



AE911Truth Guide to Hosting a Film Screening
May/June World Premiere Series of
“9/11: Explosive Evidence—Experts Speak Out”
Final Edition

(Note: There is a [separate set of guidelines](#) if you are hosting Richard Gage, AIA in one of the 2-dozen cities that he will be visiting in May/June)

AE911Truth is counting on you, our supporters to join us in hosting more than 200 World Premiere screenings of our updated Final Edition of our powerful documentary, “9/11: Explosive Evidence—*Experts Speak Out*” in local communities where ever you are. This film highlights more than forty preeminent credentialed AE911Truth petition signers, including high-rise architects and structural engineers, metallurgists, physicists, explosive experts, and others, who lay out the evidence of controlled demolition of the three World Trade Center high-rises on 9/11. These credible expert witnesses expose the compromised official NIST investigations. They call for a *real* investigation with subpoena power that will follow the evidence wherever it leads. In addition, eight psychologists explain why the evidence that seems obvious to many of us seems so hard for many otherwise intelligent people examine with an open mind.

Basic Steps for Setting Up a Screening:

1. Register your screening on the AE911Truth website.
2. Order the ESO “Final Edition” DVD from our online store – after May 18, 2012 (They ship on May 29, 2012!).
3. Find a screening venue and secure necessary projection equipment to accommodate your desired level of screening.
4. Test the DVD and that it works in the equipment that you plan to use
5. Advertise the show.
6. Show up early and prepare. Run the show. Answer Questions afterwards.
7. Report back to us with a small write-up and photos!

You will want to find at least one local volunteer to help you before and during the event. This person could also take photos so that you can send us a report on your event (see section 7 below) which we can run in our newsletter.

1. Register Your Screening on the AE911Truth Website

If you tell us about your screening, we will list it on our website so people in your area can find out about your screening. The local media might show up as well. It will be impressive for AE911Truth website to list every showing.

<http://ae911truth.org/take-action/545-premiere-screenings-of-911-explosive-evidence-experts-speak-out.html>

Your signup will also help us to publicize and also to efficiently track the results of the showings.

2. Order Your DVD from Our Online Store

Order your DVD from our [online store](#) at least a week in advance of your showing. The DVD's are scheduled to ship on 5/29/12. If you need an earlier copy contact [Tania](#) in our office to have yours ship as early as 5/22/12. Allow plenty of time to familiarize yourself with the DVD and plan for your showing. In the unlikely event that the DVD doesn't work in your equipment, ordering early will give you some opportunity to get a replacement DVD sent to you.

You can also download the ISO file of the documentary at 911ExpertsSpeakOut.org and burn your own DVD, but you will need a reasonably fast Internet connection. It may take several hours or even all day to download the file, so please plan ahead.

We recommend that you order additional DVD's to sell at your event. If you [order in quantity](#) you can defray your costs and/or build a fund for future local events by ordering wholesale and selling retail. ("9/11: Explosive Evidence – *Experts Speak Out*" is not yet available in envelopes.)

3. Find screening venue and secure necessary projection equipment

Screening Level I: Rent a local theater for one night

Inquire with local independent theaters to see if a space is available for one night. Some theaters offer a flat rate for a single night, and most will project DVDs. Mention that you are a nonprofit organization, as they may offer a discounted rate. Tell them you will be showing a documentary and you have secured permission to screen it. AE911Truth will provide you with the paperwork that they may need to see. AE911Truth also has an insurance policy if this is needed. [Contact the AE911Truth office](#) for details. Most theaters will require a deposit.

We recommend that you have a "\$10 suggested donation" policy. Place a table near the entrance to the screening room where you can accept the donations or allow anyone in who may not be able or want to donate. If you make a substantial effort to publicize the event you should have will collect more than enough to cover the cost of the theater rental. Others prefer to have a "Free Admission" policy. If you do this be sure to have a donation box which can be both on the table and passed around after the event in order to cover costs and "help with the ongoing very important work that you are doing by raising awareness of this critical issue in our community".

Screening Level II: Find some other public space

Look for a venue such as a library, school, community center, church or other public space to show the film. Inquire if they have a DVD player, projector and screen or big-screen TV. Inquire about the rental fee for the use of the space and any equipment.

If you end up with a venue that has no projection equipment, you will have to borrow or rent a projector, DVD player, and large tripod screen. Just make an internet search for "video projector rental" in your local area and you should be able to find one. Remember you will need a projector, VGA cable, DVD player, large screen (6 ft wide for small rooms; 8 ft for large rooms), and a sound amplification system large enough to serve the room properly.

Screening Level III: Host a Screening at Your Home or Place of Business

If you have a big-screen TV, this is fine for a small group. If you have a large room and are expecting a larger crowd you could rent a projector, DVD player, screen, and sound system as described above. Offering free snacks or hosting a pre-show potluck can pull skeptics off the fence to attend your screening.

4. Test and Practice Showing the DVD

Make sure you know exactly how to set up and use the projection and sound equipment. Do a complete test-run several days BEFORE the screening, if possible, so you'll have adequate time to handle any technical delays/problems.

Remember, if you are wearing or carrying a microphone, do not walk in front of any speakers, or you will get an annoying feedback squeal.

Keep handy the name and cell phone number of any technical support person you might need, even if that person is on-site. You don't want to have to run to find that person.

5. Advertise the Show

Advertising is an essential component of a successful screening. Only half of a typical audience will arrive by word of mouth or receiving and email. There are many ways to advertise your event:

- Posters
- Social media
- Handing out flyers or brochures
- Local radio, TV and newspaper announcements

Add the screening date, time, location, etc. of your event to these downloadable *Experts Speak Out* family of posters, flyers, and cards – and print as many as you can place in the community: [8 ½ x 11 poster](#), [11x17 poster](#), [half-page flyers](#), [4-up flyers](#), [4-up b&w flyers](#), and an [email invitation](#). Activate all your friends to come together and find appropriate, legal placements for these critically important publicity materials – including handing them out to passers-by on the street.

Publicize your event on Facebook or other social networking sites and invite your friends. Talk with people in your community and hand out flyers with information about AE911Truth, "9/11: Explosive Evidence – *Experts Speak Out*," and the date, time and location of your event. Encourage everyone you know to email to as many people as they can.

Call the local newspaper and/or radio programs and ask them to place an announcement for your event. Many newspapers publish a weekly calendar of events; this is free advertising. But don't miss their deadline! To find local radio stations go to <http://ontheradio.net/>. Paid advertisements can help. The artwork for our typical ads can be [downloaded here](#).

We recommend that you call every radio, newspaper and TV station that reaches your population center. Invite them to interview you – and to come and cover the event. Download the sample [press release](#) and [press advisory](#) and fax them as well.

6. Do the Show!

Arrive early to prepare any necessary projection equipment, seating arrangements, and a table and location for collecting donations. We recommend that you purchase a bundle of [AE911Truth "Street" brochures](#) from our online store and stuff them with the [Key-Map Cards](#) and give one to every attendee at the door. You may also want to set up a table with additional [AE911Truth DVDs and educational materials](#). Have at least one volunteer to help you with collecting donations and greeting people.

Have a clipboard, pen, and paper available for collecting local contact information. After you've gone to all the trouble to get these people to come to your event, it's very important that you be able to invite them to future events and encourage them to bring newcomers. This is how we educate an increasing number of people about the importance of the WTC evidence and of course the larger issues of 9/11.

One person on your volunteer team should be prepared to welcome guests to your event. Thank people for their interest, and ask them to visit the [AE911Truth website](#). Be sure to announce these simple ways people can help support our call for a real investigation:

- [Sign the petition](#). Everyone can sign, not just architects and engineers!
- [Donate](#) to AE911Truth
- [Make a purchase](#) from our online store
- [Volunteer](#) on one of the many national AE911Truth teams
- Initiate or participate in an independent [AE911Truth Local Action Group](#)

We recommend that you host a half-hour question-and-answer session or discussion after the film. Be aware though that just a few obnoxious skeptics in the audience can sometimes be quite obnoxious and be distracting for everyone else. It takes skill and assertiveness to set an appropriate tone and take back control if things get out of hand. Try to handle the "situation" gracefully.

7. Report on the Show!

Please take photos and write about your event. Send your articles or reports to [AE911Truth](#). Please let us know the names of key people in the photo along with the location and the name of your organization and city for our photo captions. Good luck illuminating your community about AE911Truth!