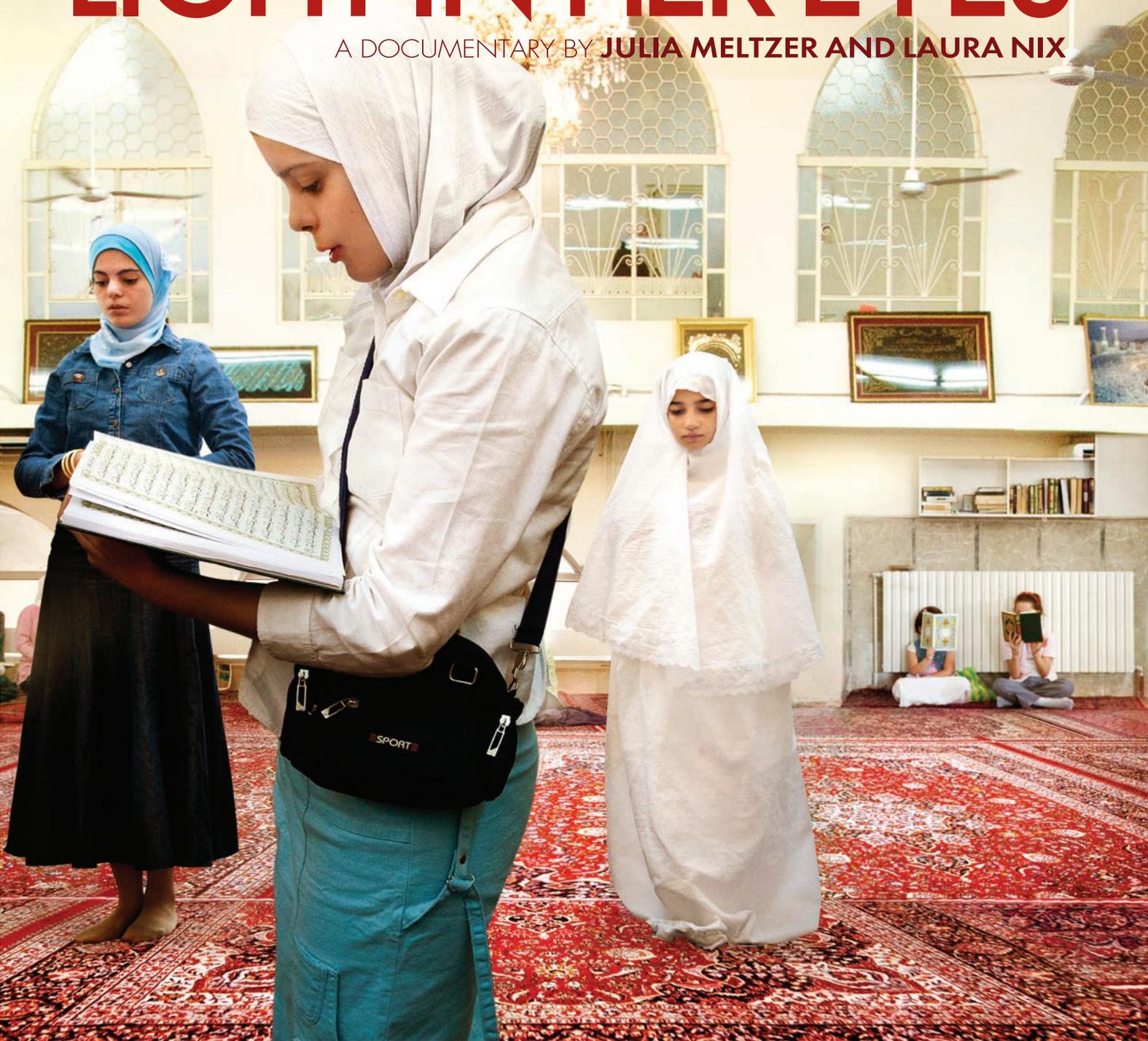


الضوء في عينيها

# THE LIGHT IN HER EYES

A DOCUMENTARY BY JULIA MELTZER AND LAURA NIX



## HOSTING GUIDE

[www.TheLightInHerEyesMovie.com](http://www.TheLightInHerEyesMovie.com)

[www.facebook.com/thelightinhereyes](https://www.facebook.com/thelightinhereyes)

[@lightinhereyes](https://twitter.com/lightinhereyes)



Students at Al-Zahra mosque listening to a lecture on Quran

## WELCOME

Thank you for your interest in hosting a screening of *The Light In Her Eyes*. We're delighted that you're joining us in sharing this story. To that end, we've created a guide that will help you with the process of hosting your own screening.

There are many different types of screenings, from small to large, university and community-based. This guide is not specific to one particular audience, so if there are details you'd like to discuss with us beyond the information listed in this guide, please feel free to reach out via email:

Erin Williams or Hind Makki, OUTREACH COORDINATORS  
[lightinhereyesmovie@gmail.com](mailto:lightinhereyesmovie@gmail.com)

## GETTING STARTED

- Establish your team, goals, and potential partnerships
- Determine your budget
- Secure a location and ensure proper technical equipment
- Determine event date and time
- Reach out to speakers, panelists, panel hosts, VIPs
- Write an email blast with our flyer, which can be tailored for your event
- Solicit volunteers to help on the day of the screening, if needed
- Follow up by thanking your attendees, and if needed, panelists, moderators, VIPs, speakers, co-hosts, etc.



Screening at the Levantine Cultural Center, June 2012

## DEVELOPING YOUR TEAM

Hosting a successful screening requires putting together a small team to help ensure all technical bells and whistles are managed, the event is promoted, the (optional) panel is recruited and prepared, the discussion is organized and effective, and the follow-up is completed. You can expand your team as you go along, but it's good to begin by reaching out to folks who may be interested in helping you.

### Partners / Co-Hosts

Co-hosts not only help to share the responsibilities required to put together a screening, but they also expand your network and your potential audience. They likely have listservs and media contacts that can enhance your screening and the process of planning it. Think about how the screening is beneficial to the goals of the potential co-host and present those opportunities to them.

- Would the other organization provide your event with interesting potential speakers?
- Would your organization offer the other organization a new audience for their work?
- Would co-hosting bring together communities for dialogue?

For religious organizations, interfaith co-hosting can make for rich collaborations and screenings.

## GOALS

What do you hope to achieve with your screening? Are you hoping to address specific issues within your community and/or are you hoping to introduce your community to new ways of thinking? The answers to these questions will assist you in:

- **Reaching out to the right potential partners/co-hosts**
- **Thinking through what types of panels, moderators, and speakers you might like to include**
- **Determining who your target audience is and whether there are VIPs you want to invite**
- **Determining the right media outlets, listservs, and social media platforms you should target**
- **Predicting the screening's size and therefore your space, location, and technical needs**

## LOCATION

The type of screening you want to host will determine what type of location is the most appropriate for the screening. Some spaces will require a rental fee, while others may allow you to use the space for free, and some may ask you to share proceeds from the screening.

**Depending on your screening size, audience, needs, and budget, some options include:**

- A more intimate screening in someone's living room
- Community centers and public libraries
- Galleries, coffee shops, and other local businesses
- Independent movie theaters

Consider the importance of place. Is the audience religious? Nonreligious? Think about the voices you'd like to have present, the type of discussion you'd like to foster, and the types of outcomes you'd like to achieve, and then consider whether the space you're looking at is conducive to meeting your goals.

**Also consider the space's technical abilities and equipment. Do they have:**

- A DVD player and a projector that connects to the player or to a laptop?
- A screen, television, or large white wall for the film to appear on?
- Adequate audio and adequate seating for your guests?
- If needed, space and furniture for a panel (table/chairs) and/or a reception (table)?

If you'd like to host a reception, does the space allow you to bring in food and drinks from outside sources, or do they require that you purchase refreshments from them? What is the cost?

## TIMING

As they say, timing is everything. Keep in mind the actual time of your event and its relationship to all parties involved in the screening. Remember things like church services, Shabbat, Friday prayers, and work schedules. Also think through important dates for your community, as well as your organization, your co-host, your audience, and the VIPs and speakers you may like to include. Particular dates will pose a conflict, but other dates will pose an opportunity. If you're hosting the screening in the evening during Ramadan, consider the idea of hosting an iftar with your screening. An iftar is the meal that breaks the fast during Ramadan.

## BUDGET

It costs money to put on a successful event. However, do not be daunted: we can help you learn how to raise money and make your event successful. We have worked with many organizations of different sizes.

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**To secure the public screening rights for the film, we work on a sliding scale, starting at \$150 and ranging to \$800, depending on the size of your organization.**

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In order to determine your budget, you should ask the following questions:

- **Does your organization have a budget for events like this?**
- **Do you have access to a free space, or will you need to rent a space?**
- **If you have a panel, do you want to offer a small honorarium to your speakers?**
- **Can you charge for ticket prices, and if so, how much per ticket?**
- **Can you ask for donations after the screening?**
- **Do you want to bring one of the filmmakers to speak at the screening?**
- **Determine whether it's necessary to have refreshments. Many film screenings and lectures don't have them.**



Directors Laura Nix (left) and Julia Meltzer (right) present the project at Hot Docs Pitch Forum 2011

## MEDIA, SOCIAL MEDIA, OUTREACH

If your screening is open to the public, in order to get people to attend, it is important to think about media, social media, and outreach. What are the outlets through which you learn about events in your community? Is it your campus newspaper? Is it *TimeOut*? Is it a city-based website? Reach out to those outlets to ask them if they'd list your screening.

If you want to pitch your screening to the media, consider what outlets would be interested in the topic of the film or the post-screening discussion. Email typically works well in reaching out to media outlets.

Explain why the screening is important to the community, and keep it simple. Provide links. Don't hesitate to follow up if you don't hear back. However, be cognizant of the hectic schedule journalists face, and have patience.

Contact us for a screening flyer template at [lightinhereyes@gmail.com](mailto:lightinhereyes@gmail.com) — for printing or emailing.

A movie poster for 'The Light in Her Eyes'. The title is in Arabic 'النور في عينيها' and English 'THE LIGHT IN HER EYES'. It is a documentary by Julia Meltzer and Laura Nix. The poster features a woman in a white headscarf reading a book. Text on the poster includes: 'SPECIAL SCREENING &amp; DISCUSSION 6:30 THURSDAY PM April 26th UC IRVINE Hamonille Gateway 1070 in the McCormick Screening Room'. At the bottom, it says 'A WOMAN IS A SCHOOL, TEACH HER AND YOU TEACH A GENERATION.' and provides contact information for the film.

## FREE TOOLS

- Facebook
- Twitter
- Blogs
- Organizational listservs
- Evite

## LINKS

Be sure to include info about the film in your outreach and postings, including:

- Website:**  
[www.thelightinhereyesmovie.com](http://www.thelightinhereyesmovie.com)
- Facebook:**  
[www.facebook.com/thelightinhereyes](http://www.facebook.com/thelightinhereyes)
- Twitter:**  
[@lightinhereyes](https://twitter.com/lightinhereyes)

## SHARE

You can also include the trailer for *The Light In Her Eyes* in correspondence, or you can embed it on blogs by going to the "Share" button on the video here:

<http://vimeo.com/24227754>

Copy and paste link into your blog post.



Screening at a home in Orange County, July 2012

## TO DO CHECKLIST

### Before the Screening

- Solicit volunteers to help on the day of the screening (man a table at the entrance, take photos, etc).
- Determine what should happen when your audience arrives: will there be a sign-in table? A donation?
- Determine who will introduce the film and the panelists, as well as who will run tech. Touch base with your panelists/speakers regarding arrival time and parking logistics, etc.
- Send a reminder email to potential audiences and publicize your event on social media.
- Optional: consider hosting a live Twitter chat, using the hash tag #LightInHerEyes and including @lightinhereyes. Determine who will lead the Twitter chat.

### Day of the Screening

- Test screen your DVD and all technical equipment to make sure there are no tech issues.
- Arrive with an extra extension cord and power strip/surge protector.
- Double check that you have all the seating, tables, and equipment that you need.

### During the Screening

- Make sure the panel moderator has a means for keeping time and ensuring all voices are heard.
- Optional: Optional: Host a live Twitter chat, using the hash tag #LightInHerEyes and including @lightinhereyes, posting comments from the discussion and questions for your Twitter followers.
- Have someone take photos and either post them to Facebook or Twitter during or right after the event.

### After the Screening

- Thank everyone who attended the screening by sending a mass email.
- To keep in touch, send information about the film and your organization in the email.
- Send individual thank you notes to panelists, moderators, speakers, VIPs, donors, volunteers, etc.
- Post more pictures and a summary to Facebook and Twitter.