



## COMMUNITY SCREENING GUIDE

This screening guide has been written to provide ideas to organising community screenings. It includes planning and organizing an effective screening. It is addressed to the community correspondents who are part of the IndiaUnheard network by Video Volunteers.

### **Community Screening**

Community screenings provide opportunities to engage community on the issues raised and to start dialogue between different groups and stakeholders. Screenings and associated discussions create spaces for community to take action.

A community screening requires some preparation and work. For example, you will have to mobilize your community and announce the date, time and venue of the screenings. You will also need to have equipment (projector/laptop/DVD player) and ensure in advance that the DVD plays fine on the DVD player/ laptop before you commence with the screening on the planned day. Please ensure that at least a 100 men and women from your community attend and participate in the screening.

Steps to organize a Community Screening

### **PRE SCREENING STAGE**

**1. Define your audience:** Think about who needs to see the video.

#### **Community**

A community may be a small village where everyone can be easily reached and included in one screening event. Often, however, communities are large and sometimes highly dispersed, therefore it will be useful to define exactly who should attend and participate in each screening. The decisions made when determining the objectives and selecting the videos will help inform these decisions about audience.

#### **Stakeholders**

Stakeholders are those (individuals, groups or organisations) who have an interest in the Project/issue or might be directly affected by its outcomes. Stakeholders also include project participants - those who have been directly involved in the creating the film.

**2. Finding Volunteers:** Volunteers are one important link between the CC (Community Correspondent) and the community. It is very important to have a strong volunteer base. They can also be representative of the CC when the CC is not present in the community.



**Recruiting volunteers:** Take the help of the local NGO or CBO in identifying and recruiting volunteers. Ideally, you must have three or more volunteers at each screening village. Make sure you have their cell numbers and maintain regular contact with them.

**3. Screening Preparation:** These are the activities you will need to do before the screening. Your volunteers can be a big help in carrying these out.

- **Screening site:** Identify the best space/place to hold the screening. An outdoor space will be far more comfortable in rural areas. Be mindful of gender and caste dynamics in the village and chose a site that will be convenient for all caste groups to attend.
- **Screening wall:** If you are not using a regular projection screen with a stand, you will need a wide enough wall to screen the film on. If the wall is clean, flat and white enough you can screen directly on to it. If not, you may need to tie a white cloth across it. It's best to test out the tying during the preparatory trip.
- **Electricity point:** You will need a power (electricity) source to run your projector and other equipment. You will need to speak with the house or shop owner who is closest to the screening location and seek her/his permission during the preparatory trip.
- **Publicity:**
  - Distribute pamphlets/brochure of the screening during the preparatory trip and ensure that key people in the village get it.
  - You may want to take their mobile numbers so that you could send them a reminder SMS later.
  - Film posters, if any, should be plastered on strategic locations in the village.
  - Wall writing is also an effective way of announcing and reminding people about the screening. The message can be very brief, maybe just the name of the film along with screening time, date and venue. Your volunteers can take up this activity with some advance preparation.

#### **4. Contact relevant authorities**

It may be appropriate (even essential) to inform and consult with local authorities or other groups depending on the nature of the videos to be screened. The relevant authorities to contact will vary according to the situation but might include community elders, local leaders, village/town councils, government officials, police authorities, religious leaders, political parties.

This should be done well in advance of any screening event and ideally undertaken in an open, transparent and collaborative nature. Informing and consulting with the relevant authorities may not only improve the security and safety of the screening event itself, but may also lead to direct engagement by those in power (perhaps decision-makers themselves) with the themes or issues raised in the videos screened.



Use the opportunity of the orientation meeting/traning to get clear on this and figure out the exact government office you may want to reach out to.

#### **5. Contact relevant NGOs/activists in the area**

Most social documentaries that are relevant to the communities will have some call to action at the end of the film or at the end of the screening. Meaning, the screening facilitator may want to urge the communities to take a specific action. Presence of a social worker or an activist in such cases can immensely help in actualizing such actions.

### **SCREENING STAGE**

**1. Good publicity:** A community screening is as successful as its publicity. It is crucial to mobilize your community. Your target should be high and ambitious and so aim to get at least 2/3<sup>rd</sup> (if not all) of the village to attend the screening.

Make sure you are in the screening village at least 4 to 5 hours before screening.

**Door to door publicity:** You and your volunteers should walk around the whole village and go to each household and invite them personally. Don't forget to tell them the time and location.

**Street theatre techniques:** Try some street theatre techniques to reach out to your community. Prepare a set of dialogue around the screening and perform it at periodic intervals along your walk around the village. Drums and other percussion instruments will help in this process.

**Enlist children:** As you can imagine, children will go crazy in such an event and they will follow you every step of the way. You might as well enlist them to publicise the screening. Make them sing the announcement or do some other creative activities.

**2. Setting up:** Make sure that you and your volunteer have set up the projection system, sound system and checked it at least half an hour before the screening. Double check the DVDs (check the back up copy too).

**3. Manage crowd:** Children will be very excited and over enthusiastic about the screening. You may want to keep them engaged with some song or game so that they are all in control before the curtain call.

**4. Prescreening speech by a Community Leader :** If there is someone in the community area, who was involved during the production and/or know the issue well, invite them to speak a few lines on the importance of the film. If there are people in the audience who appear in the film ask them to come up as well.



**5. Pre-screening speech by facilitator:** Every screening facilitator should be good in giving strong pre-screening speeches. This is what will get people to stay even after the screening. This speech has to strongly give out the message about the issue and its importance. Prepare and rehearse your pre-screening speeches. Never go unprepared. Do not take the communities and their time for granted. You have to have strong reasons to make them come for the screening.

**6. Showing your own videos:** Before screening the main film, do screen your own 'issue' and 'impact' videos. The list of these videos will be given to you during the orientation workshop. Talk about your work as a Community Correspondent to the audiences and the kind of issues you take up in your videos. Use this as an opportunity to tell people the difference your work is making. This will increase their trust in you and in their trust in the medium. Showing the impact video will be highly inspirational and will surely set the tone for the main screening.

### **POST SCREENING STAGE**

Once you screen the film you will need to facilitate a discussion on the issues mentioned in the film (In this case, it will be human trafficking).

You should engage with people's responses to the video and its relevance to their own lives. Find out if such discrimination exist in our own village?

Share with them that trafficking is a criminal offence and that there are laws to protect women and children against trafficking. In your own district, the CDPO, Protection Officers, Social Welfare Officers, BDOs are contact person who can be approached to report trafficking and whose support can be sought to address any cases of trafficking.

You must share with the gathering that you are a community correspondent, a community resource, who is keen to work on issues of trafficking. Any could reach out to you (or Local NGOs) to report their stories and work towards filing their complaints, and getting support to put an end to trafficking. On having identified such cases, together we can get in touch with local organizations, lawyers and Protection Officers in supporting the person in distress.

It is also an opportunity to ask the community about their views and ideas of what they could do together to put an end to such issues of trafficking. For example, would they want to meet on a periodic basis to discuss this? Watch more films/movies to know more about the issue itself? Talk to their Sarpanch/Village Head about raising this issue in the gram sabha and passing a resolution against such crimes and so on.

**Call to Action:** Post screening discussion should clearly and quickly lead towards the predecided Call to Action. The audiences should be inspired to take the suggested action. It is important that you and your volunteers note down name of those who have agreed to take the action. Volunteers themselves should come forward to take the actions.



**Feedback:** If there's written feedback to be collected, spread out with your volunteers into the audience and start to gather them or get them filled.

**Thanking volunteers:** this is a very important aspect. Volunteers are with the CCs for their interest. Make sure that you thank them. This can be done immediately after the screenings. You can also make a photo slide show of the volunteers who helped you during the film and the screenings. You can even have a very small byte from them at the end of each video magazine. It should become a practice to thank them.

**Thanking other community members:** Similarly with other community members, who are not volunteers, but have participated in the particular film should be thanked after the film. This will show that we respect their contribution and value community participation.

**Involving communities in discussion:** You have to involve them in the discussion. Initiate your discussion with few vocal people, but keep on asking every one sitting there to come up and voice their issue. Tell them how this is the time when they actually get to share their concerns and be able to do something about them.

**Filling up the feedback forms:** This is our tool to know how the community has taken to the video magazine. So do fill up the feedback form. This is another way of telling the community that we do care about their feedback.

### **Photo & Video Documentation of Screening and Responses**

We acknowledge that organizing for a screening takes up much time and efforts. We would like you to share with us the various processes that goes in organizing these screenings and people's experiences of having been a part of the screening organized by you.

- Shots of publicity of screening - Long, Mid & Close ups
- Shots of setting up the projector and screen - Long, Mid & Close ups
- Shots of People coming over and sitting down - Long, Mid & Close ups
- Shots of People taking to each other - Mid & Close ups
- Shots of the screening - Long, Mid & Close ups
- Shots of post screening and pr screening of people listening or watching.

For the video documentation, each community facilitator should interview at least 3 people in the audience. Important that you interview those who have agreed to take the call to action.

Possible questions for interview:

- Was the film you saw relevant to your community or village?
- What is your pledge to stand up against trafficking against women and children? Or What actions do you will you take to stop trafficking?

