



UNLISTED: A STORY OF SCHIZOPHRENIA

Guide for Hosting a Screening

Define Your Objectives

There are many great reasons to host a screening of *Unlisted*. As you plan your event, we suggest that you prioritize your chief goals to help define whom you invite to the event and whom you invite to be on a panel, if you have one.

Here are some examples of goals you may have:

- Educate your community about mental health issues
- Inspire people, including those new to the cause, to get involved (such as join your organization, write their congressperson, email friends, hold their own film screening, join a support group, etc.)
- Highlight the work of your organization, generating interest and press
- Generate funds to support your organization or to support research, education or other advocacy
- Establish coalitions with other organizations, policy stakeholders and spokespeople by inviting them to participate in the screening and panel
- Organize to change policy at a local or national level
- Reduce stigma around mental illness by encouraging open dialogue
- Raise awareness about psychiatric advance directives

Choose the Screening Venue

There are many appropriate settings for hosting a screening and discussion -- during the day in a work or teaching environment, at night in someone's home or at a library, church, community center, museum, etc. Public libraries often have large rooms with a pull-down screen that can be reserved at no cost. Universities and colleges provide excellent venues if your goal is to engage students and academics.

Set the Schedule

Ideally, you may want to allow 1 1/2 hours for the screening and discussion. (The film is 57 minutes, which leaves about 30 minutes for discussion.) If time is limited, there is a shortened 40-minute version of *Unlisted*. Inquire at info@mydocproductions.com. Another option is to select only the chapters you wish to screen from the full-length film. To do so, go to the menu and "Choose Chapter":

| | |
|--------------------|---------------------------------------------------------------|
| Chapter 1 | Establishing the story |
| Chapters 2 & 9 | Impact on family members/relationships |
| Chapters 4, 5 & 10 | Adherence and obstacles to care |
| Chapter 6 | Planning for the future/psychiatric advance directives (PADs) |

Organize a Post-Screening Discussion

There are two main ways to hold a post-screening discussion. One way is to have one individual lead a discussion with the audience. To facilitate this, our Toolkit comes with a Discussion Guide. The other way is to invite a guest speaker or panelists. Partner organizations are great ways to find speakers or panelists.

If planning a post-screening panel discussion, remember that mental health issues impact all aspects of our society so the range of possible panelists is quite extensive. Suggestions include mental health professionals, consumers, social workers, policy experts, housing providers, lawyers and police groups, legislators, school counselors, the business community, etc. Be sure to review the Discussion Guide for suggested discussion topics. Consider inviting the filmmaker, Delaney Ruston, MD, to be a featured speaker. To do so, contact info@mydocproductions.com.

Secure Screening Equipment

If your screening location does not already have a full audio/visual setup, then you will need the following:

- Option 1: TV/DVD player with large screen
- Option 2: Laptop with a built-in DVD player
LCD projector and screen
Cord to connect the DVD player and projector
Speakers that plug into your system

Spread the Word

Thanks to the Internet, spreading the word about your event is easier than ever. The key is getting your colleagues and other groups to send announcements via their listservs and via social networking sites such as MySpace, Facebook and MeetUp. Remember to include the *Unlisted's* website link and Facebook site in your email announcements. The website has film clips and much more that will help generate interest in the event (www.unlistedfilm.com).

Another great way to spread the word is to download our customizable flyer and add your screening information. Ask volunteers to distribute fliers to key locations. Remember, many people want to make a difference when it comes to mental health and are happy to help with this important event.

Our Toolkit also includes a customizable press release. When possible, add relevant local mental health issues to your press release. Send your release to newspapers and weeklies and make sure to target reporters who have a special interest in health issues. While mental health issues are important every single day, knowing about key dates can help generate press, including:

- Mental Illness Awareness Week -- first week of October
- World Mental Health Day -- October 10th
- Mental Health Month -- May

Sample Event Timeline

8 weeks prior

- Reserve the screening venue.
- Invite groups to be partners in your event.

- Invite panelists or choose a discussion facilitator if you are not having a panel.
- Email us so we can promote your event on the *Unlisted* website.

4 weeks prior

- Send email invitations to the event.
- If you are selling tickets to your event, determine how you will do this. (brownpapertickets.com is a great tool.)
- If you are hosting a fundraiser and would like ideas on how to do this, contact us at info@mydocproductions.com.
- Download promotional art from our Toolkit and customize to your event.
- Distribute fliers for the event.
- List event in weekly community calendars, on your website and partner websites, newspaper websites, etc.

2 weeks prior

- Send a repeat email invitation to the event.
- Send your press release to local papers, bloggers and other key groups.
- Make copies of handouts that will be given out at the event.
- Consider having blank copies of psychiatric advance directives available. To download free forms, visit www.nrc-pad.org.
- Attendees often want to purchase copies of the film. If you want to sell DVDs at the screening and keep a portion of the proceeds, email us at info@mydocproductions.com.

At the Event

- Arrive early to double check picture focus, sound levels and lighting issues.
- Place any handouts on a table.
- Announce the post-screening plans, i.e., panel or discussion, and introduce speakers.
- If a facilitator is using the Discussion Guide to lead a post-screening talk, make sure to have the guide on-hand.
- Have attendees sign in with their email so you can stay in touch with them.

Ending the Event

Unlisted is an emotional film and it is important that viewers have access to support and information. Let them know that unlistedfilm.com has a large resource section that includes links to support groups. Also, you may want to refer to organizations such as NAMI, MHA and BringChange2Mind, which all have further information, support and ways that people can share their own stories. Would you like to spell out the acronyms for NAMI & MHA in case people don't know what they are?

The final point is that ideally people will leave your event with two main things: a message of hope and a desire to help make a difference. *Unlisted* is a story of hope that highlights how reconciliation was possible because support services and treatments do exist. Along with such services and treatments there are exciting advances in research, political will, mental health parity, advocacy campaigns and much more. In terms of motivating audiences to want to help make a difference, there are many ideas that can be mentioned.

Here are just a few examples of things you can suggest to attendees:

- Become active in mental health organizations
- Share experiences of mental health issues at sites such as the new Glenn Close campaign called Bringchange2mind.org, or at NAMI.org or at NMHA.org
- Encourage participation in legislation and petitions
- Direct them to the Unlistedfilm.com website where there are links to volunteer opportunities in their communities and many other resources
- Host their own screening of *Unlisted* or Dr. Ruston's film on psychiatric advance directives entitled *Crisis in Control*
- Bring a psychiatric advance directive to a person or family who may benefit