

## Hosting ideas and information

Thank you for hosting a screening of FREEDOM STORIES. We feel sure that your group will enjoy watching the film with a like-minded audience and hope that it provokes an interesting discussion as well as being entertaining. In order to assist you in creating a great event screening, we've put together some ideas. We hope you find them useful and please feel free to [contact us](#) if you have any queries about the film or your screening.

### Engagement with your audience

Hosting a screening of FREEDOM STORIES is about engagement. It's a way of creating a meaningful conversation with your community and your group. In communicating with the audience for your screening, let them know WHO you are, WHY you are hosting this screening and WHAT is so important about this film and your event.

- Tell everyone why are you hosting this screening. Is it to fundraise or awareness raise? Or both?
- What will be special about this event? Will there be a discussion or a Q&A afterwards?

If your group wants to raise awareness for its cause, a screening of FREEDOM STORIES can assist with this. The screening can include a Q&A event for your group, a campaign launch or just entertainment for members with a common interest. If you are hosting a [FanForce](#) screening and want to use it as a fundraiser, you can use the ticketing function to raise funds in addition to the ticket price.

### Screening Logistics

Once you have worked out the details of where and when you will screen the film and of ticketing and projection logistics eg:

- Is the venue suitable for screening a 99 minute film with regards to lighting, seating and audio?
- Is there enough lead time to organise the screening? We recommend at least 5 weeks between the date being confirmed and the screening date.
- Does your group have members with time to organise the screening, including publicity and assisting on the day?
- Will you screen from DVD or BluRay?
- If you are going to introduce the film or have a discussion afterward, is there a suitable space and microphones if required?
- Please let us know the details of the screening so we can help publicise it and also let you know if there are other screenings planned in the area.

## PUBLICITY MATERIALS FOR HOSTS

How will you let your potential audience know about the event, it is useful to have a combination of:

- Emailing your networks
- Using social media networks to promote the screening
- Many groups find it useful to create a flyer about the event, which can be distributed either electronically (via email or on social media) and/or which can be printed and given out.

For the flyer you could use images from the film (attached) or images relevant to your group. The details for the screening (date, time, venue, cost etc) should be included on the flyer as well as the contact details for the organiser.

We've put together the following materials to help publicise your screening:

### 1. The FREEDOM STORIES trailer:

- 90 second trailer <http://youtu.be/2HuuH2sHpg8>
- 3 minute trailer <http://youtu.be/gHXxQVQQVOM>

### 2. Quotes from Reviews of FREEDOM STORIES which you can use in social media posts or on flyers or emails:

- Sukhmani Khorana (Overland):  
“highlighting both resilience and trauma, and sustaining the debate on asylum-seeker issues in this nation beyond the latest media cycle.”
- Arnold Zable  
‘The characters are warm and courageous in a gentle and focussed way. Their collective wisdom is astonishing. Their life’s philosophies, inspiring and based on hard-earned experience. They have so had so much taken from them, yet they give so much’.
- Jasmine Crittenden (Metro Magazine)  
“By avoiding didacticism and simply engaging in conversation, Steve Thomas has created an accessible yet deeply affecting film, compelling viewers to see asylum seekers as individuals – with weaknesses and strengths, disappointments and hopes, struggles and successes.”
- Phillipa Hawker (The Age):  
“...these are stories of lives in progress...when the people taking part in this film arrived in Australia, they were first known not by name, but by number: this film

embraces their individuality.”

<http://www.smh.com.au/entertainment/freedom-stories-review-documentary-gives-voice-to-asylum-seekers-experiences-20150722-gii2f6.html>

- Planet Arts Melbourne

“*Freedom Stories* is an important film and whilst it deals with difficult and traumatic stories, it is nonetheless uplifting and inspiring. It needs to be seen and we need to stop history from repeating.”

### 3. Quotes from the film:

- “We’re not as different as people portray us, in the media especially. We’re just normal people, we’re all Aussies too” (Jamila)
- "Once you're at the bottom, the only way is up – and I've been at the bottom". (Mustafa)
- “If you gain something you lose something. Nothing’s for free. I’ve paid a very high price for everything I’ve gained today.” (Arif)

### 4. Images from the film, which can be used in publicity (see attached files)

- Freedom Stories small flyer image
- Amir
- Mahidya & Shafiq
- Molly Meldrum & Arif
- Mustafa and his boss, Nat
- Reyhana and her daughter Mariam
- Sheri with sons Mohamed & Hamid
- Steve Thomas (Director of Freedom Stories) & Jamila

### 5. Social Media Strategy

It is a good strategy to think about alerting your social media networks early and often about the event. A countdown of posts is a useful way to plan this.

Start 28 days out from the event. Posts could include topics such as:

- Create a Facebook event, send invitations out and perhaps a link to the film’s trailer. Invite your network to your Facebook Event and ask them to spread the word to get other to join. Let them know why you are doing this and how many tickets need to be sold by the deadline. Try making a video of yourself doing this for maximum effect.
- Film information- Tell everyone about the film and why it should be seen. Use one of the assets like the Trailer or the images to back up your info. Ask

everyone what they think and start a discussion. Show how the film is relevant to your group and should be seen at this time.

- Ticket Update- let everyone know how ticket sales are going. Are you on the right track? Do you need to send out reminders or boost a post?
- Event Purpose- give some background on why your are hosting this screening. Are you fundraising? If so how will these funds make a difference to your cause. If you represent a group tell everyone a bit about it and why this film is aligned to your cause
- Community Outreach - connect with your local community eg If the local café agrees to put your flyer up, post a photo or link to them for being great supporters.
- Sharing Shout Out- ask everyone to share the event with their own networks

### **Thank you!**

These are some of the tips we've learned from hosting our own screenings of FREEDOM STORIES. We're sure that you'll come up with your own ideas too, but we hope that this helps. Thank you for your support of and interest in FREEDOM STORIES. Have a great screening and remember to keep us in the loop about your event and share some photos with us on [Facebook](#)!