

Sharing The Shot Felt Round The World Around District 6290

For clubs interested in showing the film "The Shot Felt Round The World" publically:

1. Pick a date. (It might be helpful to the overall process if the date were at least 6 - 8 weeks in the future.)
2. Organize a venue. The producers would prefer a public movie theater be used for the showing, but clubs can probably get another venue approved - Note that whatever the venue, it must have the capacity to project and show the film from a DVD. This is the ONLY format it comes in
3. Develop a basic plan for marketing and showing the film: Why are you doing this? What are your objectives for holding the showing? What are your desired/anticipated outcomes from the showing? Who is the audience you intend to attract? What is your marketing plan? What is your budget? Are you going to charge for admission or is it free to the public?
4. Call Carl Kurlander, the film's producer - request permission to show the film. He will get permission from the Smithsonian who controls releases. Call Carl at 412-251-0890 or email at carl@steeltown.org
5. Call Sean Skarshaug, President of the Traverse Bay Sunrise Rotary Club. He will send you a box of stuff, including the DVD for the film. Call Sean at 231-947-6284 or email at seans@traverserepro.com.
6. Marketing is a large part of having your showing be a success. Set up a committee who can get the word out using all available media, social and public. The Theater or venue you have chosen may have some tools to help you. You will need some money to do the marketing - put that in your budget.
7. Design the package of activities for the event. Consider:
 - a. Giving End Polio Now pins to every attendee
 - b. Use exchange students or Interactors to work the lobby, answering questions and handing out materials - buy End Polio Now T Shirts for them
 - c. Have the admission be free if you can. Pass around a free will offering after the show to benefit PolioPlus.
 - d. Recycle the donation boxes (in the box of stuff from Sean.) They are not available any more so we need to make these go as long as possible.
 - e. Have a short panel following the movie:
 - i. Engage a local polio survivor to tell their story after the showing. Very effective if the survivor is a reasonable story teller.
 - ii. Ask an immunologist from the local hospital to be on the panel to take questions from the audience. - Very popular with our audience.
 - f. Take a "We Are This Close" picture from the stage of the audience holding up their fingers - Great after action shot to wrap up the event. Use this on your Facebook page or give to the newspaper.
 - g. Don't forget to tell the district about your event and keep them informed on the results.
8. Return the Box of Stuff to Kathy Hegedus as quickly as you can after the event to make it available to others..

Notes:

- The Traverse City showing, held on October 23, 2014 was organized in 16 days, had an audience of 307 people, mostly non Rotarians, and the free will offering brought in \$710 which was sent to Polio Plus
- Traverse City considered their showing as a "Rotary Day" event (RI President Gary Huang wants all clubs to have a Rotary Day this year). Please make sure your event is communicated to the District .
- For more information see <http://www.shotfeltroundtheworld.com/>