

The ACLU Freedom Files Community Premiere Toolkit

SECTION 2

Putting the “TV” in “activism”: Planning the Community Premiere

E. Sample Planning Timeline

Use this timeline as a guide for planning your Community Premiere:

To Do Now

- Plot your general program timeline
- Select location, make necessary arrangements, set event date and time
- Confirm Link TV, Zilo TV, or cable TV access OR order DVD; obtain equipment
- Decide upon intended audience and ideal number of guests
- Secure a co-sponsor, if applicable, and announce the event to your friends, neighbors, and close associates; seek out volunteers from this group
- Determine appropriate promotion strategies
- Announce the event to your friends, neighbors, and close associates; seek out volunteers from this group
- Submit media advisory or press release and info to local media and community event listings
- Send emails and place phone calls; post flyers in the community
- Prepare checklist of items necessary (refreshments, handouts, sign-in sheet, nametags, etc.) and begin gathering them
- Familiarize yourself with the topic from ACLU resource materials and the website

Two days before your event

- Send a follow-up email or place follow-up phone calls to promote and confirm attendance
- Finish gathering all necessary items, including food and supplies
- Confirm the date and time of your event with outside venue
- Draft and practice your opening remarks; plan a few items for the group discussion
- Confirm tasks with volunteers
- Test your technology to ensure you have what you need for the screening
- Print handouts and materials for event guests

One day before the event

- Send second media advisory or press release to local media venues
- Practice your opening remarks
- Print handouts and materials for event guests (VERY important)

Two hours before your event

- Set up all technical devices and test your technology!
- Set up chairs and tables
- Set out handouts, sign-in sheet, and nametag materials
- Arrange refreshments

- Answer last minute questions for your volunteers

15 minutes before your event

- Prepare to begin greeting guests
- Have fun!