

# HILLEMAN Screenings: What You Should Know

Hosting a screening of the film *HILLEMAN: A Perilous Quest to Save the World's Children* is a great way to spark conversation about the wonder of scientific discovery and the positive impact vaccines have had on public health. We have developed support materials to help you plan and facilitate a community screening.

Contact us at [vacinfo@email.chop.edu](mailto:vacinfo@email.chop.edu) with questions or to secure the film for your event.

## HOSTING HINTS

- **Determine your format.** The film screening can be its own event, or you may wish to connect the screening to a health fair or other community gathering. You may wish to have a discussion after the event; the discussion format could include a panel of experts or be similar to a book group discussion:
  - **Expert-panel format.** If you do not have experts on your staff or the screening team, you may consider local physicians (particularly infectious diseases physicians or pediatricians), public health department personnel (such as the medical director or staff from the immunization team), or university professors or researchers working in the fields of immunology, microbiology or virology.
  - **Book group format.** Invite the audience to share their reactions. The *HILLEMAN Community Discussion Guide* offers suggested topics to discuss. The *HILLEMAN FAQ* list helps with common questions.
- **Plan the specifics.** The film is just over an hour, so plan about 2 hours for the event to allow for introductions and any follow-up discussion. Secure the venue and any expert guests, then focus on advertising the event. (See the Promotional Pointers section for tips.) Create an event outline for the day of the screening. (You can reference our *HILLEMAN Sample Event Outline* as desired.)
- **Determine your plan.** Plan in advance for sign in, tech support, refreshments, event photography or other tasks, and enlist volunteers as needed. Communicate any pertinent parking or wayfinding information to attendees and panelists. If you want to take photos of the event, cover permissions by posting a sign indicating that by attending, people agree to be in photos unless they sign an opt out list. People who opt out can be given a sticker to wear so that the photographer can easily identify them.
- **Prep your panel.** Invite experts for the panel as far in advance of the event as you can. The week of the event, confirm their attendance, the time and any other information they may need. The night of the event, confirm the plans (timing and flow) with participants. For example, each guest could speak for 5 minutes about their impressions of the film and then respond to audience questions. If the venue seats many more people than are expected to attend, rope off seating sections to concentrate the audience in one area. This will be more conducive for a post-film discussion or Q&A.

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## PROMOTIONAL POINTERS

- **Get the word out.** Invite community groups that may have an interest in the film, such as hospital staff or volunteers, Rotary club or other community groups, science and health teachers, school nurses or administrators, local government officials, and senior center members. If you would like us to promote your screening on our website, please send your event information to [vacinfo@email.chop.edu](mailto:vacinfo@email.chop.edu) with “Promote screening for [Your organization]” in the subject line. You can also connect with us on Facebook (The Vaccine Makers Project) and on Twitter (@vaccinemakers). If you so choose, contact local media outlets (see HILLEMAN Sample Press Release).
- **Explore our resources.** Access promotional materials and screening resources on the website listed at the bottom of this page. You will find editable flyers and other PR materials as well as information to share with audiences, such as a printable PDF handout and PPT slide of useful links.

## TECHNICAL TIPS

- **Confirm system and room requirements.** Check to make sure you have the correct machinery and cables to stream the film file or project a Blu-ray. Projecting a regular DVD is not recommended for a large screen format. If streaming the film, turn off the computer’s screen saver and confirm that the internet connection speed will maintain a smooth screening. Be sure to reload the streaming link just prior to starting the film so it will buffer properly. Using a microphone is recommended for announcements and guest speakers.
- **Do a dry run.** Play at least a part of the film and test both sound and lighting before the screening begins. Be ready to access the controls in a dark room if adjustments are needed during the film. Ensure that no light sources will shine on the screen during the film.
- **Test transitions.** Determine and practice any technical transitions prior to the screening. Decide if the ending film credits will roll or if you want the lights to rise and music dip so a speaker can begin. If using the informational PPT slide, test the projection.
- **Have a tech troubleshooting plan.** If possible, have a support person from the facility on call should any issues arise. Common screening glitches usually involve faulty power sources or cable connections.

Access the HILLEMAN screening materials at:

[hillemanfilm.com/hilleman-screening-kit](http://hillemanfilm.com/hilleman-screening-kit)

