SCREENING TOOLKIT

GUIDE FOR OPENING REMARKS & LEADING POST-FILM DISCUSSIONS

THE ANONYMOUS PEOPLE

MANY FACES 1 VOICE
TALKING POINTS FOR YOUR OPENING REMARKS:

1. INTRODUCE YOURSELF
2. WELCOME EVERYONE AND THANK THEM FOR ATTENDING
3. PROVIDE CONTEXT ABOUT THE MOVIE AND WHY YOU CHOSE TO HOST A SCREENING
4. BRIEFLY RECOGNIZE ANY LOCAL SPONSORS
5. ENCOURAGE PEOPLE TO COMPLETE THE SIGN-IN SHEET OR DROP A BUSINESS CARD AT THE TABLE SO THAT WE CAN STAY IN TOUCH
6. INVITE PEOPLE TO JOIN IN CONVERSATION OR Q&A AFTER THE MOVIE

SAMPLE REMARKS:

Good evening, everyone, and welcome to the (add city or town) screening of *The Anonymous People*. My name is ______________ and I am with (name of your organization if you belong to one).

You’re in for a treat tonight. *The Anonymous People* is an incredible movie that is traveling all over the World right now. It’s been seen in hundreds of theaters like this one and by over tens of thousands of people so far! *The Anonymous People* is about people putting a face and voice on recovery – showing how recovery changes people’s lives for the better, and about how we have the power to change the public’s perception about people with addiction and recovery and their families. We can also improve policies so that even more people can get the help they need to recover.

I chose to captain this screening because ______________ (you’re in recovery, your family was impacted by addiction, you want to be a part of the change, etc.). I’d like to thank some friends of mine who helped us get the movie over the hump in terms of ticket sales. These are organizations that believe in the mission of *The Anonymous People*. (Briefly recognize your sponsors).

If you didn’t add your name and contact information to the sign-in sheet as you came in, I encourage you to do that before you leave, or drop a business card at the table. We’d like to stay in touch as we build a local and national addiction recovery movement.

Finally, when the ending credits roll, we’ll turn up the house lights and have a conversation about the movie and answer any questions you have. Be sure to stick around! And now, let’s watch *The Anonymous People*!

THE ANONYMOUS PEOPLE SCREENING TOOLKIT:
http://tinyurl.com/TAP-tools

HERE YOU CAN FIND:
- How Gathr Works
- Tips To Promote Your Screening
- Sample Email & Social Outreach
- Press Kit
- Sample Press Release
- Organizing Your Screening
- ManyFaces1Voice Sign-In Sheets
- Film Opening & Closing Remarks
- Q&A With Greg Williams
- Film Poster
- Call-To Action Post-Cards
- Advocacy With Anonymity Handout
- A.A. World Services Bulletin

MANYFACES1VOICE.ORG
FREQUENTLY ASKED QUESTIONS AND TOPICS FOR DISCUSSION

I want to get involved. What can I do to help?

- **Nationally:** See the ManyFaces1Voice post-card and website for information on how to join, give, share, and take action in the recovery advocacy movement sweeping the country. Make sure you fill out the sign-in sheet or go directly to the ManyFaces1Voice.org website to join the movement!

- **Locally:** You can give people a list or connections to local recovery community organizations, or other resources. There are links on ManyFaces1Voice.org to search for a recovery community organization in your area and information on how to start a new one if there is not one near you!

- **Follow-up meeting / Community Listening Forum:** Hopefully you may already have one scheduled, but if not find out when and where your movie goers would like to meet to carry the energy and momentum forward for next steps in your community.

Do the people doing advocacy in the film still go to recovery meetings?

- Yes, many do! Most recovery advocates will tell you, “Recovery advocacy is not a recovery program” (you can see William White’s short article on this issue: http://tinyurl.com/recoveryadvocacy). The people in the film view advocacy as an extension of their recovery experience, but not as a replacement for their personal recovery needs. Advocacy is about citizenship and the power of our stories to help solve addiction problems.

Where can I learn more about this new recovery language?

- On ManyFaces1Voice.org, under Take Action there is a section that links directly to Faces & Voices of Recovery’s Message Training. There is a DVD available and an opportunity to request the training in your community. Additionally, there are video vignettes of people from all walks of recovery who model the language and tell their stories of why they decided to participate in advocacy efforts.

How can we get a recovery community center in our neighborhood?

- On ManyFaces1Voice.org under Take Action there is a section that links directly to how to Find or Start a Recovery Community Organization. Many of the recovery community centers profiled in the film were developed by members of the Association of Recovery Community Organizations. These organizations are very willing to share their experience with new communities looking to bring recovery to more people.
FREQUENTLY ASKED QUESTIONS AND TOPICS FOR DISCUSSION

CONTINUED

How can we get a recovery high school or college program in our community to support young people?

• Transforming Youth Recovery is a ManyFaces1Voice founding partner and sponsor. In addition to supporting our young people in recovery video stories they offer resources, research, and even grant programs to help expand recovery opportunities for students.

I want to be involved, but what if I am not political?

• You don’t have to be “political” to be an advocate. While some of the film covers policy issues that address barriers to people with addiction getting help, most of the film is about getting the word out about the reality of recovery.

• One of the most important audiences for the message of recovery is our friends and neighbors and people who still struggle who don’t know that recovery is possible and a reality for over 23 million Americans. Many of the incredibly negative stereotypes of people with addiction persist because people just don’t know that others are well. It’s up to you whether you feel like you can share your story with a stranger on a bus, a classmate, a co-worker, or a legislator. No matter where you feel comfortable, there is a role for you in this movement!

How can I buy the film? What’s next for the distribution plan?

• The film is screening in theaters and communities across the country. If you are able, please help bring the film to your community and share with your friends and family – you can find out how on ManyFaces1Voice.org under screenings. In 2014 there will be individual retail release online, streaming, DVD, and Video-On-Demand. ManyFaces1Voice will announce these opportunities as they become available.

How can I show this film in my school, hospital, workplace, jail, etc.?

• The film is currently available for organizational screening by obtaining Public Performance Rights (PPR). You can find out the details on the Host A Community Screening link on the ManyFaces1Voice homepage. Please see our “Organizing Your Screening” tool as we encourage you to convene your audience for a discussion following your screening.

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