

THE NEW METROPOLIS EVENT GUIDE APPENDIX

RESOURCES & SAMPLE MATERIALS | AUGUST 2010

Introduction

It can be helpful to see examples of what other organizations and planners have done in putting together their *The New Metropolis* screening events. With this in mind, we have put together *The New Metropolis* Event Guide Appendix to provide you with some suggestions and samples. Please use the resources provided to aid in planning, marketing and hosting your event. These materials have been developed by other organizations planning similar events in conjunction with Torrice Productions; we hope they are beneficial to your efforts.

***The New Metropolis* Community Engagement Team**

Contents

Community Action Toolkit

Includes the *The New Metropolis* Viewer's Guide, the Educator's Guide, stories from other Communities Taking Action, and other website resources. Available online at *The New Metropolis*, "Get Involved/Resources: Community Action Toolkit" page:
http://www.thenewmetropolis.com/community_action_tool_kit.html

Artwork/Photos for promotional materials

Available online at *The New Metropolis*, "Film Press Kits" page:
http://www.thenewmetropolis.com/film_press_kits.html

(To download a zip file, first save the file to your computer, then open it.)



Memo of Understanding

Also more formally called Memorandums of Understanding, many arts organizations use them to clarify who is responsible for what in terms of planning, execution, and financial contributions. There is a template provided here, but there are many different formats that you may choose to use that might better suit your organization's needs. The non-profit organization Working Films also provides support and advice for community engagement activities tied to documentary film screenings; find them at www.workingfilms.org.

Flier

Press release

Agenda

Facilitator questions

Some sample questions are included here. Also please see the questions for each episode included in *The New Metropolis Viewer's Guide*, available online at http://www.thenewmetropolis.com/media/resources/New_Met_Viewers_Guide_714.pdf

SAMPLE MEMO OF UNDERSTANDING

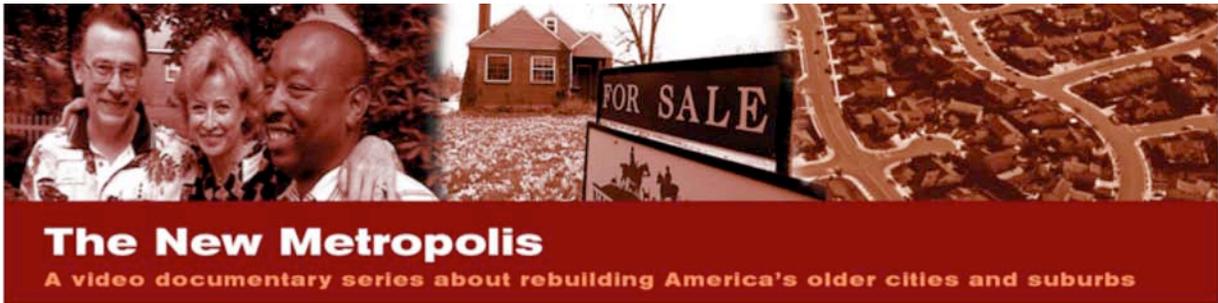
The New Metropolis Film Screening Community Event

Memorandum of Understanding Checklist

With the goal of producing a successful community screening event, we agree to the following:

The Event Host Organizer is:	Partner 1 Agrees to:	Partner 2 Agrees to
Address		
Phone:		
Date of Event:		
Anticipated Number of People:		
Venue Location:		
Event Hosts will perform the following tasks:		
Define goals of event,		
Coordinate event logistics		
Create Invitation list and send to participants		
Create Invitation and p		
Manage RSVP list		
Write Agenda		
Provide screening space for the event		
Rent/Supply Quality Screening Equipment		
Write publicity materials		
Supply Refreshments		
Set up Literature Table		
Provide Facilitator/Speakers		
Provide Refreshments		
Conduct tech check one hour prior to event		
Provide quality DVD/tape of the film for event		
Supply film related written materials at event		
Post Event clean up		
Write and send out thank you notes after event		
Other:		

SAMPLE FLIER FROM BALTIMORE MARYLAND



**BRIDGE cordially invites you to a
Documentary film screening of**

The New Metropolis

with filmmaker Andrea Torrice

Tuesday, May 25

7 PM

Ascension Lutheran Church

7601 York Road

Towson, MD 21204

**Panel Includes Carl Anthony, founder of Breakthrough Communities;
Councilman Daryl Jones; & others**

**Seating is limited! Please RSVP by email to
bridgemaryland@aol.com**

About the Film:

America's "first" suburbs, those suburban communities built next to America's urban centers, were once the birthplace of the American Dream. Driven by a desire to escape the smokestacks of the central cities and a housing shortage following World War II, thousands of suburban homes were rapidly constructed and middle class families flocked to them. "The New Metropolis" illustrates how many of these original suburbs are now facing a crisis: A dwindling tax base, population and business loss, decaying infrastructure, increased demographic tensions and more middle class flight.

Baltimore and Anne Arundel Counties are experiencing exactly these trends. Lacking policies to help reverse these trends, many of our communities and towns in America are looking for strategies for revitalization to remedy these issues. A panel discussion will raise strategies for stabilizing and strengthening our communities.

WBAL-TV's Jayne Miller moderates the Panel Discussion

This event is made possible through the generous support of

NAMES OF FUNDERS.

SAMPLE PRESS RELEASE

*This is a suggested format that you may wish to follow; simply insert the relevant information where indicated. You can also find additional examples in **The New Metropolis Press Kit** online at:*

http://www.thenewmetropolis.com/film_press_kits.html

Contact Person and info: Name
Title
Phone Number
Email Address

PRESS Release

For Release: Immediate

Date: **Date of Press Release**

Film Screening and discussion to spotlight Future of **City of Event**'s Suburban Communities

TITLE OF EVENT:

A Film Screening and Community Engagement Dialogue about Revitalizing **City Name**'s Core Communities

Date of Event** from **time range of event pm

Community organizations, citizens and public officials are invited to take part in a unique film screening and community dialogue to discuss revitalization strategies and next steps for creating a better future for the Pittsburgh region. The screening will be held on **Day of Week**, **Month and Day** from **start and end times** pm at **location**.

Hosted by **Name of Lead Organization** in partnership with **Names of Partnering Community Organizations** the **Month and day**'s event will begin with a screening of award-winning Filmmaker Andrea Torrice's new documentary film series, *The New Metropolis*, and will be followed by a discussion between audience members and local public officials, including **Names of key Panelists and/or Community Leaders attending**.

The New Metropolis is the first public examination devoted to the issues facing many suburban towns. Considered embodiments of the American dream, the first suburbs blossomed after World War II, bolstered by economic prosperity and government support. Now, many struggle with the same challenges as urban centers: growing poverty, white flight, crumbling infrastructure, abandonment, and the continual lure of newer communities farther from cities.

“This story is all around us, no matter where we live,” Torrice said. “The fate of America’s original suburbs is a cautionary tale for every community, old or new. This film addresses the reality now facing millions of Americans in hundreds of communities. It offers hope, new ideas and everyday heroes.”

The New Metropolis Event Guide Appendix | August 2010

Many of the problems depicted in *The New Metropolis* are familiar to **City Name** and its neighboring communities - dwindling tax bases, population decline, business loss, decaying infrastructure, and racial tensions. The goal of the event is to come up with a concrete action plan focused on solving these local problems together.

The conversation won't stop at the end of the evening. **Name of Organization Leader** of **Name of Host Organization**, one of the community groups who helped put **Title of Event** together, says that more screenings and public discussions will be conducted throughout the **City Name** area in the coming months.

[Sample quote from Organizer:] "We recognize that the similarities between the surrounding communities are much stronger than what differentiates them," said Ervin. "Coordinating this dialogue helps to bring communities together to share their challenges and recognize opportunities that they can achieve by working together. With this we can forge new relationships between neighboring communities and the urban core."

The event is made possible by **Name(s) of Funder(s)/Sponsor(s)**.
Refreshments will be served. RSVP required.
Please call **Phone Number** to make reservations.
The event is free and open to the public but seating is limited.

About the New Metropolis Series - Now airing on PBS

Episode 1: A Crack in The Pavement, narrated by actor **Peter Coyote**, exposes policies beginning in the Eisenhower era that encouraged and bankrolled the first suburbs. These policies, many of which are perpetuated today, also encourage sprawl and leave aging communities without sufficient resources to meet today's challenges.

The documentary follows the stories of Mayor Richard Ellison of Elmwood Place, a suburb outside of Cincinnati, Ohio, and City Manager Tom Moeller of Madeira, Ohio. The two public officials give the viewer a glimpse into the challenges older communities have in repairing their aging infrastructure and keeping residents and business from leaving, often for newer suburban communities further from the urban core. The film also presents innovative and successful approaches to revitalizing older communities through balanced growth strategies, mass transit and regional planning policies. Besides the Ohio officials, national experts Myron Orfield, Bruce Katz, Dr. Carla Chifos and Kim Gibson offer a national context on the issues facing many American communities.

Episode 2: The New Neighbors tells the inspiring story of two ordinary people, one black and one white, who made racial integration the centerpiece of revitalizing Pennsauken, New Jersey, a first suburban town of Philadelphia, PA. The documentary follows how the town council and residents implemented a unique strategy of "stable integration" in their housing market. Pennsauken has become one of the most vibrant, integrated towns in the country. Narrated by Academy Award-nominated actress **Ruby Dee**, the documentary includes original archival materials along with expert commentary from David Rusk and Angela Glover Blackwell.
the films are currently airing on public television stations around the country. for more info visit:www.thenewmetropolis.com

END

#####

AGENDA

Here are some suggestions for structuring your agenda. This model assumes an event that begins at 6:00 and runs until 7:30, screening one episode of the series. You will want to adapt this model to the needs and goals of your own event.

- 5:00 Final tech run-through** (*Check all technical equipment – microphones, projectors, etc. at least an hour before the event. Allow enough time to troubleshoot and/or make last-minute replacements if necessary.*)
- 5:15 Finalize set-up** (*Make sure that all materials, signs, directions, etc are in place.*)
- 5:30 Registration opens** (*Perhaps provide light refreshments, encourage light conversation. Be sure to request contact information at the sign-up desk for all attendees – Name, address, email.*)
- 6:00 Host/Event MC begins the program** (*Include logistics of building such as restroom locations; thank coordinators, hosts, and funders; review the agenda and speakers for the evening; introduce first speaker.*)
- 6:05 Introductory Speaker briefly explains why this event is being held** (*Tie this into your organization’s policy goals for the event, mention also coming follow-up activities.*)
- 6:10 Event MC introduces Andrea Torrice, filmmaker** (*if she has been invited to attend and is available.*)
- 6:11 Andrea Torrice introduces the film episode being screened**
- 6:15 View the film**
- 6:45 Event MC sets up the post-film community dialogue** (*Dialogue options include panel discussions followed by audience Q & A or small group discussions with facilitators.*)
- 7: 20 Take final questions or present small group reports to the larger group**
- 7:25 Event MC wraps up event** (*Pass out closing materials for follow-up activities, get commitments for action if applicable, and remind audience members that **The New Metropolis** DVDs are available for sale.*)

SAMPLE DIALOGUE APPROACHES AND QUESTIONS

*There are a couple of ways to approach community dialogues following a screening of the film(s). One is to have a panel of community leaders discuss the issues in the film(s) and your community, and take questions from the audience. Another is to do small, facilitated group discussions followed by reports from each smaller group to the larger body at the end. In either case, the questions provided below provide a helpful starting point, as do the questions at the end of each episode section in *The New Metropolis Viewer's Guide*.*

We recommend that whenever possible you engage an experience facilitator to help you with your event; so that your conversations remain focused and on track while also ensuring that all members of your small groups have a chance to participate. If you need help finding a facilitator, most colleges or universities have experience facilitators or mediators on staff, or you can check for a local facilitation and/or mediation association.

If you break out into smaller groups, it is helpful to designate one person per table to be the note taker/recorder for reporting back to the larger groups. Also, it is important to direct part of the conversation towards developing potential solutions and/or next steps.

POTENTIAL QUESTIONS FOR DISCUSSION:

Immediate response to the film

What is your impression of the film? What struck you the most in watching it?

Content Questions

What are two or three issues raised in the film that reflect the problems of your community?

Of the issues named, what do you believe to be the top three priorities?

What are some possible approaches or policies that could address these problems?

What are some possible steps that we could take to implement approaches/solutions?

Please also see the questions in *The New Metropolis Viewer's Guide*