



AMERICAN HEART

Screening Handbook

Because we often field requests for screenings of our documentary *American Heart*, the makers of the film have put together this three-page summary as guidance for organizations that are considering hosting a screening of the film. These are merely suggestions – if you have any questions, do not hesitate to contact filmmaker Chris Newberry (cnewberry@americanheartfilm.com) to discuss your ideas. FYI the running time of *American Heart* is **96 minute**.

VENUE & EQUIPMENT

You may have a screening venue in mind, or you may be looking for guidance on choosing an appropriate venue. The biggest factor is anticipated turnout. Below are some suggested guidelines.

In all cases, be sure you have a handle on the equipment. If you are not comfortable connecting and operating your chosen equipment, we recommend you enlist the services of a technician or consult the filmmaker.

SMALL VENUE (anticipated audience turnout: 2-30)

You may already be planning to show the film in your classroom or a community room, or perhaps as part of a small lunch conference. Or perhaps you'd like to arrange for a screening in a conference room or even as a "house party" at someone's home.

What you will need:

- a DVD of *American Heart* - purchase at www.AmericanHeartFilm.com
- a traditional DVD-player, **OR** a laptop computer to play the DVD
- an LCD projector (rentable or available from your organization's A/V department) *plus* speaker system *plus* a white wall or screen, **OR** a large TV (preferably widescreen)
- ideally, a room where you can turn down the lights and pull the shades on the windows
- comfortable chairs – comfort is important when you're asking people to sit for 90-120 minutes

MEDIUM-SIZED VENUE (anticipated audience turnout: 31-100)

Perhaps you have a large classroom in mind, an auditorium, or some similar setting. Or you may be planning to book a ballroom or a convention-center space. In some cities, you might also find there is a "micro-cinema" available for hourly rental.

What you will need:

- a DVD of *American Heart* - purchase at www.AmericanHeartFilm.com
- a traditional DVD-player, **OR** a laptop computer to play the DVD
- an LCD projector (venue may have one, otherwise rentable or available from your organization's A/V department) *plus* speaker system *plus* a white wall or screen
- ideally, a room where you can turn down the lights and pull the shades on the windows
- comfortable chairs – comfort is important when you're asking people to sit for 90-120 minutes

Alternatively, if you're planning the screening in a venue that is accustomed to exhibiting film and video, you could arrange for a higher quality version of the film to be shown. The venue operators can let you know if they are able to project an **HDCAM tape** or a **BluRay Disc** (see pricing below).

LARGE VENUE (anticipated audience turnout: 100+)

If you're planning on showing to a large audience we strongly recommend you exhibit *American Heart* on one of the following high-quality formats:

- HDCAM tape (24 PsF preferred) - **Media Charge: \$110 rental**
- BluRay Disc - **Media Charge: \$40 rental or \$95 purchase**

*Please note: **Media Charges** DO NOT include projection equipment. Equipment must be arranged through a local source, though the filmmakers can lend guidance.*

If your audience is large, you'll almost certainly want to look for a venue that is accustomed to projecting video programs, such as a movie theater or a university lecture hall. On the other hand, if, for example, you're creating your own "movie theater" in a gymnasium or ballroom, we recommend you consult an A/V expert or the filmmaker for guidance on seating and audio-video projection.

DISCUSSION OPPORTUNITIES

American Heart is a film that sparks a lot of discussion – about the lives of immigrants in America, about refugee resettlement, and about cross-cultural healthcare. Sometimes, host organizations like to incorporate the film into a residency- or school-based curriculum. Other times, organizers take the opportunity to engage the audience in a more informal manner.

Whether your audience is large or small, is highly specialized or is drawn largely from the general public, a **post-screening discussion** is often a nice forum for dialog. Whether the filmmaker or representatives of the film are present or not, **panel discussions** are a great way to continue the conversation. Some examples of potential panelists: academics, healthcare professionals, community leaders, refugee advocates, and representatives of immigrant communities.

Depending on the situation, a **post-screening reception** can be an additional opportunity for continued discussion.

In any case, the filmmakers and their affiliated experts in cultural competency can provide input. Printable **Discussion Guides** are available for free download at www.MedicineBoxProject.org. The discussion guides consist of a list of discussion topics and recommended questions designed to facilitate conversation.

FILMMAKER VISIT

Many organizations will ask the filmmaker (Chris Newberry) and/or some of the healthcare professionals who appear in the film to attend the screening and take part in a discussion with the audience afterwards. This can take the form of a **Question-&-Answer session** or a **panel discussion** involving local panelists.

Typically, the host organization will pay **travel expenses** for visiting representatives of the film. This can be anywhere from **\$50 to \$1800 per visitor** depending on timing and location. Additionally, if it is the tradition of the host organization to pay an honorarium or guest speaker fee, it would be gratefully accepted.

In some cases, the Media Charge (see above) will be discounted if the filmmaker is invited to attend. Depending on the chosen formats, the filmmaker can also assist with some of the technical aspects of exhibiting the film.

FUNDING CONSIDERATIONS

The filmmakers, being independent artists and social-issue advocates themselves, recognize that some host organizations might not have the budget to host a large screening. We are happy to negotiate on terms and are willing to work within budgets to the best of our abilities. Sometimes that means a DVD-on-a-television presentation is the most realistic option. But we are also willing to be creative in the planning of an event.

Hosts may find that local foundations and agencies will have **underwriting programs** for which you can apply for funds to put on educational events such as film screenings followed by panel discussions. There may be occasions for the filmmakers to work with the host organization in jointly writing for grants to fund a screening event.

When budgets are tight, another option is to host a **paid-admission screening**. That can mean a box-office and/or online ticketing is set up to charge attendees a reasonable fee. Or it could take the form of a donation box at the door. Either way, you're asking attendees to pay a little bit to help defray the costs of the event.