



How to make your community screening a great success!

last of the right whales

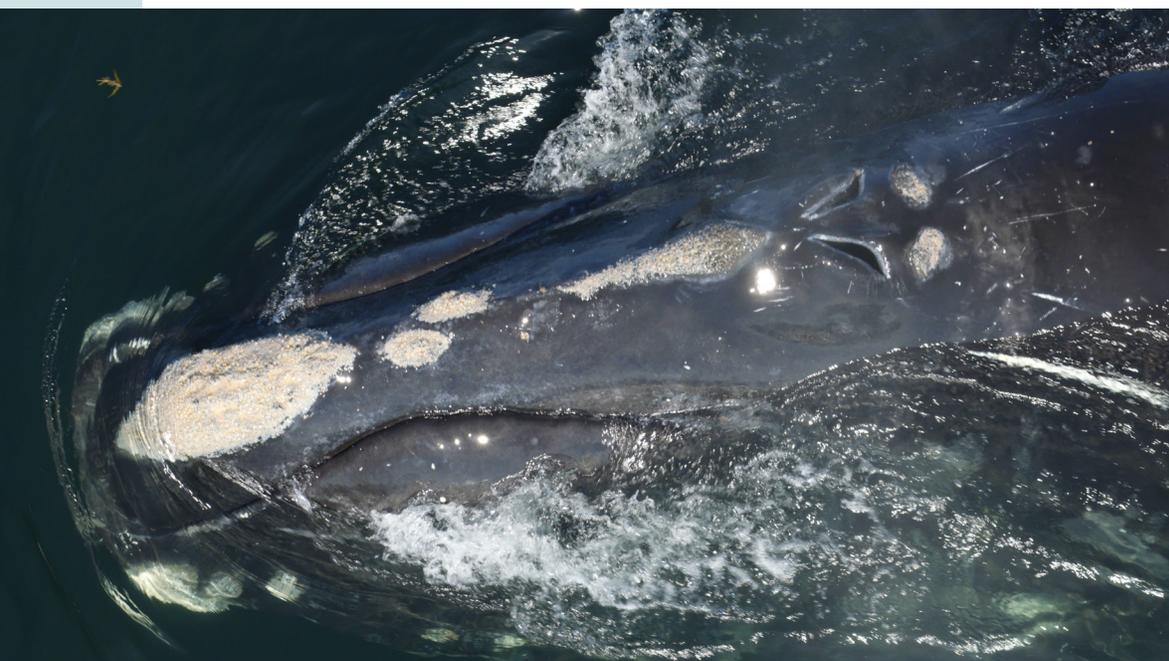
Host Screening Kit

WELCOME, LAST OF THE RIGHT WHALES SCREENING HOSTS!

Thank you for your support in bringing *Last of the Right Whales* and its important message to your community. Together we are raising awareness and building a meaningful dialogue to help protect North Atlantic right whales. We've created a step-by-step guide and a screening toolkit to help you host a successful event and make a splash!

COUNTDOWN TO SCREENING DAY

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ABOUT THE FILM

TITLE: Last of the Right Whales

PRODUCER/DIRECTOR: Nadine Pequenezza

PRODUCTION COMPANY: HitPlay Productions

RUN TIME: 92 minutes

SYNOPSIS:

North Atlantic right whales are dying faster than they can reproduce. With around 330 remaining, these great whales rarely die of natural causes. Instead, they are run over by ships or suffer lethal injuries from fishing gear. If we don't stop killing them, in 20 years they could be functionally extinct. With unprecedented access to film the whale migration from the only known calving grounds to the shifting feeding grounds, Last of the Right Whales follows the right whale migration and the people committed to saving a species still struggling to recover from centuries of hunting. Now climate change is forcing these great whales further north in search of food, putting them on a collision course with deadly ships and fishing gear. Featuring breathtaking footage of the majestic but rarely seen North Atlantic right whale - as observed through the eyes of scientists, photographers, rescuers, and fishermen - we bear witness to their struggle and bring hope for their survival.

Find full film details [here](#)

Event Hosting Toolbox

[Trailer](#) - [Film Poster](#) - [Film Stills](#) - [Postcard](#) - [Social Media & Other Promotional Materials](#)
[Screening Request Form](#) - [Invitation Email](#) - [Press Release](#) - [Discussion Guide](#) - [Audience Survey](#)



8-10 WEEKS

- **Gather your team.** If you are not part of a large organization, consider contacting local groups to help sponsor, co-present and promote your event. Animal rights and environmental groups, aquariums, museums, yacht clubs, universities and libraries could be good partners.
- **Select a venue.** Choose a local cinema, community centre, school gym or public library. You'll need a DCP or Blu-Ray projector and sound system. Plan for 2.5 hours to intro, watch and discuss the film.
- **Go virtual.** If you want to host an online screening, we can create a virtual cinema just for your community.
- **Request a screening.** Whether you're hosting an in-person or virtual event, you'll need a Public Performance license. To request a license, simply fill out this [form](#).

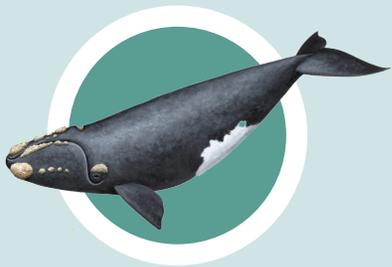
6-8 WEEKS

- **Create an invitation list.** Start a list of friends, family, colleagues, students and/or groups to invite to your event.
- **Add value for your audience.** Organize a post-screening panel discussion with local experts; such as marine biologists, ocean conservationists or journalists.
- **Consider a moderator.** Who will moderate your panel and invite questions from the audience? Media personalities and public speakers do this well.
- **Confirm the location, date and time.** Also be sure to connect with your venue's technician to help you coordinate logistics.
- **Send us the details** and we'll add your event to our [website](#).

Tip

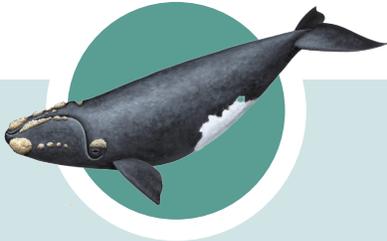
Collaboration is key! Engage partners early and often to get as many people at the screening as possible. Follow the film on social media so we can help promote your event.

@LastRightWhales ([Twitter](#), [Facebook](#), [Tiktok](#)) and
[@HitPlayProductions](#) ([YouTube](#)/[Facebook](#))



5 WEEKS

- **Invite your network.** Ask people to attend and help spread the word about your event. Get started with this [email template](#).
- **Don't forget friends and family.** Often they are the biggest supporters and can help kickstart your team's audience outreach.
- **Connect with like-minded groups.** University faculties, marine clubs, and environmental organizations will want to know about your screening.
- **Post your event.** Look for online community event boards to highlight your screening. Share on social media: Facebook, Instagram, Twitter, TikTok! It's easy, [use these to get started!](#).
- **Create a Facebook Event.** If your community is active on Facebook this is a great way to promote your event. Add HitPlay Productions as a co-host and we'll share your event. Learn how to build a Facebook event [here](#). Find our pre-sized Facebook event photo [here](#).
- **Send reminders.** As you get closer to the big day, remind people to buy tickets and encourage your friends & family to share.



Tip

Make it personal. Consider briefly sharing your experience and connection to the film in your invitations. Pick up the phone. They'll know it's important if you call to personally express why this screening is significant to you. Word of mouth is the #1 reason people watch a film. Ask your first 10 reservations to join the recruitment effort.

3-4 WEEKS

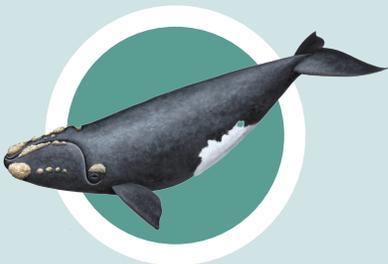
- **Confirm event participants.** Who is introducing your film? If you've planned a post-film discussion, confirm the panelists and moderator.
- **Contact local media.** Call and email newspapers, radio stations, and online sites to publicize your event. Here's a [press release template](#).
- **Get listed in event calendars.** Submit your event to be included in weekly event guides like "What's On" and "What's Happening This Week".
- **Put up posters.** Place Last of the Right Whales posters in strategic locations (restaurants, universities, etc).
- **Be present on social.** Post at least 3 times per week on your channels and tag #LOTRW.

2 WEEKS

- **Download our [Discussion Guide](#).** Review the guide with your moderator and panelists to help plan your post-screening discussion.
- **Create an event flow.** Let your event participants know when the doors open, what time they should arrive, the start time of the film and panel discussion. [Read an example here](#).
- **Extra hands?** Do you need volunteers to staff the door, circulate a sign-up sheet or hand out materials?
- **Follow up with local media.** It often takes 2-3 calls to get their attention.
- **Keep posting!** Stay active on social media channels - and remember to tag #LOTRW.

Tip

Find local media on Twitter using keywords such as "journalist," "critic," or "host". Use hashtags so more people see your posts. #LOTRW #rightwhales #documentary #endangeredspecies Share links to articles, photos & videos that demonstrate the issues facing right whales.



1 WEEK

- **Send a reminder.** Contact people signed up for your event to remind them of the date and time. You can also send one last call to your email lists to reserve tickets.
- **Do a screening test.** Ask your venue to do a tech check to make sure the film looks and sounds great for the big day.
- **Print materials.** If you have handouts like signup sheets or event programs, be sure to print extras. You can also share our postcard on our email campaign to help NARW.

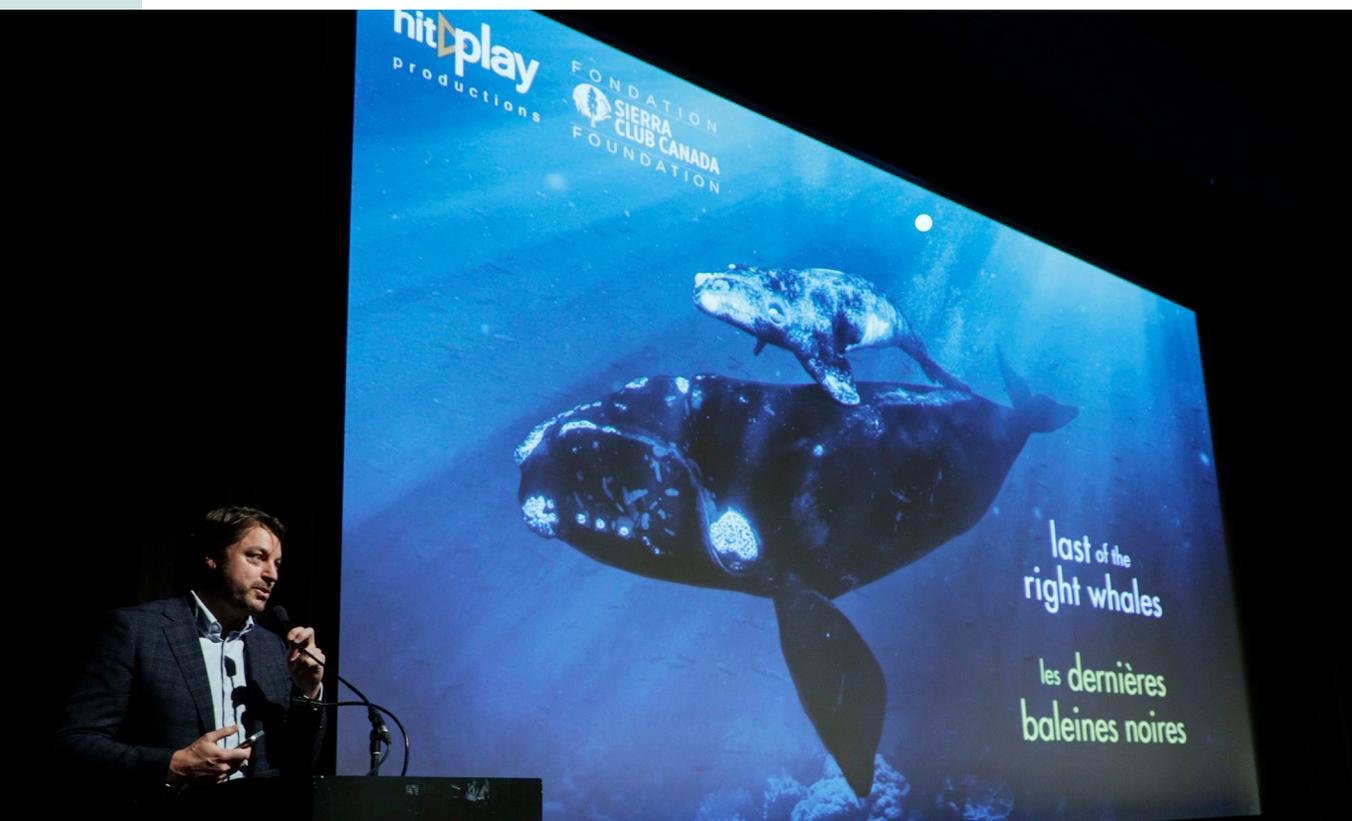


DAY OF SCREENING

- **Share your handouts.** Sign-up sheets and [postcards](#) can be shared at the door as people enter, placed on seats or circulated during the Q&A.
- **Live post.** Designate someone to tweet and post during your event.
- **Get involved.** Invite your audience to the film website's [Take Action](#) page to learn how they can help protect right whales.

POST SCREENING

- **Audience feedback.** Please share our [Audience Survey](#). We're compiling all of the results collected during the film's impact campaign to publish in a report in Fall 2022.
- **Share your photos.** We'd love to see and share pictures of your event, so please send to info@hitplayproductions.ca.
- **Host another screening.** Now that you're a super host, why not share the message with another group!



Thank you to our Impact Campaign Partners



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