

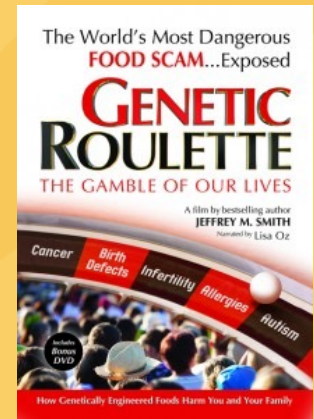
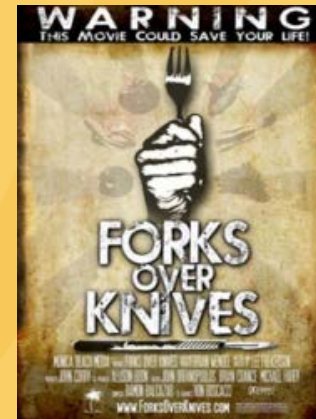
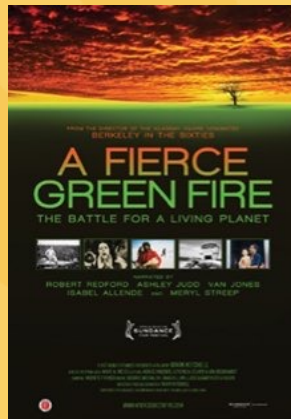
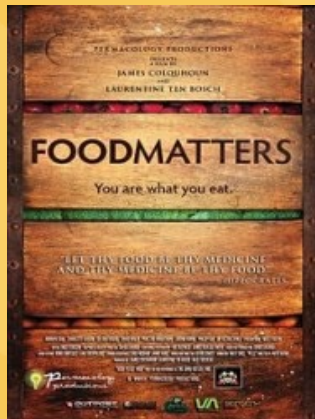
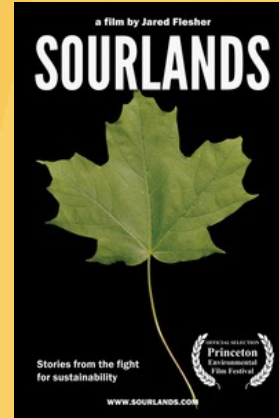
# ENVIRONMENTAL MOVIE EVENTS

by Marnie Vyff

Chair of the Mountain Lakes Green Team



# A Successful Movie Event



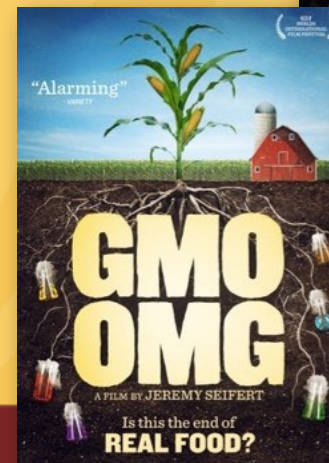
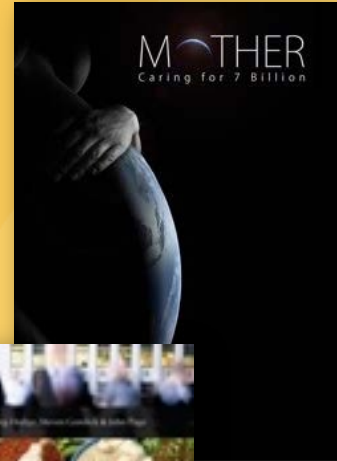
- Film
- People
- Logistics
- Publicity
- Budget



# Films

## Choosing Topics

- Sustainable Jersey
  - Community Education action
  - Community education part of actions
- Introduction for town projects
- Link to an issue in town
- A Film Series



# Films

- Excellent films available
- Focus on Solutions
- Know your film!
- Intended change - Impetus & take away
  - Petition to sign
  - Letters to write to congress
  - Let members of audience exchange information





# People

## Organizer, Volunteers, Audience, Speakers

- Organizations can provide people
  - Your Green Team
- Municipal organizations, schools, clubs, churches
- Government and nonprofit organizations
- Funds and publicity
- Local Businesses, Student work



# Logistics

- Movie
- Scheduling
- Venue
- Special Additions



# Logistics

## Movie

- Screen the film & purchase it in advance
- The right equipment and cords
- Make sure you have everything
- Test it a week in advance



# Logistics

## Scheduling

- Make sure there are no major conflicts for your audience

## Venue

- Consider size and atmosphere – school library, auditorium, public library
- Reserve the space
- Double check the week before!





# Logistics

## Other additions

- Planning
- Volunteers
- Tables
- Set up & clean up time
- Permissions
- Insurance



# Publicity

## Getting the word out and getting people interested

- Paid Advertising
- Free publicity – Articles, Press releases, Websites, virtual backpacks, local papers & magazines, Municipal & school calendars, fliers & posters in schools and public buildings, email
- Get started early & check your deadlines!



# Budget

## Expenses

- Film Screening Rights \$85 to \$200
- Expert Speakers Free to \$500
- Publicity \$12 to \$200
- Venue Rental Free to \$50
- Snacks \$25 to \$100



# Budget

## Funding

- Charge entry fees (Can't in most public libraries)
- Private donations
- Yourself
- Organizations
- Grants
- Corporate donations



Be organized,  
then let it  
flow.

