

Quick Start Tips for Your Screening

PROMOTE YOUR SCREENING

The Southern Poverty Law Center has provided several tools to help your civic group promote its screening. The following resources and more are available for download at splcenter.org/screening.

- Sample press release
- Poster and flyer
- Social media post and tweet

TAKE ACTION

Choose from this list of projects or create a new idea for how your organization will improve voter turnout in your community.

- **Organize a neighborhood voter registration day** to help register people ages 17 and 18. The League of Women Voters offers registration drive tips. It also provides a high school voter registration drive manual on its website.
lww.org/content/tips-successful-voter-registration-drives
lww.org/content/high-school-voter-registration-training-manual-3rd-edition
- **Write letters** to local elected officials. Voice your opposition to voter ID laws and measures that threaten to stop voters of color, seniors and students from casting a ballot. Encourage your Congressional representative to support a reauthorization of the Voting Rights Act of 1965.
- **Create a flyer** that supplies voting information to members of the community. The ACLU offers tips on creating and distributing flyers.
aclu.org/creating-flyers-and-posters
- Check to see if there is a local chapter of the League of Women Voters or the NAACP. **Visit online resources such as Vote411 and Rock the Vote** (see the resources list in this guide for more). Check online for local voting rights groups near you.
lww.org/get-involved/local-leagues
naacp.org/pages/find-your-local-unit/
- If you know family members and friends who typically do not vote, **make sure they vote** in the next election. Offer to go with them to the polls or provide transportation.
- **Register five first-time voters** and make sure they vote in the next election.

SCREEN THE FILM & DISCUSS

When you screen the film, there are some key ideas you'll want to consider and discuss. Ask viewers these essential questions for discussion:

- Why does voting matter today? Why were black citizens throughout the South ready to risk their lives to secure their right to vote?
- Can people make a difference? What does it take to end deeply ingrained injustice?
- Voter turnout reached a 72-year low in 2014. Why are people so hesitant to vote now? Is that the case in this community? Why or why not?
- Six-out-of-10 voters ages 18 to 24 did not vote in the 2012 presidential election. What was young voter turnout in this community? Does this state allow young people to register to vote at 17 if they will be 18 by Election Day?
- In 2013, the U.S. Supreme Court invalidated a key provision of the Voting Rights Act of 1965. Officials are now no longer required to seek federal permission to change voting laws. Why should Congress reauthorize the act to again require permission?

REPORT ON YOUR EVENT

Let the SPLC know how things went at your screening. It can help ensure groups across the nation successfully use the film to raise awareness about voting rights issues. Report on your screening at sp.lc/Q2MZY.

- Where was your event held? How many people attended? How was the film used?
- Send photos of your event.
- How was the film received by the audience? Did it motivate young viewers to vote, or encourage older viewers to start voting again? What topics and ideas were discussed afterward?
- What worked at your screening? What didn't work? What would you do differently?
- What would help other organizations to host a successful screening?