From film Downwind and Downstream.

FILMS

Show one or all four films. Select the “play all” button on the DVD menu below the list of titles for them to play smoothly as one piece.

- ***Downwind and Downstream: With Power Comes Responsibility*** exposes the health and environmental hazards left behind after coal is burned. By Carly Calhoun & Sam Despeaux
- ***An Ill Wind*** looks at the devastating impact of the Reid Gardner Power Station on people and the land of the Moapa River Indian Reservation, as well as a community driven solar solution. By Earthjustice
- ***Coal Ash Chronicles*** uncovers the lack of regulation of coal ash across the nation and captures firsthand stories from impacted communities. By Rhiannon Fionn
- ***At What Cost?*** follows residents near Duke Energy's Belews Creek coal-fired power plant in NC and centers on the resilience of a close-knit community with a toxic legacy after decades of pollution. By Appalachian Voices

HOW TO USE THIS SCREENING TOOLKIT

This comprehensive guide is designed to assist you in planning screening events in neighborhoods, community centers, schools, places of worship and other venues that propel audiences to think critically and take meaningful action. This first section focuses on planning house parties, while the second emphasizes planning a community screening.

Contact Kristin Henry with any questions or help in planning your event: khenry@workingfilms.org

HOW TO HOST A HOUSE PARTY

1) Request the DVD

Let us know how you plan to use the film. [Fill out the online form](#) at least 4 weeks before you plan to show the film.

2) Plan for Maximum Engagement

Are you involved in a local group that works on related issues? If not, ask around to invite a group or leader to participate and connect the issues in the films to your local community.

- With your group or invited guest, set a goal for the screening. Do you want to build alliances with like-minded folks or engage hard-to-reach allies? Do you want to collect signatures for a petition, or ask attendees to write a letter to the editor?
- Ask your fellow organizers or invitees to bring snacks to share to make your event more social.
- During the event, if attendees are comfortable with pictures or video, take pictures and video reactions to the film. Ask attendees if the film changed their understanding, raised their awareness or motivated them to take action.

3) Promote the Event

Register your date and inviting your family, friends, neighbors, and colleagues. Create a guest list 3 weeks before your house party – include guest phone numbers, addresses and emails so you can contact them using different methods. Ask invitees to RSVP so you can follow up with them in the days leading up to the house party. You can automatically create a Facebook event, or send an email invite once you register your event on [ScreeningHQ](#).

4) Take Action

Ask your attendees how the films inspired each of them and encourage them to get involved locally in your current campaigns.

5) Report Back

Working Films will send you a follow up survey to find out how your screening went and how your audience took action.

HOW TO HOST A COMMUNITY SCREENING - PLANNING YOUR EVENT

Below is a suggested planning timeline with helpful hints for organizing a screening, securing the location, publicizing the event, planning a discussion afterwards and involving your audience in meaningful action.

Planning Steps and Tips

1) Request the DVD

Please tell us how you would like to use Coal Ash Stories films to support your work. The DVD and support materials are available free of charge to non-profit and community members that want to host a house party, community or congregational screening. Please go to [this link](#) and let us know your plans!

2) Plan for Maximum Impact

A screening isn't just a chance to watch great films, it's an opportunity for the audience to *get involved* and *do something!* Consider one or two actions that attendees can take to make a difference.

Set Goals

What do you want to accomplish with this screening? Do you want to build membership, build alliances, or pressure decision makers? How can you help people do something meaningful or point them toward the most relevant resources? Answering these questions at the beginning will help make every step of the way easier and more effective.

Choose a Location

Secure a venue for your screening that will be comfortable, have the right atmosphere and provide the basics. This could be a community center, a place of worship or even a park – you decide.

DON'T FORGET... If you need to reserve a space, try to contact the venue at least two months in advance and confirm your reservation within two weeks of the screening. Here's what you'll need:

- A television or projector with a screen large enough for everyone to see
- Speakers that provide plenty of volume
- An accessible entrance and amenities for all people, including those with disabilities
- Comfortable seating
- An information table for petitions, handouts and sign-up sheet for follow-up with attendees
- If you plan to provide snacks and drinks, make sure there is a place to set them up and that the venue permits refreshments
- For audiences of 50 or more, have a couple of microphones for the speakers and audience so all are able to hear the Q&A

Share Tasks

Consider partnering with other individuals or organizations to make your event more dynamic, split the workload and increase the number of attendees and diversity of the audience. Your partners can also extend the reach of your get-the-word-out efforts. Be sure to reach out to people directly affected by the issues.

We highly recommend that you delegate some tasks to make this easier, more enjoyable, and more successful. These may include:

- Inviting people by making calls, putting up flyers, posting to community calendars, sending a press release to local newspaper weeklies, and making announcements through organizational listservs and social networking sites like Facebook or Twitter
- Arranging for snacks and drinks
- Handling the technical aspects of setting up and playing the film
- Greeting attendees and collecting sign-ins at the door in order to follow up with them later
- Introducing the film and any speakers, facilitating audience discussion to help balance the energy of the audience and the speakers, and keeping an eye on time
- Interacting with the media
- Taking photos and video

3) Get the Word Out

Please be sure to register your date on [our calendar on ScreeningHQ](#). Below are a number of avenues you can use to leverage your networks and reach beyond your immediate circle:

- **Tell Your Friends:** Utilize issue-oriented and neighborhood listservs, bulletins, flyers and social-networking sites to let folks know about the screening.
- **Tell Your Allies:** Engage organizations or constituencies that you know will be interested, and ask them to cross promote the screening event. Then, reach out to the larger public by posting flyers, placing notices in newspapers or community calendars and forwarding notices to various email lists.
- **Tell Community Stakeholders:** Invite them in person or over the phone. They could be potential speakers. Reach out to community leaders such as clergy, elected officials, or a policy expert. Tell them why their participation is important, and ask them to preview the film so they can tailor their responses or help you talk to reporters.

- **Tell the Press:** Contact a reporter who covers the environmental or other relevant beat. Be in touch early on and give them the local angle: How do the issues raised resonate in the community? Why should your audience be passionate? What impact do you aim to have? Ask to briefly meet them in person.

4) Take Action

After the film, ask your audience to get involved with your group or take action on the issue. Check out our partner's websites to learn more and find current ways to get involved.



SoutheastCoalAsh.org



earthjustice.org/advocacy-campaigns/coal-ash



ncconservationnetwork.org



ncwarn.org



cleanenergy.org

5) Report Back

During the event, take pictures, and video your audience's reaction to the film. Ask attendees how they liked the event and what they'd like to see next. Did the film change their understanding, raise their awareness or motivate them to take action on coal ash? Pay attention to press representatives who attended and outlets that printed or aired stories. Use the Collecting and Assessing Impact handout to save these!

Share photos, video and press with your members, networks and with Working Films to show how the collective efforts around the film are making an impact. You can report to us by using [this link](#) and telling us how things went. Your story may inspire others to replicate your efforts in their community.

Suggested Timeline

Six – eight weeks before:

- Create a working group to help set goals, divide the tasks, and facilitate the event
- [Request the DVD](#) and let us know your initial plans
- Send Save the Date email and make social media posts

Four weeks before:

- Register your event on [our calendar at ScreeningHQ](#) and automatically create a Facebook event, then share that with your members
- Post to community calendars

Three weeks before:

- With your working group, discuss ideas for facilitation and structure. Nail down goals and call to action. Share updates with Working Films (we can help with planning)
- Disperse flyers digitally and in strategic locations ([download the template](#))
- Send mail invitations or make phone calls to people, organizations, businesses or other groups that you identify as potential attendees

Two weeks before:

- Send second email and social media reminders
- Make updates to Facebook event if needed, or just ask folks to share on their page
- Send press release to local media ([download the template](#))

One week before:

- Test and preview DVD: check for glitches and consider how you could create structure format, facilitation and connection with the local community
- Follow up with your team on any last logistical needs

Day of the film screening:

- Send day-of reminder email to list
- Post day-of reminder on social media
- Post update on Facebook event page to all that are expecting to attend: announce anything enticing (like snacks) or important parking information
- Take pictures of info tables, people arriving, watching the films, and of the Q&A
- Facilitate the event and present ways to get involved

One week after event

- Complete Working Films' [follow up survey](#)
- Send pictures to Kristin digitally at khenry@workingfilms.org
- Send thank you to guests

THANKS!

We hope that this guide helps you to have a meaningful screening that makes an impact. Contact us if you have questions along the way: Kristin Henry at khenry@workingfilms.org

WORKING FILMS



Coal Ash Stories is part of Working Films' Reel Power campaign.

Working Films is a national nonprofit and nonpartisan organization that builds partnerships between nonfiction media-makers, nonprofit organizations, businesses, educators and advocates to advance community-based solutions to social, economic, and environmental challenges.

Event Checklist and Agenda

Here's a last minute checklist to make sure your event goes off without a hitch! Print this out and bring it with you to the event.

Prep

- Arrive at least one hour early or even the day before to make sure the sound and projection are set up correctly, as well as microphones if you are using them.
- Make sure sign-in sheets and the audience surveys are circulated and announced to the audience.
- If possible, have someone available to welcome audience members as they come into the venue and direct them to the sign-in sheet and survey.
- Make sure your phone or camera is charged so you can take lots of pictures and post them on social media with #coalash @workingfilms

Pre-Screening Introductions/Welcome (5 mins)

- Introduce yourself and the local co-host groups.
- Introduce *Coal Ash Stories* films. Here's a draft script that is geared towards NC:
Welcome to *Coal Ash Stories*, a program coordinated by Working Films in partnership with Appalachian Voices, Earthjustice, NC Conservation Network, NC WARN, and Southern Alliance for Clean Energy. The four short films we will watch tonight illustrate the public health concerns, policy issues, and the ways in which communities are responding. These are issues now facing North Carolina in the aftermath of the Dan River coal ash spill. We hope by watching these films, talking and taking action we can move towards solutions. So please stay afterwards for the discussion, letter writing and snacks!
- Note any speakers who will be part of the post-screening conversation.

Watch the Films (30 mins)

Select the "play all" feature on the DVD.

Note: Please remember that these screening events are strictly non-partisan and are in no way connected to electoral politics or the endorsement of elected officials or candidates for office. The goal of the screening is to get people educated on the issues and informed about ways that they can act and make their perspectives heard.

Post-Screening Conversation / Q&A (20 mins)

- Turn the lights on as soon as *At What Cost?* ends. It's just over 3 minutes long.
- Have any speakers come immediately to the front when the film ends so it's obvious a program is about to take place.
- It's likely the audience will want to immediately respond to the content of the films. After you briefly re-introduce yourself, let folks know that after a brief Q&A you will share ways that folks can get involved. *Avoid giving a speech after the film.* Instead, be sure to have a great facilitator that can help keep the conversation interactive with the audience so that your speaker(s) can infuse their answers with important facts that audiences need to know. Be sure to relate the conversation to the issues as they affect your community.
- Offer audiences information on how to become involved in your work, locally, and the work of any speakers.

Ask the Audience to Take Action (15 mins)

- Ask the audience to respond to the tear sheet questionnaire (simply tear sideways through their answer). Collect these before audience members leave the event.
- Ask them to post about the screening event to social media with the hashtag #coalash.
- Ask them to sign up to receive updates.
- Reiterate ways they can get involved in your efforts.
- Thank everyone for their participation, both co-hosts and audience members.

Collecting and Assessing Impact

One of the best ways to determine whether you have met your goals is to collect numbers of attendees and sign ups as well as quotes and deeper thoughts on your outcomes to evaluate your impact. We do this on a large scale to show how all the events combined are working to affect change and to learn how we can better support local hosts. Fill out this worksheet during, or right after, the event and use it when you [report back](#) to us.

- Number of attendees:
- How many did you anticipate?
- Number of sign-ups to listserv:
- Other numbers (e.g. signatures to petition, letters to the editor, new volunteers):

- Capture any highlights, interesting questions from the audience or statements from your partners:

Audience Questionnaires

Tally up the responses that you collected and place your values in the form below. Please send these tallies to Kristin Henry at khenry@workingfilms.org.

Total responses:

Questions	Yes	No	Percentage (yes/total responses)
After watching the four short films in <i>Coal Ash Stories</i> do you feel like you better understand the issues?			
Did the post-screening conversation give you a better understanding of how you can be involved on coal ash issues?			
Are you willing to speak out about coal ash by writing a letter to the editor, contacting your legislators, etc.?			
Did this screening event increase your interest in getting/staying involved with groups working on issues of coal ash, health and the environment? (If yes, please make sure to share your info on one of the sign up sheets being passed around)			

Additional questions to consider after the screening:

- List any partner organizations and info about the role they played:
- What were your goals for the screening? Do you feel like you met your goals?
- What did you ask the audience to do after seeing the film? (e.g. sign a petition, attend an upcoming event, write a letter to the editor, sign up as a volunteer or new member of your organization, make a personal pledge to change behavior, etc).
- What were the results of asking those actions of the audience? (e.g. how many petitions signed, how many new members or new volunteer signups, etc.)
- What, if anything, would you do differently next time?

COAL ASH STORIES

PLEASE TEAR THROUGH YOUR ANSWER ON THE LEFT OR RIGHT

YES After watching the four short films in *Coal Ash Stories* do you feel like you better understand the issues? **NO**

YES Did the post-screening conversation give you a better understanding of how you can be involved on coal ash issues? **NO**

YES Are you willing to speak out about coal ash by contacting your legislators, writing a letter to the editor, etc.?
NO

YES Did this screening event increase your interest in getting / staying involved with NC groups working on issues of coal ash, health and the environment?
NO

(If you answered yes to questions three or four, please make sure to share your info on one of the sign up sheets being passed around.)

**If you would like to leave additional feedback please feel free to write on the back of this sheet.
THANK YOU!**

COAL ASH STORIES

PLEASE TEAR THROUGH YOUR ANSWER ON THE LEFT OR RIGHT

After watching the four short films in *Coal Ash Stories* do you feel like you better understand the issues? **NO**

Did the post-screening conversation give you a better understanding of how you can be involved on coal ash issues? **NO**

Are you willing to speak out about coal ash by contacting your legislators, writing a letter to the editor, etc.?
NO

Did this screening event increase your interest in getting/staying involved with NC groups working on issues of coal ash, health and the environment?
NO

(If you answered yes to question three or four, please make sure to share your info on one of the sign up sheets being passed around.)

**If you would like to leave additional feedback please feel free to write on the back of this sheet.
THANK YOU!**

