



# Plan and Host a Screening

**NextStepRun!** is a **Call to Action** aimed at *inspiring more women to run for elective office*.

NextStepRun! builds on the power of documentary film to tell the story of four women throughout the country who ran for elective office and how they handled the unique barriers to entry that have long ensured the political system as a white male domain.

The four candidates featured in NextStepRun! represent a diverse group of women with differing demographic and social variables such as geography, political affiliation, age, marital and family status, career stage, ethnicity, and rural vs. urban locations.

Regardless of their differences, they all have one thing in common: to bring integrity to the legislative process through *consensus, collaboration, and inclusion*.

A NextStepRun! screening provides the opportunity to bring people together to view the film and participate in a facilitated discussion with the goal of learning more about the following:

- ☑ issues and obstacles that keep women from running for elective office
- ☑ strategies that the candidates use for managing the obstacles
- ☑ how women become candidates for elective office
- ☑ how to run for elective office with integrity
- ☑ ways to support women running for and achieving elective office
- ☑ how we can respond to a personal Call to Action

This guide provides a suggested format for planning and hosting a screening.

The article *Men Rule, The Continued Under-representation of Women in US Politics* by Jennifer Lawless and Richard Fox provides compelling background reading on the issues and challenges of attracting more women to run for elective office. See Supplemental Resources and Materials documents for source link.

Please feel free to contact me with any questions or ideas you would like to discuss.

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*Male partisans are more likely to reject information, to reject opinions that come from the other party without engaging that information.*

*Politics, Groups and Identities*

*P. S. Throughout this guidebook the referenced links are live and will take you directly to the online sources.*

The Supplemental Materials and Resources is available on [www.nextsteprun.com](http://www.nextsteprun.com) Select Host a Screening.

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*One fundamental conclusion I've reached is that women won't get elected to anything unless they run for it. If your name isn't on the ballot, you can't get votes. So there's no point in complaining about representation of women.*

*Rep. Ruth Bachhuber Doyle, 1949-1953  
Wisconsin State Journal, 1952*

## Hosting an Event

Review the entire Screening Guide prior to the event. The checklist below will help achieve a successful screening.

- Select a venue such as a home or community space that will comfortably accommodate your audience. Suggested viewing audience is between 5-60.
- Advertise your event. There is a downloadable customizable PDF flyer in the Supplemental Resources and Materials.
- Make sure that good projection and audio is available and test it before the event.
- Size matters. A viewing screen that is appropriate to the venue and audience size is essential. Check out this article to learn more: [http://www.crutchfield.com/S-34AfVPeoFwO/learn/learningcenter/home/TV\\_placement.html](http://www.crutchfield.com/S-34AfVPeoFwO/learn/learningcenter/home/TV_placement.html)
- Download NextStepRun! to a computer or DVD. **Do not project it directly from Vimeo.** The internet is vulnerable to interruptions. The download may take up to an hour.
- Set up the room in a U-shape (or 2-row U-shape) configuration if room size permits to allow for increased eye-contact and discussion.
- Place a registration table at the door e.g. participant information, name tags, donations , etc.
- If you are providing refreshments, you will need space for them.
- Identify a facilitator for the audience discussion (see facilitator guidelines).
- Make copies of handouts. You will find suggestions in Supplemental Resources and Materials.
- Identify equipment or materials needed for your event e.g. flip chart paper, easels and markers; note cards; paper and pencils; white board; handouts.

## Finding a Venue and Securing Equipment

**Find a Venue** and space that suits your audience and includes audio/visual facilities. If using a television or monitor be sure that the screen is large enough for everyone to see without having to twist around in their seats. There is a great article for how to select screen size in the Checklist Basics (Size Matters) on page 4.

Local libraries, community centers, schools, churches, or even a home living or media room can be good venues for a screening. Consider asking the venue to partner with you and help with the promotion. If you are hosting a screening on behalf of a nonprofit they may let you use their space for free or a nominal fee.

**Secure Equipment** If you have never been in the space, check it out before making a commitment. You will need a good DVD or laptop and a large screen TV or a video projector with computer input and audio output. Ask to do a test run to check both image quality and sound.

Check for lights or windows that may bleed light onto the screen, check for reflections if using a large TV screen or monitor.

If there is a person handling the equipment during the screening, preview it at the same time as this will allow you to ask them questions about the projection sound equipment, and to arrange for outside equipment if needed.

Discuss who will oversee all technical issues the date of the event, and confirm that all projection equipment and sound systems work properly. Play the film to make sure that it works and check sound quality.

*Reminder: Avoid screening directly from Vimeo as internet connections can be tricky. Download a copy to a computer or DVD depending on how the film will be projected.*

## Partnerships

Consider partnering with an organization to host a screening. A partnership will focus the event, split the workload and increase the number and diversity of attendees. Also, your community partners can be vital agents to get word out about the event, include them in your marketing and promotion plans.

Depending on the unique goals of the screening, it could even be used as a part of a fundraiser event.

## Promote the Screening

Get the word out to your audience through membership and general community mass mailings, flyer postings, community calendar postings, newsletters, newspapers and radio public service announcements. The following list suggests some ways to promote the screening depending on your audience:

- Use social media such as Facebook to spread the word and invite people to come. Ask those you invite to share the event page with their own circles.
- If you have a blog or website, post about the screening event there.
- Create a press release or write a letter to your local paper requesting that they promote the event. Consider using the opening paragraphs on page 1 of this document to communicate the event.
- Work with organizations such as the library or sponsoring organization to get the word out.
- Submit details to the event listings of your local paper and any other relevant places (community calendars for like-minded organizations and websites, etc.).
- Include the NextStepRun! [website and teaser](#) in your promotional material. It can be shared and embedded on your website or blog.
- Create a flyer and post it around town. A customizable promotional flyer is included in the Supplemental Resources and Materials.

## Planning the Agenda for the Screening

A screening event turns what is usually a passive activity into a call to action where the participants get to learn from each other.

The Agenda on the next few pages provides a suggested outline for a screening, however, feel free to modify it in whatever way best meets the needs of your audience.

Prior to your event, consider following questions:

- Who will introduce the film and the agenda for the event?
- Who will facilitate the discussion?
- Will the filmmakers or the candidates be present?

*Tip: Invite The NextStepRun! director and candidates to appear either via Skype or in person at your screenings. However, you may need to include travel expenses and/or an honorarium in your budget.*

*Young women are less likely than young men to think they will be qualified to run for office, even once they are established in their careers.*

*Girls Just-Wanna-Not-Run*

## Film Screening and Discussion Agenda

The Film Screening and Discussion Agenda is designed for a two-hour timeframe.\* Start on time—no later than 5 minutes from the posted time. There will always be a few latecomers. Allow them to quietly take a seat without interrupting the flow of the program.

*\*Note: If the screening is included as a module of an established curriculum adjust the suggested timeframe accordingly as introductions may not be necessary.*

### Welcome and Introductions: 10-15 minutes

- Welcome the group with a brief introduction of the goals for the screening as outlined on page 1.
- Review the agenda for the screening:
  - Welcome and Introductions (10-15 minutes)
  - NextStepRun! Film Screening (28 minutes)
  - Group Discussion (30-45 minutes)
  - Call to Action: What is your Next Step? (15-20 minutes)
- Introduce any special guests and sponsors
- Ask the audience to introduce themselves with a brief 10 second introduction such as name and why they have come to the screening.

### Screen NextStepRun!: 28 minutes

Darken the room by turning off the lights and/or pulling the shades.

### Groups Formation and Discussion: 30-45 minutes

Prior to the screening decide whether to form your groups by Option A or Option B. Based on your choice of option, select from among the discussion questions on Page 13.

**Option A— Large Group Discussion:** Facilitate the discussion as one large group. This is best used for groups no larger than ~20 participants. After the allotted discussion period, proceed to the *Call to Action: What is Your Next Step?* on Page 9.

**Option B—Small Group Discussion:** Consider organizing your audience into small discussion groups that will culminate with a two-minute report to the entire group.

The following four steps provide instruction for the small group discussion and report back process.

**Step 1:** Divide the audience into similar-sized small groups of 5-8 participants. The total number of small groups should not exceed eight for purposes of time management.

**Step 2:** After the small groups have formed into discussion circles, each selects a *scribe* to take notes and a *reporter*. Provide each group a flip chart and marker or a tablet and pencil for note taking.

**Step 3:** Assign each small group a discussion question and allot 10-15 minutes to discuss it. After the discussion period, give the small groups 5 minutes to create a report to the entire group.

*Preparation Tip:* A template with the Discussion Questions is included in the Supplemental Resources and Materials.

*Time check:* After 10 minutes check in with the small groups to see if they need an additional 5 minutes for small group discussion. Total discussion time should not exceed 15 minutes.

*Tip:* The Reports will provide summarized statements from the small group discussion.

**Step 4:** The reporter for each group presents a 2-minute (or less) report from their group discussion. After all groups have reported thank them for their insights.

*Tip:* If time allows, before moving to the next report ask the small group if they have something to add that may not have been included.

## Call to Action: What is Your Next Step?: 15-20 minutes

Wrap the screening with a *Call to Action*. Participants will complete a NextStepStatement that includes an action they will take to ensure more women are running for and elected to political office.

What is your Next Step?  
As a result of this screening, My NextStep is

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*Note:* If possible make this visible on a white board or flip chart.

*Example:* As a result of this screening my NextStep is to host a house party for a local candidate.

1. Hand out a NextStepStatement card\* to each participant and given them 2 minutes complete it with a personalized next step.

*\*Preparation Tip:* A template with NextStepStatements can be found in the Supplemental Resources and Materials. Cut the page into individual cards and provide participants with a NextStepStatement card.

2. Ask for a volunteer to start things off by sharing their NextStepStatement

Encourage participants to stand, as they are able, to deliver their NextStepStatement. Continue until each person who wishes shares a NextStepStatement.

*Note:* Each person should repeat the sentence opening and their own next step even if it seems similar to another person's statement.

3. **Close** by thanking everyone for coming and remind them that their NextStepStatements are a personal Call to Action. It will make a positive difference.

*Note:* Suggest that they put their NextStepStatement someplace where it can be a visible reminder to take that **next step!**

## Facilitating the Discussion

Good facilitation keeps the audience discussion on track and on schedule.

Start and end the event at the published time. Consider a post-screening reception in the facility for participants to continue their discussions and networking.

The issues raised in the NextStepRun! may touch deeply held beliefs, fears, and passions. It is natural to want others to affirm those beliefs and emotions. In the process, we can become so engrossed in making sure that we are heard and understood, that we forget to listen to others.

Make sure that everyone understands that the purpose of the event is to explore the issues and increase understanding, not to settle conflicts or come to complete agreement. Encourage participants to focus on possibilities for the future rather than coming to consensus about the past.

Remind the group of the difference between “debate” and “dialogue.” In a debate, participants try to convince others that their position is right. In a dialogue, participants try to understand one another and expand their thinking by sharing viewpoints and listening. Remind participants that your event is about dialogue.

Ask the group to think of the event as being about listening, as well as discussing. Ask the audience to “actively” listen, without interrupting the speaker. The facilitator should rephrase statements made by audience members to be sure they are understood. Ask people to listen for things that challenge their ideas or cause them to reconsider their assumptions, in addition to listening for comments that reinforce their beliefs.

Remind the group this is a dialogue that allows all participants a respectful environment to share their ideas, concerns and opinions. Respectful dialogue may be difficult, but it is possible.

Keep in mind that *this film is about leadership—not politics*. The following provides examples of how to bring the participants back to the topic of leadership.

*In 2015, only 24.2% of the 7,383 seats in state legislatures in the United States are women.*

*States are women.*

[Rutgers Center for American women and Politics](#)

### **Example #1**

**Participant:** There is too much money spent in campaigning.

**Facilitator:** Yes, it does cost money to run for elective office, what did you notice about how the candidates raised funds.

### **Example #2**

**Participant:** I don't think women with children should run for elective office. They should wait until they are older.

**Facilitator:** I hear that may not be right for you. (To the entire group), what did you notice about how the candidates with children campaigned for office?

### **Example #3**

**Participant:** We shouldn't just vote for a candidate because she is a woman.

**Facilitator:** It is the responsibility of each of us to determine who we believe can best represent our interests in elective office. The goal of this film is to encourage qualified women into elective to ensure that our legislators represent the diversity of our society.

## **Documenting the Screening**

Document the event by taking photos and recording stories you hear from attendees.

Follow up with participants with pictures of the events or anything else that was promised.

Please let us know how your screening goes and share press or audience responses.

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## Discussion Questions

The study by the Name It, Change It project, reveals that mentions of a woman's appearance when she is running for political office — whether those mentions are flattering, unflattering, or neutral — has a negative impact on her electability.

The following are suggested discussion questions. Feel free to modify or add your own.

*Preparation Tip: If using Option B small group discussion, a template is provided in the Supplemental Resource Material to supports the ease of questions assignments.*

*Tip: If one group finishes ahead of time, consider giving them an additional question.*

- What did you learn or surprised you about running for elective office?
- What qualities do the candidates demonstrate to run their campaigns? What are examples?
- What did you learn about how women decide to run elective office?
- In what ways can anyone get more involved in increasing the number of women in elective office?
- What did you notice about how the candidates managed obstacles during their campaign?
- How did Leah and Ellie balance their family and campaign responsibilities? What are additional strategies that a woman running for elective office could use?
- The candidates had help with their campaigns. Who helped them? What were the roles? What did they do?
- All of the candidates pledged to run a positive campaign. What are examples of this? What is the problem with negative campaigning?
- What did you learn about fundraising?
- How did the voters get to know the candidates?
- What did you notice about political affiliation?
- What are ways anyone can get involved to support women candidates?

## Supplemental Resources and Materials

The following are included in the Supplemental Resources and Materials document. Cut and paste or click on this link into your preferred browser: [http://media.wix.com/ugd/b2de73\\_7d737b9883f74da7862d3e5917aa503f.pdf](http://media.wix.com/ugd/b2de73_7d737b9883f74da7862d3e5917aa503f.pdf)

- Handout: Take the NextStep Resources
- Template: Discussion Questions
- Template: NextStepStatements
- Template: Customizable flyer promoting the NextStep-Run! screening