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GOOD

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# FORTUNE

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## Host a Community Screening Guide

*This guide is designed to assist you in preparing to host a screening event with Good Fortune and initiate a dialogue that allows participants to process what they've seen and identify ways to become meaningfully involved in the issues raised by the film.*

### ABOUT THE FILM

GOOD FORTUNE explores how massive international efforts to alleviate poverty in Africa may be undermining the very communities they aim to benefit. Through intimate portraits of two Kenyans battling to save their homes from large-scale development organizations, GOOD FORTUNE examines the real-world impact of international aid.

In the rural countryside, Jackson's farm is being flooded by an American investor, who hopes to alleviate poverty by creating a multi-million dollar rice farm. Across the country in Nairobi, Silva's home and business in Africa's largest shantytown are being demolished as part of a United Nations slum-upgrading project.

**Directors/ Producers:** Landon Van Soest, Jeremy Levine

**Release Date:** 2009

**Running Time:** 73 minutes

**Additional information on the film is available at:** [goodfortunefilm.com](http://goodfortunefilm.com)

### SCREENING SPECIFICS

- If not in a theater or cinema space, be sure that good projection or a large TV monitor is provided. Test the DVD before the event (projection and audio.)
- Identify your organization's goals for the event: take action on an issue, build membership, build alliances. All of these are great goals.
- Identify a facilitator for the audience discussion that will assist in balancing the energy of the audience and the speakers as well as keep an eye on time.
- Identify some actions for your audience that allow them to engage more directly with your efforts.
- Offer a handout or an additional resources sheet for the audience to take home.
- Offer a sign-in for audiences and registration – include name, address, email address, and organizational affiliation (so your organization and your partners can stay in touch with your audience).

### PLANNING

#### Develop Partnerships

Consider partnering with other organizations to make your event more dynamic, split the workload and increase the number and diversity of attendees. Your community partners can also extend the reach of your get word out efforts about the event.

## **Get the Word Out**

In advance of the screening, reach out to potential attendees through newsletters, membership and general community mass e-mailings, flyer postings, community calendar bulletins, and social networking sites like Facebook and MySpace. Be sure to reach out to people outside of your own network to attend the screening.

Consider personally inviting key leaders such as religious clergy and elected officials. Any advance publicity or news coverage of the event will help you have a much broader turnout and impact.

A well-planned agenda will give participants the opportunity to have an in-depth, meaningful experience at the screening.

Below is a sample agenda you can tailor to meet your needs:

## **Suggested Agenda**

### *Before the Film*

Thank audience for coming and encourage everyone to stay for the discussion and share what time you expect the event to end.

*Viewing 73 minutes*

*Facilitated Dialogue 30 minutes*

### *Encourage the Audience to Get Involved*

It is important to emphasize how attendees can stay involved in the issues raised by the film. Share some examples of how your group is responding, and announce any upcoming events or programs in which they can participate.

### *Closing*

Remind the audience to share their contact information on the sign-in sheets and encourage people to take fliers for the film and brochures organization as they walk out the door.

## **DOCUMENTING THE EVENT**

During the event, take photos and video if possible, to record stories you hear from attendees. Survey attendees about how they liked the event and what they'd like to see next. Document which press attended and who printed or aired stories, and save your stories.

After your event, can share a highlight about the event and offer feedback to the filmmakers at [info@goodfortunefilm.com](mailto:info@goodfortunefilm.com)

We hope that these tips are a helpful in the planning of your screening. Have a great time!

THANK YOU!

Landon Van Soest and Jeremy Levine

Transient Pictures

250 West 49<sup>th</sup> Street New York, NY 10019 | (646) 257-2590| [transientpictures.com](http://transientpictures.com)