

LESLI LINKA GLATTER, LI LU, SARAH GAVRON, NAIMA RAMOS-CHAPMAN, BETHANY ROONEY, JOHN WELLS, BETTY THOMAS, JANN TURNER, KIMBERLY PIERCE, LIZZIE BORDEN, FINOLA HUGHES, MEERA MENON, SHANA BETZ, AMERICA YOUNG, MARIANNA PALKA, DIANA CIGNONI, NIKKI BRAENDLIN, SYDNEY FREELAND, DEBORAH KAMPMEIER, ARAEIA ROBINSON, LESLIE HOPE, ANNE MAKEPEACE, SARAH KERNOCHAN, KIMBERLY MCCULLOUGH, GILLIAN PACHTER, PENNY PENGRA, SARAH MOSHMAN, DEBORAH RILEY DRAPER, TRUDY BELLINGER, MARINA RICE BADER, PENNY BERGMAN, MIKE ROBIN, RUSUDAN GLURJIDZE, LEE GRANT, CARLA GARAPEDIAN, MICHAEL RAUCH, "IMMENSELY IMPORTANT..." DEBORAH DEL PRETE, REEMA DUTT, KATHERINE EMMER, ROBERT MUNIC

"... A BRILLIANT FILM"

UNSEEN FILMS

"IMMENSELY IMPORTANT..."

CITIZEN DAME

"... ILLUMINATING, ABSORBING"

UNSEEN FILMS

SEEING IS BELIEVING: WOMEN DIRECT.

DIRECTED BY CADY McCLAIN

DEVIL IN THE MACHINE PRODUCTIONS PRESENTS "SEEING IS BELIEVING: WOMEN DIRECT" PRODUCED BY CADY McCLAIN KATE SUPER LI LU AMANDA QUINN OLIVAR KIMBERLY MCCULLOUGH JON LINDSTROM WRITTEN BY XAVIERA LOPEZ DIRECTED BY CADY McCLAIN EDITED BY CADY McCLAIN LEAH ANOVA STEPHANIE MARTIN KATE SUPER JULIE LUCAS CHLOE CARR COSTUME DESIGNER NAIMA RAMOS-CHAPMAN KATY JARZEBOWSKI MUSIC BY TRIPLE SCOOP MUSIC NEEDLE DROP PRODUCED BY PATTY COOK NANCY FINN SABINE S McDOWELL ANTOINETTE ROGERS CASTING BY KAI DESTINY SUZANNE CURRY EVA PARIS CICINYTE DIRECTOR OF PHOTOGRAPHY CADY McCLAIN



COMING 2018

SEEINGISBELIEVINGWOMENDIRECT.COM

Seeing is Believing: Women Direct

screening kit

Introduction

Seeing is Believing Women Direct is a map for women who are looking to take back control, defeat their fears, and embrace their unique storytelling voice.

We want *Seeing Is Believing: Women Direct* to spark important conversations about what it means to be a woman with a vision and encourage more women to tell the stories that matter to them.

This film will not only help encourage and give confidence to up and coming filmmakers who identify as female, but also to help those who identify as male to understand how they can be better advocates, allies, and partners.

Our goal is to reach over 100,000 people globally in the home, school, and workplace and inspire at least 10,000 new film projects by women. Our film aims to be part of the movement that will bring more women to the filmmaking world.

“I want to foster lasting change,” McClain said. “The only way I see to do that is to give the public the valuable information they need. Information they can put directly into action.”

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Filmmakers Cady McClain and Kate Super are on a mission to **give** women the tools, mentorship, and encouragement they need to be the best directors that they can be. They believe that **you can come from anywhere, be of any age, race, size, or gender identification and be able to make your filmmaking dreams come true.**

[*Seeing Is Believing: Women Direct*](#) is a documentary film which emphasizes the opportunity for women to use their voice through media to change the social and political landscape and achieve full equality.

Focusing on **inspiring and uplifting** young female storytellers through the **mentorship and leadership** of four diverse directors, *Seeing is Believing: Women Direct* opens the conversation up to ask:



Producer Kate Super and Producer/Director Cady McClain with their Audience Award from the SOHO International Film Festival

“What is the broader role of storytelling in our society and how can women use filmed media as a unique opportunity to catalyze progress?”

The film is additionally bolstered by important insights from male and female-identifying filmmakers to show how **collaboration, rather than oppression**, can incentivize all genders to connect to our shared human experience.

Host a Screening

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1 THE DIVINE ORDER
5 SEEING IS BELIEVING

Host a Screening

The best way to have a screening of ***Seeing is Believing: Women Direct*** right now is by acquiring our screening license, which gives your organization, school, corporation, **etc.**, the copyright permissions necessary to show the film. The price of our screening license varies on the institution.

For pricing information please see the Tugg website or email us at sibwomendirect@gmail.com.

The screening fee comes with a DVD, Blu-Ray, or screening link, customer support throughout the screening, publicity and discussion materials, and promotional help on Facebook, Twitter, and Instagram. We are also happy to work with you on the Screening License cost if you are a non-profit.

When planning a community screening it is very important to secure the venue far in advance. Be sure to consider the following: accessibility, size, neutrality, auxiliary spaces, and Internet access. Other things to consider: can they provide you with a projector, a Blu-ray or DVD player and a sound system? Are refreshments allowed? How are you including a Q&A? Will they provide microphones?

Below is a quick step by step guide for setting up a screening with us.

- 1 Choose a **time, date, and venue** to show the film.
- 2 Purchase a ***Seeing is Believing: Women Direct* screening license**.
- 3 **Promote your event** on social media and by reaching out to press.
- 4 **Enjoy the show** with your friends, family, coworkers, and community!
- 5 Fill out a **feedback form** and tell us how well it went!
- 6 **Return the Blu-ray or DVD disc** to the address provided.

Preparing Your Event

AGREE ON AN AGENDA

The film is 84 minutes long; you will want to make sure to leave time in case you want to have a planned post-screening discussion with a local filmmaker or the SIBWD team.

FIND GUEST SPEAKERS

Having guest speakers for your event will help give your audience a better understanding of how the issues highlighted in *Seeing is Believing: Women Direct* can inspire the women in your area! You might want to consider women outside the filmmaking arena who are leaders in their respective fields for insights into how leadership tools can transcend fields.

HAVE AN OVERVIEW SCHEDULE

- 1) Start on time (no later than 10-15 minutes from the posted start time.) Make sure late-comers have a space in the back!
- 2) Briefly introduce yourself and the film (no more than 10 minutes).
- 3) View the film.
- 4) Discussion (30-50 minutes) Having a panel will help kickstart a really good discussion!
- 5) Wrap up- Thank the speakers and attendees for coming!





Promoting Your Event!

Your screening of *Seeing is Believing: Women Direct* can serve as an opportunity for inspiration and engagement! There are so many ways to share the message of your screening of *Seeing is Believing: Women Direct*. Here are some suggestions:

Let Us Help

Once you've confirmed a time and place, let us know by email! We are happy to share the key information about YOUR event on OUR social media platforms and on our website!

Word of Mouth

Make sure to tell ALL your friends and family, community groups, clubs, and local chapters of organizations.

Advertise

Print our poster and put it up around your local school, library, bookstore, office bulletin board, coffee shop, or any local business! Don't forget to reach out to local press!

Use Social Media!

Post the event information on every platform you use and make sure to hashtag and link to organizations and individuals in your area that you know are going to want to be IN the know! Check out our social Media Guide for more helpful tips!

USE THE MEDIA!

Getting the media to support your event can ensure a larger turnout! It can feel overwhelming at first but all you need is a press release (see PRESS RELEASE SAMPLES) that you send out at least **THREE WEEKS** before your event. Reach out to local newspapers, radio stations, TV news outlets, as well as blogs, college papers, and any person you know that loves to write about current events, especially journalists!

It's always thoughtful to reserve the press a seat and follow up with them after the event is over. Not only will they appreciate it, but it creates a nice relationship with someone who might be interested in your next event!

COMMUNITY CALENDARS

Make sure to submit all your event information to community calendars posted by media outlets, schools, community groups, and local organizations.

CONTACT OTHER DEPARTMENTS, CLUBS, and ORGANIZATIONS AROUND CAMPUS

If you are planning a really **BIG** screening event be sure to invite other departments, clubs, and organizations that might be associated with where you are screening or nearby. You may find someone who is longing for just this kind of screening event, and lets face it, everyone loves to be invited!

EMAIL BLASTS

If you have a newsletter make sure to utilize that email list! **MailChimp** and **Constant Contact** are awesome services to help you reach people who are interested in what you have to say! These subscribers or members may need a reminder so feel free to send an email at least twice with the invitation. You can also use **Eventbrite** or **Facebook**! (See our Outreach Email Template).

Make sure to provide on your invitations, press release, calendar or notification a link to your event, the *Seeing is Believing: Women Direct* trailer, and our website! www.seeingisbelievingwomendirect.com

THE EVENT DAY

PRE EVENT CHECKLIST

- **Venue** confirmed. **Tech issues** sorted.
- Film Link, DVD, or Blu-ray arrived
- **Watch the film** in the venue to make sure it's in good working order. Email us immediately if you have an issue!
- Create **sign-in** sheet for guests
- **Key speakers** and organizers confirmed.
- **Q&A prepared** (see our discussion guide or community screening guide for ideas!).
- **Action/outreach materials** ready for people to take home afterword!
- Make sure you have a **photographer** or someone taking photos to document the event.
- Keep a list of what press is expected to attend and assign a member of your team to **greet** and seat them!
- Assign a team member to **post photos, videos,** and comments during the event on your social media!

LAST MINUTE CHECKLIST

- Plan to arrive early to set up any info tables, chairs, food, **sign-in** area, etc.
- Check all your **audio visual equipment** to make sure it is in good working order.
- Print out **sign-in** sheet (as guests arrive make sure to have someone there to greet them and have them sign in!)
- **Print out any forms** you want the attendees to fill out (if needed).
- Go over **the Agenda** for your event! (See "Prepping for Your Event!")
- Make sure you are ready to **go right into the Q&A** after the screening. Have all your materials ready to go so you don't lose audience members because of a delay.
- Have a **list of all the people and organizations** that have helped you get to this point and thank them before the show.
- Remind yourself to **have fun!**

AFTER THE SCREENING

SEND THANK YOU'S

Make sure to send an email to all your guests and thank them for coming. Encourage them to stay connected and informed by including links to your organization as well as local organizations. Share “call to action” links to your campaign’s website and social media pages, as well as the *Seeing is Believing: Women Direct* website where they can find more resources on our resource page!

DE-BRIEF WITH YOUR TEAM

It helps to meet up with your partners and talk about what went well and what you might do differently next time. Talk about ways you as partners might continue to work together! Please let us know how it went and share photos with us! We love to hear about how people use this film as a tool to get more women excited about telling their stories! Write us at sibwomendirect@gmail.com

FOLLOW UP

In your emails to your attendees, also make sure you let people know how they can stay in touch with you. Repeat important websites and encourage folks to sign up for our newsletter and Facebook page if they’d like to learn more: www.facebook.com/womendirectors. Make sure to let them know about any plans you may have for the future and how they can get involved!

We will send follow up surveys to evaluate the film’s impact, and would love your help in gathering that information. To see where *Seeing is Believing: Women Direct* shows up next, go to www.seeingisbelievingwomendirect.com

**THANK YOU FOR
BEING A PART OF
SEEING IS
BELIEVING:
WOMEN DIRECT!**



**“IF YOU HAVE THE
IMAGINATION YOU HAVE
THE POWER.”**

- BETHANY ROONEY, DIRECTOR